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THIS UNPRECEDENTED INDUSTRY EVENT

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STRONGER TOGETHER

# TRSA Annual Conference & Exhibits

LEADERSHIP CONFERENCE & ANNUAL MEMBERSHIP MEETING

**OCTOBER 16-19, 2011**

THE WESTIN KIERLAND RESORT & SPA • SCOTTSDALE, AZ

## FEATURING

- 20+ Interactive Educational Sessions
- Half-Day Industry-Specific Workshops
- Keynotes by Bestselling Authors
- 70+ Associate Product and Service Solutions
- Networking Opportunities
- TRSA Committee Meetings
- Facility/Plant Tour

# TRSA

[www.TRSA.org](http://www.TRSA.org)

STRONGER TOGETHER

# TRSA Annual Conference & Exhibits

LEADERSHIP CONFERENCE & ANNUAL MEMBERSHIP MEETING

## PROGRAM AGENDA

### SUNDAY, OCTOBER 16

TRSA Golf Tournament

Welcome Reception and  
Charitable Event

### MONDAY, OCTOBER 17

TRSA Leadership Conference:  
Committee Meetings and  
Board of Directors Meeting

Half-Day Workshops

Reception in Exhibit Hall

### TUESDAY, OCTOBER 18

Keynote Speakers

Full-Day, Multi-Track  
Educational Sessions

TRSA Chair Reception and  
Awards Dinner

### WEDNESDAY, OCTOBER 19

TRSA Annual Membership  
Meeting

Plant/Facility Tours

The TRSA Annual Conference & Exhibits bring together hundreds of executives, owner/operators and management from independent and national companies providing textile services to the hospitality, industrial, manufacturing, services and healthcare markets. The TRSA Annual Conference & Exhibits present an opportunity to build the professionalism of your team, reward top performers and increase management retention that directly improves your bottom line. The program includes:

### 20+ Educational Sessions

- Capital Financing
- Customer Service
- Direct Sales
- Energy
- Healthcare and Retail Medical
- HR/Organized Labor
- Marketing/Sales
- Performance Measurement
- Regulatory/Legislative Update
- Risk Management/Safety
- Route Planning/Logistics
- Sustainability/Environment

### Half-Day Workshops

- World-Class Safety Processes (Milliken)
- Specialty Garments: FR and Safety (Bulwark/VF)
- Go Fish: Reel in Extra Revenue from Existing and Potential Accounts (Mountville Mills)

### Keynote Presentations

- The Nine Management Principles of Customer Service with bestselling author Robert Spector
- The Triple Bottom Line: Achieving Economic, Social and Environmental Success with bestselling author Andrew Savitz

### Table-Top Exhibits

- 70 leading associates with products and services to increase productivity and profitability
- Dedicated Exhibits-only scheduled reception and lunch

### Networking/Social Activities

- TRSA Golf Tournament
- Welcome Reception & Charitable Event
- Networking Reception
- Chair Reception and Awards Dinner

### TRSA Leadership Conference (Committee Meetings)

- Centennial Committee
- Education Committee
- Environmental Committee
- Government Affairs Committee
- Healthcare Committee
- Marketing & Public Relations (PR) Committee
- Membership Committee
- Plant Operations Committee
- Safety & Human Resources (HR) Committee

### Plant/Facility Tours

- Cintas Automated Wash Aisle Safety and VPP Award-Winning Facility in Chandler, AZ
- Also's New Plant in Phoenix: High-Productivity Processing of Linen, Industrial

