

# 2022 CFA CONFERENCE



# ROAD TO RECOVERY

18TH – 20TH NOVEMBER 2022  
CROWNE PLAZA TORONTO AIRPORT HOTEL

## SPONSORED BY



SMRT



RMBCL LIMITED &  
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EXTOX  
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# Conference Program

## Friday, November 18, 2022

7:30 p.m. – 10:00 p.m. **Get together dinner for early arrivals in hotel dining room**

## Saturday, November 19, 2022

7:30 a.m. – 8:30 a.m. **Full Breakfast** *(including bacon and eggs)*

8:30 a.m. – 9:15 a.m. **Business Session**

9:15 a.m. – 9:30 a.m. **Introduction by Allied Trade Displayers**

9:30 a.m. – 10:00 a.m. **Karen Maxwell** – *How to build relationships and grow your business*

10:00 a.m. – 10:30 a.m. **Coffee Break**

10:30 a.m. – 11:30 a.m. **Frank Flair** – Deliver a Customer Experience (CX) That Makes Price Irrelevant

11:30 a.m. – 12:00 p.m. **Jordan Cohen** – MacDonald, Sager LLP

12:00 p.m. – 1:00 p.m. **Lunch**

1:00 p.m. – 1:30 p.m. **Jon Meijer** – DLI

1:30p.m. – 1:45p.m. **Richard Ponsonby** – Explanation of new website

1:45 p.m. – 2:05 p.m. **Rick Mugno** – SMRT

2:05 p.m. – 2:30 p.m. **Tonny Colyn** – Sustainability

2:30 p.m. – 3:00 p.m. **Tim Maxwell** – GreenEarth

3:00 p.m. – 3:30 p.m. **Coffee Break**

3:30 p.m. – 4:00 p.m. **Jaquelyn Stevens** – Willms & Shier

4:00 p.m. – 4:30 p.m. **Checkpoint**

4:30 p.m. – 5:00 p.m. **Raffle & Closing Remarks** by Dino Kantzavelos

5:00 p.m. – 7:00 p.m. **Cocktail Reception**

8:00 p.m. – 8:30 p.m. **Guest Speaker Darryl Sittler**

8:30 p.m. **Winner of the Silent Auction**

7:00 p.m. – 11:00 p.m. **Gala Dinner & Dance**

## Sunday, November 21, 2021

8:30 a.m. – 10:00 a.m. **Workshop** – SMRT Systems

10:00 a.m. – 10:30 a.m. **Coffee Break**

10:30 a.m. – 12:00 p.m. **Workshop** – GreenEarth

# Speakers



## **DARYL SITTLER** *Guest Speaker at Dinner*

Darryl Glen Sittler (born September 18, 1950) is a Canadian former professional ice hockey player who played in the National Hockey League from 1970 until 1985 for the Toronto Maple Leafs, the Philadelphia Flyers and the Detroit Red Wings. He was elected to the Hockey Hall of Fame in 1989, the Ontario Sports Hall of Fame in 2003 and the Canadian Walk of Fame in 2016. In 2017 Sittler was named one of the '100 Greatest NHL Players' in history.

On February 7, 1976, Sittler set an NHL record for most points by an individual in one game when he made ten points (six goals and four assists) against the Boston Bruins - a record that still stands after more than forty-five years. He also remains the most recent NHL player to score six goals in one game.



## **KAREN MAXWELL** *How to build relationships and grow your business*

Karen is Customer Service Director for GreenEarth Cleaning in Kansas City, MO. With more than 25 years of experience in customer service and sales management working for Danier Leather, Suedemaster and GreenEarth Cleaning, Karen has helped retailers and dry cleaners to address the expectations of today's consumer through training, conflict resolution, CRM and sales initiatives.



## **FRANK FLAIR** *Deliver a customer experience (CX) that makes price irrelevant*

Francis Flair is an inspiring customer experience speaker who draws from a career history in service and leadership, sharing practical knowledge to improve your brand's experience. Growing up in an orphanage in Ghana alongside his younger brother, Francis began his love of learning for service. Francis is a Certified Customer Experience (CX) Executive and a licensed CX Coach trained to lead companies to implement the CX Coaching methodology, the same principles used by brands like Chick-fil-A, Starbucks, and The Ritz-Carlton. His clients have enjoyed results that have earned them the best in the region, nation, and global status.



