

CONFERENCE AGENDA

Saturday April 25

6:40 pm

*Colorado Rockies at Coors Field
(Optional Paid Activity: Game starts at 6:40pm. Stadium is a little more than one mile from the Hotel. Attendees can walk or use the 16th St. Mall buses for free)*

Sunday, April 26

9:00 am-12:00 pm

*Board Meeting
Independence Meeting Room*

1:30 pm-5:30 pm

*Registration & Supplier Setup
Colorado Ballroom*

6:00 pm-9:00 pm

*Reception/Supplier Exhibits in the
Colorado Ballroom*

Monday, April 27

7:00 am-8:00 am

*Registration, Networking Breakfast
and Scholarship Award
Denver Ballroom*

8:00 am-5:00 pm

*Educational Seminars
Denver Ballroom*

12:00 pm-1:00 pm

*Networking Lunch
Denver Ballroom*

5:00 pm-6:00 pm

*Beer & Wine Cocktail Hour
Denver Ballroom Prefunction*

Evening Open

Tuesday, April 28

7:00 am-8:00 am

*Breakfast & Closing Remarks
Denver Ballroom*

8:15 am-12:00 pm

*Plant tours of ALSCO and
Service Uniform*

ETA Denver Airport 12:30 pm

Group Transportation to the Denver airport (DEN). NOTE: If using the Group transportation to the airport, we recommend outbound flights no earlier than 2:30 pm.

ITRA 2020 Mid-Year Training Conference & Exhibits

April 25 – 28, 2020

Interactive... Insightful... Inspiring!

ITRA

Independent Textile Rental Association

Hilton Denver City Center - Denver, CO

Plan Now to Attend this year's Mid-Year in Denver!

- Share best practices and ideas with your colleagues.
- Develop new business relationships and networking opportunities.
- Visit with 50+ exhibiting Suppliers to learn about new innovations and what is trending
- Learn the business data to collect and how to use it for profitability!
- Tour two exceptional businesses: ALSCO Central Stockroom and Main Street Mat Company.

***** Registration Deadline: Friday April 3, 2020 *****



Committed To Your Growth

Education • Training • Networking • Information Exchange

Educational Programs

Zap the Gap Generational Differences Reexamined

Meagan Johnson, Generational Expert

Meagan is known as a "Generational Humorist" and challenges her audiences to think differently and act decisively when dealing with multiple generations. In her presentation, she explains how each generation developed its values and how these values creep into the workplace and marketplace. Each generation holds fast to its values, so it's important to understand and respect them to bring out the best in everyone. Meagan believes each generation actually has more in common than many people think and helps her audiences find common ground and build on generational strengths.

Capturing Front Line Intelligence from Your Route Reps

Matt Leuschner, Wingmate

In most scenarios, your route reps are in the perfect position to provide prospects for future sales. Having helped develop a leading solution to capture in-field, on-the-go intelligence for sales leads generation, Matt talks with you about common approaches to lead generation (sometimes manually burdensome) and how automation can speed up the stages of the lead management life cycle.

Managing to Deliver Results

Mike Schuelke

As a former Senior Executive of Aramark, Mike had full P&L responsibility for 13 operating units, 22 branches, over \$195 million in revenue and 1,800 employees. During his tenure with Aramark, he achieved an EBIT improvement of over 48% (300 basis points) while improving customer service and retention to over 92%. At the ITRA Mid Year, Mike will be sharing with attendees his experiences and valuable insights on engaging, evaluating and managing top level managers. By building high performance teams, implementing repeatable processes, and improving the efficiency and effectiveness of decision making, you can deliver outstanding results!

Exploring Training with a Renewed Focus

Dana Horne, Performance Matters

Although training is only one of her many and diverse professional skills, Dana is known as one of the premier trainers throughout our industry. Having worked with a vast number of laundries and suppliers, Dana has always stressed the importance of training to strengthen and develop employees' skills along the entire timeline of their term of employment, from onboarding to ongoing development. Dana will take attendees through an exploration of training including the concept of training, an overview of popular training methods, and how to achieve your best ROI through training.

Shake, Rattle, and Role: Disrupting the Textile Rental Industry Sales Model

Troy Harrison

The Textile Rental Industry has many challenges and opportunities in the Roaring Twenties, and some of those challenges may be overcome, and opportunities realized, by revisiting and revising the industry's sales model. Besides being an internationally renowned speaker and sales expert, Troy Harrison is a former award winning sales manager in the Textile Rental industry, and in this workshop he will analyze the sales issues of our industry, and present a new sales model which independents are uniquely positioned to implement and capitalize on. Key take-aways include:

- The metric that best measures your customer relationships that you're not using
- Why we can gain in customer relationships, price, salesperson retention, and other key metrics through a different sales model
- Building the model—activity standards, performance metrics, sales role alignment
- And more!

Using Customer Service Feedback to Stay Profitable

Rebecca Thompson, CSI

Becky Thompson of CSI is a firm believer that if you do not try to find out what your clients actually think about your service, you will never be able to give them the best customer experience. Becky shares the many reasons why collecting data through Customer feedback is essential to improving your business operations and shares how to leverage the information toward profitability.

