

2023 CFA CONFERENCE

*Embracing Change!*

**INVESTING IN OUR FUTURE**

FRIDAY, SEPTEMBER 29 – SUNDAY, OCTOBER 1, 2023  
**TORONTO**

Delta Hotels Toronto Airport & Conference Centre

## INTRODUCING OUR KEYNOTE SPEAKER



**Jason Loeb**  
**Sudsies Cleaners, Florida**

The work of Jason Loeb is always associated with passion and a smile. As founder and president of Sudsies.com he stresses a combination of the highest quality product with exceptional customer service to provide impacting experiences for his clientele.

His genuine attention and on-the-spot advice makes him frequently sought out to work with clients from all over the world as an industry consultant and forum speaker presenting topics on marketing, employee motivation and sales growth.

Despite Loeb's vast accomplishments and unlimited energy, his formula for success is simple: differentiate yourself, be true to your brand and exceed your customer promise.

**PLUS: Live demonstrations of equipment**

### **OTHER SPEAKERS INCLUDE:**

**Kermit Engh** of Methods for Management

**Jennifer Whitmarsh** from The Route Pro

**Tom Beidle** of SPOT by Xplor

**Download registration form at [fabricare.org](https://fabricare.org)**



Canadian Fabricare Association  
Association canadienne des spécialistes du textile