# SCHEDULE - AT - A - GLANCE

Sunday, Oct. 16	12:00 p.m. – 6:00 p.m.	TRSA Golf Tournament			
	6:00 p.m. – 8:00 p.m.	Welcome Reception / Charitable Event			
Monday, October 17	7:00 a.m. – 7:30 a.m.	Breakfast (Sponsored by G.A. Braun)			
	7:30 a.m. – 8:00 a.m.	TRSA Welcome by TRSA Chair Woody Ostrow and TRSA President Joseph Ricci			
	8:00 a.m. – 1:00 p.m.	<b>TRSA Leadership Conference</b> 10:00 a.m. – 10:15 a.m. Break (Sponsored by Medline)			
	12:30 p.m. – 1:30 p.m.	Lunch w/Committee Chair Reports (Sponsored by American Laundry Systems)			
	1:30 p.m. – 5:00 p.m.	<b>Half-Day Workshops</b>			
		TRSA Board of Directors Meeting	Specialty Garments: FR & Safety <i>presented by Bulwark/VF</i>	Go Fish: Reel in Extra Revenue from Existing and Potential Accounts <i>presented by Mountville Mills</i>	World-Class Safety Processes Workshop (Milliken) <i>presented by Wayne Punch, Milliken</i>
4:30 p.m. – 6:30 p.m.	Networking Reception sponsored by Arco Murray in Exhibit Hall				
7:00 a.m. – 8:00 a.m.	Breakfast (Sponsored by Jensen)				
Tuesday, October 18	8:00 a.m. – 9:15 a.m.	<b>General Session: The Nine Management Principles of Customer Service</b> With Robert Spector author of the international bestseller <i>The Nordstrom Way: Inside Story of America's #1 Customer Service Company</i> and the recently released <i>The Mom &amp; Pop Store: True Stories from the Heart of America</i>			
	9:15 a.m. – 12:00 p.m.	Private Equity Investment	Route Planning & Fleet Management	Leveraging Real-Time Performance Measurement	Growth Opportunities: Direct Sales, Restrooms and Facility Services
		10:30 a.m. – 10:45 a.m. Break (Sponsored by Gurtler)			
	12:00 p.m. – 2:00 p.m.	Textile Services Market Analysis	Managing Risk to Reduce Liability and Cost	Energy Benchmarking and Forecasting	Business Case: Protecting the Environment Improves Operations
		Lunch in Exhibit Hall (Lunch sponsored by Ecolab)			
	2:00 p.m. – 3:00 p.m.	<b>General Session: The Triple Bottom Line: Achieving Economic, Social and Environmental Success</b> With Andrew Savitz author of <i>The Triple Bottom Line: How the Best Run Companies are Achieving Economic, Social and Environmental Success – and How You Can Too!</i>			
3:00 p.m. – 5:30 p.m.	Attracting, Selecting and Retaining Top Sales Performers	Inventory Management Impacts Your Bottom Line	Selling & Servicing Retail Medical	Be the “Best Place to Work”	
	4:00 p.m. – 4:15 p.m. Break (Sponsored by Dickies)				
6:00 p.m. – 7:00 p.m.	Pathways to Profitability	Building High-End Hospitality Business	Building Effective Customer Relationships with Hospitals	Delivering Excellent Customer Service to Co-Workers	
	Reception (Sponsored by Milliken) / PAC Event				
7:00 p.m. – 10:00 p.m.	President's Awards Dinner				
7:00 a.m. – 8:00 a.m.	Breakfast (Sponsored by ADI)				
Wednesday, October 19	8:00 a.m. – 9:30 a.m.	<b>TRSA Annual Membership Meeting</b> • TRSA Chair & President: State of the Association • Board Elections and Installation of Officers & Directors		• Treasurer's Report • Membership Votes • Regulatory/Legislative Update	
	9:30 a.m. – 12:30 p.m.	<b>Plant Tours: AlSCO, Phoenix and Cintas, Chandler, AZ</b> A new High-Productivity Mixed Plant and a VPP Award-Winning Facility with Automated Wash Aisle Safety			

# THANK YOU TO OUR SPONSORS

**AD AMERICAN DAWN INC.**



## TRSA TABLE-TOP EXHIBITS



TRSA table top exhibits are cost-effective business development tools that provide excellent exposure for Associate members. Exhibiting provides a natural opportunity to talk business with the most powerful buyers and key purchasing influencers in the textile services industry. TRSA's new Annual Conference and Exhibits format puts all these decision makers under one roof:

- Managers who specify equipment, supplies and services
- Chain executives and independent owner-operators who ultimately purchase

**MONDAY, OCTOBER 17 • 4:30 P.M. – 6:30 P.M.**

**TUESDAY, OCTOBER 18 • 12:00 P.M. – 2:00 P.M.**

### TO EXHIBIT:

To exhibit, fill out the registration form included on page 8 of this brochure.