## **JORDAN COHEN** *MacDonald, Sager LLP*

Jordan is a graduate of Osgoode Hall Law School and has been in practice since 1982, primarily in the areas of real estate and corporate/commercial law. He has extensive experience in the acquisition, financing, leasing and sale of commercial, industrial and residential properties. He regularly represents financial institutions in all aspects of secured lending and enforcement in both the real estate and corporate setting. In his practice, he also acts for entrepreneurs and private companies in the establishment, organization and financing of their operations throughout Canada.

Jordan is married and has three grown children. In his spare time, he is an avid tournament bridge player, a Sapphire Life Master in the American Contract Bridge League and the winner of both Canadian and North American Bridge Championships.



## **RICK MUGNO** *SMRT*

Rick is the General Manager at SMRT Systems. He has spent the last 34 years working in the Dry Cleaning POS space. He was part owner of Liberty Computer Systems for 30 years until selling to SMRT. He enjoys helping operators be more successful by introducing them to new technology and also by spreading some tips and tricks he may have picked up along the way. His free time is spent on the water, either fishing or simply relaxing away from reality.



# Speakers CONT/...



## **JON MEIJER** *DLI*

Jon was on hand to give a global update of the industry. He said, “This is a fragile industry. There are no more suits to be cleaned. Those days are gone. We need to start thinking of cleaning as a whole, not just dry cleaning.” Jon highlighted the fact that not everyone will be going back to the office after the pandemic, as companies have realized the savings inherent in having their employees work from home. This, in turn, has changed the cleaning needs of customers and has opened new opportunities for cleaners to expand on their service offerings. “We clean EVERYTHING!” should be your new motto. Jon too emphasized the benefits of using social media and email marketing to help market your business and said those who continue to educate themselves through their associations will be the stronger cleaners.



## **TONNY COLYN** *Sustainability*

Working for The Salvation Army Thrift Store National Recycling Operation, Canada’s largest non-profit contributor in textile waste diversion, Tonny is the National Director of Business Development and Sustainability.

Tonny is also the President and co-founder of the National Association for Charitable Textile Recycling (NACTR), serves on several boards including National Zero Waste Council. As the author of the published paper A Tipping Point: The Canadian Textile Diversion Industry (2019), Tonny is well known across the waste sector as a Canadian pioneer in textile diversion.



## **TIM MAXWELL** *GreenEarth*

Tim is a second-generation dry cleaner. His introduction to dry cleaning came through his family’s ownership of Suedemaster Leather Cleaners in Toronto, Canada, which services the specialty cleaning needs of approximately 1,200 retail dry cleaners in the provinces of Ontario and Quebec as well as Upstate New York.

Tim has been actively involved within the Global drycleaning community starting with his role as a Stakeholder Representative by Environment Canada in their Strategic Options Process for the Reduction of Perchloroethylene in the Drycleaning Sector In 1994. Through relationships built with members of Industry management and environmental advocacy groups, he has been fortunate to take advantage of opportunities to visit with top-tier garment care operators on almost every continent.

He has been with GreenEarth Cleaning for over 20 years, starting as a field representative for Canada and the Midwestern U.S. in 2000. He was later promoted to Vice President of Operations, and assumed his current position, as President, in 2003.



## **JACQUELYN STEVENS** *Willms & Shier*

Jacquelyn Stevens, LL.B., M.S.E.L., M.Sc., B.Sc. (Hons.), is an environmental lawyer at Willms & Shier Environmental Lawyers LLP. Jacquelyn’s practice focuses on civil and regulatory litigation, environmental compliance and environmental issues connected with Aboriginal law.

Jacquelyn advises clients – including drycleaners and others in the fabricare sector – on environmental aspects of transactions and on contaminated land remediation during litigation and real estate matters.

Jacquelyn appears before administrative tribunals and the courts on regulatory and litigation matters. Prior to her career in law, Jacquelyn was a field and research geologist, a remedial action plan technician for the Ontario Ministry of the Environment and an environmental consulting technician.