Facility Tours

Service Uniform was founded in Colorado in 1969 by owners Barry and David Putegnat. The Putegnat brothers are the third generation to follow in the footsteps of the family laundry business started by their grandfather in 1906. Barry and David worked in all aspects of their father's (and grandfather's) company before founding Service Uniform, with a passion for delivering superior uniform rental service. Service Uniform's Blue Chip System® utilizes the most advanced technology in the industry and ensures 100% accuracy. Service Uniform is in the business of renting professional garments, mats, and related services to established companies. Service Linen stands behind their integrity, superior quality products, outstanding service, and exceptional value.

AlSCO is proud to present their central stockroom to the group for a tour. AlSCO has been an industry pioneer since 1889. Their company is responsible for creating and shaping many of the industry standards everyone follows. ALSCO blazed the trail for the laundering and delivery of ready-to-wear uniforms, starting with aprons and then moving on to every type of workwear application imaginable, and also invented the continuous roll towel dispenser and pioneered the use of on-site garment lockers.

Plant Tour Transportation: Two buses will depart from the hotel lobby at 8:15 am. **One bus** will tour ALSCO first, then Service Uniform. After the tour concludes, the bus will travel to Denver International Airport with an approximate arrival time of 12:30 pm. **A second bus** will tour Service Uniform first, then ALSCO. After the tour concludes the bus will travel to Denver International Airport with an approximate arrival time of 12:30pm. The buses WILL NOT return to the hotel. ***If you plan to travel to the airport, please bring your luggage with you, and be sure to board one of the buses at the hotel. Attendees are strongly encouraged not to book departing flights earlier than 2:30pm.***

Optional Paid Activity

Rockies Vs. Brewers MLB Game

Saturday, April 25, 2020 6:40 pm \$47.00 per person

ITRA has reserved a block of tickets for the Saturday evening game at Coors Field, where the Colorado Rockies will square off against the Milwaukee Brewers. If you are arriving early for the conference, the game is at 6:40PM. Tickets are \$47.00 and available to the first 50 buyers. Seats are in Section 119. Coors Field is a little more than one mile from the Hotel. Attendees can walk or use the 16th St. Mall buses for free.

Supplier Exhibit Information

Exhibit Set Up: The Supplier Exhibit and Welcome Reception will be held in the Colorado Ballroom on Sunday, April 26 from 6:00pm-9:00pm. Exhibit set up time is Sunday, April 26 from 1:30-5:30 pm. Food and Beverage is open to "exhibitors only" from 5:30-6:00 pm.

Displays: Display space is limited and will be assigned on a first come, first serve basis. Exhibits will be table top displays which will include one 6' x 30" skirted table and two chairs. There may be no panels or walls to separate exhibits and no extension cords or power strips. If you have power or other requirements or questions, please call the ITRA Office at 706-637-6552 before Friday, April 3, 2020.

Inbound Guest Packages - Shipping Instructions

Please follow the recommended label addressing standards, illustrated below, to prevent package routing delays. Inbound receiving and applicable delivery fees will be applied on a per package basis, as outlined in the fee schedule below. These fees are applied in addition to any shipping/transportation charges. Please use the name of the recipient who will be onsite to receive and sign for the package(s). Packages will be available for pick-up inside of the UPS Business Center. Package deliveries to the Colorado Ballroom on the day of the exhibit may be scheduled by contacting the **UPS Business Center (UPS Store #6612) at (303) 312-5419 or email store6612@theupsstore.com**. Package deliveries should only be scheduled after the recipient has checked into the hotel.

Event Shipment(s) – Label Standard: Affix a label with the following information (in addition to the airbill).

Hilton Denver City Center
ITRA Mid Year
Hold For Guest: (Guest Name) (Guest Cell Number)
(Guest Company Name)
1701 California Street
Denver, CO 80202

The UPS Store at the Hilton Denver City Center can be used for outbound shipping. Since the UPS Store is not open Sunday evening, ITRA will provide a room for exhibitors to store any packages that need to be shipped out on Monday morning. Exhibitors are responsible for taking their packages to the UPS Store on Monday for outbound shipping. We strongly recommend using pre-completed labels with an account number. Delivery fee* charged for packages received at the hotel.

SMALL PACKAGES:	MEDIUM PACKAGES:	LARGE PACKAGES:	FREIGHT:
Letters/Packs = \$5	21 - 30 lbs. = \$30	61 - 100 lbs. = \$90	Pallets = \$275
1 - 10 lbs. = \$10	31 - 45 lbs. = \$40	101+ lbs. = \$120	
11 - 20 lbs. = \$20	46 - 60 lbs. = \$50		

*Includes receiving, securing & storage for up to 2 business days prior to arrival. \$10.00/day storage fee for days 3+.

About the Hilton Denver City Center

Hilton Denver City Center

1701 California Street, Denver, CO 80202
PH: (303) 297-1300

Room rate: \$159.00 (+ 15.75% applicable tax) Group Code: ITRA

Mountains meet modern at Hilton Denver City Center. The Hotel is located in Colorado's Capitol, in the heart of downtown, walking distance from the Mile High's top restaurants and attractions. Walk one block to the 16th Street Pedestrian mall for a day of shopping, or hop on the light rail train to explore the rest of the city.