Dedicated Exhibits Only schedule includes multiple hour segments during the Monday Reception and Tuesday Lunch. Exhibit registration fee covers 8x8 exhibit area; two (2) full registrations for the Annual Conference: all educational sessions and social functions including receptions, breakfast, lunch and break. Exhibitors also receive exposure on the TRSA website, onsite materials and signage. **Limited to 70 exhibitors.**

## KEYNOTE PRESENTATIONS

TUESDAY, OCTOBER 17 • 8 AM – 9:15 AM

### THE NINE MANAGEMENT PRINCIPLES OF CUSTOMER SERVICE

With **Robert Spector** author of the international bestseller *The Nordstrom Way: Inside Story of America's #1 Customer Service Company* and the recently released *The Mom & Pop Store: True Stories from the Heart of America*



Explore the management principles that have made Nordstrom the gold standard for customer service and an inspiration to companies and organizations in every walk of life. You will learn how Nordstrom creates, maintains, encourages, and nurtures a 55,000-employee culture that is 100-percent committed to serving the customer while encouraging and empowering employees to become other-centered rather than self-centered. Although built around Nordstrom, the presentation includes insights from other companies Mr. Spector has written about including Amazon.com and Starbucks, as well as customer-service ideas from the small, independent businesses as profiled in his latest book, *The Mom & Pop Store: True Stories from the Heart of America*.

Robert Spector is a leading international speaker on world-class customer service and corporate culture and is the author of the international bestseller, *The Nordstrom Way: The Inside Story of America's #1 Customer Service Company*. His work has been published in a wide variety of publications, including *The Wall Street Journal*, *The New York Times*, *Details*, *Women's Wear Daily*, *Sports Illustrated*, *USA Today*, and *NASDAQ Magazine*.

TUESDAY, OCTOBER 17 • 2 PM – 3 PM

### THE TRIPLE BOTTOM LINE: ACHIEVING ECONOMIC, SOCIAL AND ENVIRONMENTAL SUCCESS

With **Andrew Savitz** author of *The Triple Bottom Line: How the Best Run Companies are Achieving Economic, Social and Environmental Success — and How You Can Too!*



Andrew Savitz is a creative business leader, advisor, author and speaker, with over 20 years of hands-on experience assisting corporations in becoming leaders in sustainability and environmental performance and reporting. He is the author of *The Triple Bottom Line: How the Best Run Companies are Achieving Economic, Social and Environmental Success — and How You Can Too* (Wiley, August 2006). As a lead partner in PricewaterhouseCooper's global Sustainability Business Services practice Savitz served as liaison to the World Business Council for Sustainable Development. Prior to joining PwC, he served as general counsel in the Massachusetts Office of Environmental Affairs handling all legal matters related to environmental affairs and law, regulations and policy. Appointed by U.S. EPA Administrator Carol Browner to the National Environmental Educational Advisory Committee, Savitz serves on the Steering Committee of the John F. Kennedy School of Government, Environmental and Natural Resources Program, Harvard University.

## CONFERENCE FACILITATORS AND SPEAKERS

Participate in interactive discussions and gain practical insight and best practices directly from independent operators and national chain colleagues responsible for boosting revenue, improving productivity and increasing profitability. Panelists, speakers and facilitators include the following:

- **David Bernstein**, Chief Operating Officer, F-Matic, Inc.
- **Charlie Brigham**, former Executive Vice President, Coyne Textile Services
- **Jim Buchbinder**, Vice President of Operations, Economy Linen
- **Patrick Dempsey**, Chairman, Dempsey Uniform
- **Steve Frenkiel**, Vice President, Clairvest
- **Steve Kallenbach**, Regional Sales Manager, American Dawn, Inc. (ADI)
- **Harry Kertenian**, Vice President, Magic Laundry Services
- **Arthur Kuperman**, Partner-Textile Rental, WeiserMazars
- **John Mackay**, Principal, Mackay Research
- **Manual Nieto**, Vice President of Operations Support & Engineering, ARAMARK
- **Mike Scalise**, Senior Director, Production & Energy Support, ARAMARK
- **Carey Scurria**, Director of Customer Service & Sales, United Hospital Services
- **Denise Statham**, Business Development Manager, VF Imagewear/Bulwark Protective Apparel
- **Andrew Steinerman**, Managing Director, J.P. Morgan
- **Ty Swain**, President & CEO, Growth Dynamics
- **Matthew Cohn**, Alliance Manager, Roadnet Technologies
- **Vic Marchetti**, Vice President, Haylor, Freyer & Coon, Inc.
- **Andrew Wittman**, CFA, R.W. Baird