Jacquelyn is a member of the Canadian Fabricare Association, Canadian Bar.

# Registration Form

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province / State: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

## CONFERENCE OPTIONS:

### Full Conference Package *Saturday Meetings, Breakfast, Lunch & Dinner*

☐ Member  $\$325.00 + \$42.25 \text{ HST} = \mathbf{\$367.25} \times \_\_\_\_\_\_ = \$\_\_\_\_\_\_$

☐ Non-Member  $\$425.00 + \$55.25 \text{ HST} = \mathbf{\$480.25} \times \_\_\_\_\_\_ = \$\_\_\_\_\_\_$

### Saturday Conference Only *Mtg, bkfst, lunch*

☐ Member  $\$225.00 + \$29.25 \text{ HST} = \mathbf{\$254.25} \times \_\_\_\_\_\_ = \$\_\_\_\_\_\_$

☐ Non-Member  $\$325.00 + \$42.25 \text{ HST} = \mathbf{\$367.25} \times \_\_\_\_\_\_ = \$\_\_\_\_\_\_$

### Saturday Dinner Only

$\$125.00 + \$16.25 \text{ HST} = \mathbf{\$141.25} \times \_\_\_\_\_\_ = \$\_\_\_\_\_\_$

**Total remitted = \$** \_\_\_\_\_

Make cheque payable to **Canadian Fabricare Association.**

If paying by credit card (Visa, MasterCard or AMEX)

Card #: \_\_\_\_\_ Exp.: \_\_\_\_\_ CVC: \_\_\_\_\_

Name on card: \_\_\_\_\_ Signature: \_\_\_\_\_

# Registration Form CONT/...

## LIST OF SATURDAY DINNER ATTENDEES FROM YOUR COMPANY:

*Check dinner choice. (If you have additional names, copy this form.)*

_____	<input type="checkbox"/> beef	<input type="checkbox"/> chicken	<input type="checkbox"/> fish	<input type="checkbox"/> vegetarian
_____	<input type="checkbox"/> beef	<input type="checkbox"/> chicken	<input type="checkbox"/> fish	<input type="checkbox"/> vegetarian
_____	<input type="checkbox"/> beef	<input type="checkbox"/> chicken	<input type="checkbox"/> fish	<input type="checkbox"/> vegetarian
_____	<input type="checkbox"/> beef	<input type="checkbox"/> chicken	<input type="checkbox"/> fish	<input type="checkbox"/> vegetarian
_____	<input type="checkbox"/> beef	<input type="checkbox"/> chicken	<input type="checkbox"/> fish	<input type="checkbox"/> vegetarian
_____	<input type="checkbox"/> beef	<input type="checkbox"/> chicken	<input type="checkbox"/> fish	<input type="checkbox"/> vegetarian
_____	<input type="checkbox"/> beef	<input type="checkbox"/> chicken	<input type="checkbox"/> fish	<input type="checkbox"/> vegetarian
_____	<input type="checkbox"/> beef	<input type="checkbox"/> chicken	<input type="checkbox"/> fish	<input type="checkbox"/> vegetarian

Any dietary restrictions or instructions?

\_\_\_\_\_

## ACCOMMODATIONS:

The Crowne Plaza Toronto Airport Hotel – 33 Carlson Court, Toronto.

Rates start at \$128.00 plus taxes, single or double.; \$148.00 triple; \$168.00 Quad.

MAKE HOTEL RESERVATIONS: 1-877-859-5899 or Online Booking:

<https://www.crowneplaza.com/redirect?path=asearch&brandCode=CP&localeCode=en&regionCode=1&hotelCode=YYZ-CA&checkInDate=19&checkInMonthYear=102021&checkOutDate=21&checkOutMonthYear=102021&rateCode=6C-BARC&PMID=99801505&GPC=CFC&cn=no&viewfullsite=true>

\_\_\_\_\_ Rooms booked for Friday, November 18th

\_\_\_\_\_ Rooms booked for Saturday, November 19th

Please return registration forms to:

**Mail:** 120 Promenade Circle, #910, Thornhill, ON L4J 7W9

**Email:** canadianfabricare@fabricare.org

**Fax:** 905-881-5453