



NEELA

NorthEast Laundry
Association

2019 ANNUAL SPRING MEETING & GOLF OUTING

Wednesday May 1, 2019
*Omni Providence Hotel &
Rhode Island Convention Center
Providence, RI*

GOLF OUTING
Thursday May 2, 2019
Agawam Hunt

Supporting Members Since 1911!

P.O. Box 190 • Hogansville, GA 30230
Phone: 706.637.8871 Fax: 706.637.8875
www.nelaundry.org

Meeting Agenda

2019 Annual Spring Meeting
Rhode Island Convention Center, Providence, RI

Wednesday, May 1:

- 12:00 pm - 1:00 pm **Registration, Lunch**
 Rotunda Room
- 1:00 pm - 5:00 pm **Cracker Barrel, Seminars**
 Meeting Room 553A/B
- 6:00 pm - 8:00 pm **Networking Dinner**
 Rotunda Room

25th Annual Golf Outing
Agawam Hunt, Rumford, RI

Thursday, May 2:

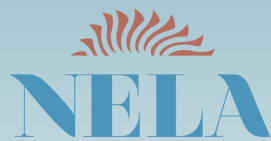
- 8:00 am **Registration & Breakfast**
9:00 am **Shotgun Start**

After play there will be a Lunch buffet. Golf contest and raffle winners will be announced after lunch.

Registration Fees:

- Entire Conference: Member - \$295, Nonmember - \$495
Wednesday Only: Member - \$175, Nonmember - \$285
Thursday Only: Member - \$195, Nonmember - \$265

Entire Conference registration fee includes Wednesday's educational sessions, lunch and dinner and Thursday's golf fees, continental breakfast and BBQ after golf. Friends and family of registered members can attend as long as they register and submit their fee. Attendees are responsible for their hotel, transportation, parking and other miscellaneous costs.



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SUPPORTING MEMBERS SINCE 1911

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Email: nela@rjevansassociates.com
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Executive Director: Ron Evans

Education Sessions

Garment Lifecycle: Small Shifts Yield Big Savings Michael Dodge, Gotli Labs



Michael Dodge applies Discipline 1 of "The 4 Disciplines of Execution" (Covey/McChesney) to adjusting the mix of used vs. new garments to achieve improved profitability. He discusses the garment life cycle and how to better understand, manage and control your garment costs. Michael Dodge, Minneapolis, is a consultant with Gotli Labs, Steinhausen, Switzerland. He spent 17 years with AmeriPride Services developing standard operating procedures for stockrooms.

Strategic Partnerships: Becoming the Reason for Your Customers' Success

Wiz Wyatt, Rourke & Co., LLC



Regardless of the size of your business with respect to the number of plants/locations and number of employees, Wiz believes that each plant/location is essentially its own small business, built on partnerships with a well defined customer base. He also believes it is most beneficial for leadership/owners to develop and continually review their strategic intent and that the ability to say 'No, that is not our business' becomes more important than saying yes. Wiz walks you through asking the hard questions, such as who and what you are to your customers, and **their customers**, and in doing so helps you identify your "right" or BEST customers with whom to create the most productive long-term relationships.

24 Tips to Dramatically Improve Customer Retention

David Bernstein, Lapauw USA



We've all heard the statistics about how much more time and money are involved in customer acquisition than retention, and while most companies in our industry work hard to maintain quality, customer service standards, and competitive prices, some fail to develop a defined and repeatable strategy to retain existing customers, leading to stagnant growth and declining profitability. In this fast-paced and value-packed seminar, David will share some of his proven strategies to take control of your most important source of long-term revenue, delighted and loyal customers, and ensure that they will renew with your company rather than shopping your competition.

Accommodations

Omni Providence Hotel
1 W Exchange Street, Providence, RI

Ph: (800) 843-6664

NELA attendees will enjoy a group room rate of **\$179.00** (+13% Tax) per night at the Omni Providence Hotel Providence, RI. Call **800-843-6664** to make your hotel reservations on or before **Tuesday, April 9, 2019** and specify that you are with the **Northeast Laundry Association**. If making reservations online, use Group Code **042719northeast** or the [provided link](#). For any questions regarding the accommodations, please contact Suzanne Evans at 706.637.8871 or nela@rjevansassociates.com.



Guest room reservations must be made no later than Tuesday, April 9, 2019 to secure the group rate. The hotel will continue to accept reservations for NELA after this date, but only if space is available and possibly at public rates. All "no show" reservations will be billed one night's room and tax to individual's credit card. The cancellation of guaranteed reservations must be received twenty-four (72) hours prior to arrival in order to avoid a charge equal to one night's stay plus applicable taxes.

Check-In: 4:00PM. Checkout: 11:00AM.

Attire and Weather: Attire for all NELA functions is business casual; a sweater or blazer may be in order in conference rooms. On

average in early May, guests may enjoy sunny days (68 degrees) and temperate evenings (45 degrees).

The Omni Providence Hotel is connected to the Rhode Island Convention Center and the new Providence Place Mall. With this premier Downtown Providence hotel location, attendees will find themselves within walking distance of the city's main college campuses, historic attractions, gourmet restaurants, upscale shopping, entertainment and more.

Getting There: If you're traveling by air, we recommend using T.F. Green Airport (PVD) which is a 15–20 minute drive (10 miles) to the Omni Providence Hotel. Logan International Airport (Boston) (BOS) is 50 miles from The Omni Providence Hotel.

25th Annual Golf Outing



Agawam Hunt

15 Roger Williams Avenue
Rumford, RI 02916
Phone: 401.434.0980



Join fellow players **Thursday** morning on the golf course for the 25th Annual Golf Outing at Agawam Hunt. Rich in history, Agawam Hunt is a family-friendly, private sporting club located on 130 wooded, riverside acres in Rumford, RI, just over the river from Providence's East Side. You can't go wrong with their course which is rated in the top 10 in Rhode Island and is known to have the best turf around. The Golf Outing format will be a scramble. Please sign up now to ensure that we are able to accommodate you. The golf registration fee includes greens fees, cart rental, continental breakfast at the Club and lunch and raffle after play. Prizes will be awarded!

The main Clubhouse is on the corner of Roger Williams Avenue and North Broadway. The entrance is on Roger Williams Avenue. The Golf Clubhouse and golf parking are across the street from the main Clubhouse and can be accessed from North Broadway.

Sponsorship Opportunities are Available - Your continued support is greatly appreciated!

Sponsorships available are: **Platinum - \$500, Gold - \$300, Golf Flag - \$200.**

To participate as a sponsor for the 2019 Spring Meeting and 25th Annual Golf Outing, please indicate your choice on the registration form. All sponsors will receive a Golf Flag with your company logo. You may also consider providing a Prize Donation for the Golf Outing. Please submit your registration form to the NELA office by Tuesday, April 9, 2019. If this is the first year your company has sponsored or your logo has changed, please send us your artwork in .eps or .jpeg format to nela@rjevansassociates.com.