MONDAY, OCTOBER 17 • 8 AM – 1 PM

# TRSA LEADERSHIP CONFERENCE

TRSA's Leadership Conference is scheduled for Monday, October 17<sup>th</sup>, providing an excellent opportunity to get actively involved in TRSA and industry initiatives that directly impact your operations. Owner/operators, executives and managers from independent companies, national chains and the leading suppliers work together to identify textile services-related business operational and management issues and projects that improve industry profitability, streamline operations and increase professionalism. Committees provide subject-matter expertise and guidance to the TRSA Board of Directors and staff, and develop content for Textile Rental magazine, training videos, educational programs, benchmarking and research. The following TRSA Committees are scheduled to meet:

- Centennial Committee
- Education Committee
- Environmental Committee
- Government Affairs Committee
- Healthcare Committee
- Marketing & Public Relations (PR) Committee
- Membership Committee
- Plant Operations Committee
- Safety & Human Resources (HR) Committee

In addition, TRSA Committee Chairs will brief Conference attendees during lunch on Monday, October 17<sup>th</sup> regarding Committee projects and initiatives. If you are interested in serving on a TRSA Committee please contact [info@TRSA.org](mailto:info@TRSA.org).

## INTERACTIVE 1/2 DAY WORKSHOPS

MONDAY, OCTOBER 17 • 1 PM – 5 PM

The TRSA Annual Conference provides an opportunity for attendees to participate in several of the most requested textile services workshops hosted by leading Associates. These workshops are typically only available in separate locations throughout the year, making the TRSA Annual Conference a cost-effective opportunity for the team. The workshops include:

### WORLD-CLASS SAFETY PROCESSES (PRESENTED BY MILLIKEN)

Shelve theoretical models and learn Milliken's tried-and-true processes through a compelling and effective learning model with practical classroom instruction. The process overview includes the Milliken® Safety Way™ system that assesses an organization's readiness to change its culture to prompt employee ownership of worker safety processes. Explore how your organization can begin to develop safety as a foundation for operational excellence in just one 12-month cycle. Training modules will allow you to visualize how to continue to support the safety foundation and how best to apply for external certification.

Presented by **Wayne Punch**, Corporate Emeritus Director of Safety & Health for Milliken & Company and a member of OSHA Voluntary Protection Program (VPP) Participants Association. He also serves on the Board of the National Safety Council, SC Occupational Safety Council and the Homeland Security Taskforce.



### GO FISH: REEL IN EXTRA REVENUE FROM EXISTING AND POTENTIAL ACCOUNTS

(PRESENTED BY MOUNTVILLE MILLS)

Give a man a fish, and you feed him for a day. Teach a man to fish, and you feed him for a lifetime. In this spirit this seminar will focus on teaching proven ways to "fish" for new business from both existing and potential customer bases. Laundry service representatives walk across more mat business and opportunities than they deliver every day. Adding new mat placements will deliver more slip and fall protection for their customers and more profits for laundries. These training and educational programs will help provide long-term results.



### SPECIALTY GARMENTS: FR & SAFETY

(PRESENTED BY BULWARK UNIVERSITY BY VF)

This workshop gives "the 411" on flame resistant apparel: how to choose the garments that best fit various customers' needs for protection and communicate the attributes of these products (and your services) so you make the sale. The presentation will include an analysis of market opportunities driven largely by your customers' and prospects' need to comply with government regulations (particularly OSHA) and industry performance standards for mitigating thermal hazards.

Leading this session will be **Denise Statham**, business development manager for VF Imagewear/Bulwark Protective Apparel, who has more than 20 years of experience in FR fabric manufacturing. At first she was as a corporate lab manager before moving onto research and development group and ultimately achieving the position of senior product engineer. Now with VF/Bulwark, she heads training efforts covering all aspects of FR clothing.



	Before August 31, 2011	After August 31, 2011	Onsite
TRSA Member	<input type="checkbox"/> \$995	<input type="checkbox"/> \$1,195	\$1,495
Non-Member Operator	<input type="checkbox"/> \$1,295	<input type="checkbox"/> \$1,550	\$1,995
Spouse/Guest (Meals & social events only)	<input type="checkbox"/> \$150	<input type="checkbox"/> \$175	\$225
<b>Event Registration</b>			
<input type="checkbox"/> TRSA Golf Tournament (10/16/11)	\$225 x # ____ = <input type="text"/>	\$275 x # ____ = <input type="text"/>	\$325 ea
<input type="checkbox"/> Charitable Event (10/16/11)	\$120 x # ____ = <input type="text"/>	\$150 x # ____ = <input type="text"/>	\$195 ea
<input type="checkbox"/> Spouse/Guest Program (10/18/11)	\$225 x # ____ = <input type="text"/>	\$250 x # ____ = <input type="text"/>	\$300 ea
<input type="checkbox"/> President's Reception & Award Dinner (10/18/11)	\$150 x # ____ = <input type="text"/>	\$175 x # ____ = <input type="text"/>	\$225 ea
<input type="checkbox"/> Leadership Conference Only (10/16-10/17/11)	\$200 x # ____ = <input type="text"/>	\$225 x # ____ = <input type="text"/>	\$250 ea
<input type="checkbox"/> Plant/Facility Tour (10/19/11)    Select: <input type="checkbox"/> Also <input type="checkbox"/> Cintas	No Charge # _____	No Charge # _____	No Charge
<b>TOTAL</b>	\$ _____	\$ _____	

**REGISTRATION** (Please Print or Type)

NAME \_\_\_\_\_ NICKNAME (FOR BADGE) \_\_\_\_\_

COMPANY \_\_\_\_\_

TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_

E-MAIL (REQUIRED) \_\_\_\_\_

**SPOUSE/GUEST REGISTRANT INFORMATION**

NAME \_\_\_\_\_ NICKNAME (FOR BADGE) \_\_\_\_\_

E-MAIL (REQUIRED) \_\_\_\_\_

**PAYMENT**

Check Enclosed

Charge:

Visa     MasterCard     American Express

NAME ON CARD \_\_\_\_\_

SIGNATURE (MUST SIGN IN ORDER TO CHARGE CREDIT CARD) \_\_\_\_\_

CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

**Cancellation Policy:** Written cancellations received by September 23, 2011 will receive a full refund minus a \$100 processing fee. Cancellations received after September 23, 2011 will not be refunded and cannot be credited to another TRSA program or event.

## TRSA TABLE-TOP EXHIBITS

Dedicated Exhibits Only schedule includes multiple hour segments during the Monday, October 17<sup>th</sup> Reception and Tuesday, October 18<sup>th</sup> Lunch. Exhibit registration fee covers 8x8 exhibit area; two (2) full registrations for the Annual Conference: all educational sessions and social functions including receptions, breakfast, lunch and break. Exhibitors also receive exposure on the TRSA website, onsite materials and signage. **Limited to 70 exhibitors.**

**TRSA Associate Member Table-Top Exhibit \$1,995 (Booth space allocated as received)**

**Please check if you require special assistance or have special dietary requirements to fully participate.**

## EXHIBITOR REGISTRATION (PLEASE PRINT OR TYPE)

NAME

ADDRESS

NICKNAME (FOR BADGE)

CITY/STATE/ZIP

COMPANY

TELEPHONE

TITLE

E-MAIL (REQUIRED)

## SECOND REGISTRANT INFORMATION

NAME

ADDRESS

NICKNAME (FOR BADGE)

CITY/STATE/ZIP

COMPANY

TELEPHONE

TITLE

E-MAIL (REQUIRED)

## PAYMENT

**Check Enclosed**

**Charge:**  Visa  MasterCard  American Express

NAME ON CARD

CARD NUMBER

SIGNATURE (MUST SIGN IN ORDER TO CHARGE CREDIT CARD)

EXPIRATION DATE

**Exhibitor Cancellation Policy:** An exhibitor, by certified letter only, may cancel or withdraw from the TRSA Annual Conference before August 19, 2011 incurring a 25% processing fee. Cancellations after August 19, 2011 will not be refunded and cannot be credited to another TRSA program or event.

# REGISTRATION

## TEAM DISCOUNT

Receive a 10% discount on each registration when registering 3 or more persons together from the same company. All registrations must be entered together to receive the discount; please contact TRSA with any questions.

## CONFERENCE REGISTRATION FEES

Conference Registration includes access to committee meetings, keynotes and educational sessions, Leadership and Welcome Receptions, exhibit hall, plant tour, breakfast, lunch and breaks. Does not include the President's Reception and Awards Dinner, golf or the charitable event, tickets for these activities must be purchased separately.

Spouse/Guest includes access to keynotes, Leadership and Welcome Receptions, breakfast, lunch and breaks. Does not include the President's Reception and Awards Dinner, spouse/guest program, golf or the charitable event, tickets for these activities must be purchased separately.

## EVENT REGISTRATION FEES

- **TRSA Golf Tournament (10/16/11)** includes round of golf with cart, entrance in TRSA Scramble with eligibility for prizes and awards, player gift package.
- **Recess Olympics Charitable Event (10/16/11)** includes participation in all Recess Olympic activities and reception with the majority of the fee going directly to the children's program and supplies.
- **Spouse/Guest Program Tour (10/18/11)** includes "Creating with Textiles" — Mosaic Workshop and Studio Tour, lunch, refreshments and transportation.
- **President's Reception & Award Dinner (10/18/11)** includes reception, dinner, awards program and entertainment.
- **Leadership Conference Only (10/16/11-10/17/11)** includes committee meetings, Sunday reception, Monday breakfast and lunch only.



## HOTEL INFORMATION

THE WESTIN KIERLAND RESORT & SPA  
6902 E. GREENWAY PARKWAY • SCOTTSDALE, AZ 85254  
[WWW.KIERLANDRESORT.COM](http://WWW.KIERLANDRESORT.COM)

*The AAA Four Diamond Resort features fun for the whole family including championship golf and tennis, fitness center with a full-service spa, Kid's Club and Adventure Water Park, and dozens of shops, galleries and restaurants within blocks of the property.*

## RESERVATIONS

**Attendees must contact The Westin Kierland Resort & Spa at 800.354.5892 to reserve a room.** All individual reservations must be guaranteed with a major credit card at the time of reservation. If a guaranteed room is not canceled 72 hours prior to arrival, payment for the full rate on that room will be charged.

## ROOM RATE/GROUP CODE

Please reference "TRSA Annual Convention" for the **\$229 rate** before September 16, 2011. After September 16, 2011, regular room rates will apply.

## LOCATION/AIRPORT

The Westin Kierland is located just off of Scottsdale Road, 10 miles from historic downtown Scottsdale, 20 miles from downtown **Phoenix and Sky Harbor International Airport**, and convenient to the Greater Scottsdale Airpark and its executive jet service.

# SOCIAL ACTIVITIES . . . . .

**SUNDAY, OCTOBER 16 • 12:30 SHOT-GUN START**

## **GOLF AND TRSA SCRAMBLE**

The Westin Kierland Golf Experience features perfectly manicured, championship caliber courses designed by Scott Miller. Emerald green fairways are etched into golden-colored desert grasses, sweeping over constantly changing elevations to flawless greens. More than 300 bunkers guard the way, along with lakes, dry desert washes and strands of desert trees. The signature TifEagle greens offer up the subtle contours that challenge even the best players. Enjoy a round before or after the Conference on the Kierland's three 18-hole combinations offering three championship style nines — each with its own flavor and strategy or compete in the TRSA Scramble.

*\*Limited to the first 60 Conference registrants. Foursomes will be assigned to maximize networking.*

**SUNDAY, OCTOBER 16 • 6 PM – 8 PM**

## **WELCOME RECEPTION AND CHARITABLE EVENT**

Begin the Annual Conference by renewing friendships and creating new relationships with colleagues and their guests and spouses during the TRSA Welcome Reception on Sunday and enjoy an opportunity to assist those that are less fortunate while making new friends during our annual charity event — Recess Olympics.

Recess Olympics Charity for Children's Education — Given only a backpack, teams will participate in mental and physical challenges including Frisbee toss, giant tricycle races, interactive scrabble and an obstacle course. After completing the challenge, the team receives school supplies for the backpack. Teams earn points based on performance and winners receive custom Gold, Silver and Bronze medals. The backpacks filled with school supplies are donated to a local school program for underprivileged children. For every backpack completed and donated by TRSA, an additional backpack of supplies will be donated by the organizers.

The Welcome Reception is included in the Annual Conference, Leadership Conference, and spouse/guest fees. There is a separate charge for the Charitable Event.

*\*Casual dress is appropriate and recommended for the Welcome Reception to participate in the charitable activities.*

**MONDAY, OCTOBER 17 • 5 – 7 PM**

## **NETWORKING RECEPTION (EXHIBIT HALL)**

The TRSA Networking Reception gives you the opportunity to meet with colleagues and learn directly from associates about the latest product and service innovations integral to operating a competitive business.

The Networking Reception is included in the conference registration fee and the spouse/guest fee.

**TUESDAY, OCTOBER 18 • 10 AM – 4 PM**

## **SPOUSE/GUEST PROGRAM**

### **“CREATING WITH TEXTILES” – MOSAIC WORKSHOP AND STUDIO TOUR**

Demonstrate your creative energy with an introduction to mosaic art led by artist Jan Tuckerman (<http://jstuckerman.com>). The hands-on workshop guides participants through the process of creating their own original mosaic picture frame. Following the workshop, guests can tour the artist's home and studio including numerous sculptural walls, mosaics and her collection of glass, car parts, broken dolls and myriad other objects that are destined to become three dimensional art, utilizing materials to create intricate mixed media sculptures — “assemblages.”

The program includes the workshop, mosaic frame, lunch at a local restaurant and a tour of the Valley of the Sun including views of Phoenix/Scottsdale, Camelback Mountain, Wrigley Mansion, and Scottsdale's Fifth Avenue/Old Town district.

#### ***About the Artist: Jan Tuckerman***

The daughter of a scrap yard owner and a former Kansas City restaurateur, Tuckerman developed an early appreciation for found or forgotten objects and has built a collection of interesting and inspiring materials from around the world. Her mosaics adorn everything from furniture and fountains to exterior walls, kitchen and bath interiors. When working on commissions she will often incorporate objects contributed by her clients to create compelling works of art that transcend material and artistic value to become both sentimental and personal for their owners. Her work is sought after by both corporate and private collectors and her home studio. In addition to television and magazine coverage, in 2006 she taught and hosted a Smithsonian-sponsored mosaics workshop that we can only hope will be the first of many as Jan opens her home and heart to the greater arts community.

**TUESDAY, OCTOBER 18 • 5 PM – 6 PM**  
**PAC EVENT**

Don't miss this TRSA PAC event! TRSA PAC stays actively engaged in supporting candidates who understand and promote TRSA's causes throughout the election cycle. Join other TRSA members in backing TRSA PAC by attending this fun, exciting event to support our industry. Participants gain insider access to political and industry leaders.




Gov. George Allen (R-Va., right) receives Senate campaign contribution from TRSA's David Potack

**THURSDAY, OCTOBER 19 • 8 AM – 9:30 AM**  
**TRSA ANNUAL MEMBERSHIP MEETING**


The TRSA Annual Membership Meeting includes State-of-the-Association addresses from TRSA Chair Woody Ostrow and TRSA President Joseph Ricci, as well as an overview of the organization's finances from Treasurer Michael Potack. Take this opportunity to get insight into the direction and initiatives of TRSA, ask questions and get engaged. The Annual Membership Meeting also includes any membership votes such as Bylaws revisions and the transition of the TRSA Officers and Board.

**THURSDAY, OCTOBER 19 • 9:30 AM – 12:30 PM**  
**TOUR CINTAS VPP AWARD-WINNING FACILITY OR  
ALSCO'S NEW HIGH-PRODUCTIVITY PLANT**

**STAR-QUALITY SAFETY PRACTICES, EQUIPMENT**

 Visit the first industrial laundry facility to achieve "Star" status in OSHA's Voluntary Protection Programs (VPP) requiring rigorous attention to management systems that reduce injury rates below industry averages, while involving OSHA, company executives and employees at all levels in a common drive to enhance safety. The Cintas facility in Chandler processes roughly 210,000 lbs. of uniforms, shop towels, mats and F&B linens per week.

**MODEL OF COMFORTABLE, EFFICIENT WORKFLOW**

 Or visit the new AlSCO plant in Phoenix where staff is enjoying more reliable operation with less maintenance; savings in water, electricity, and gas consumption; and improved quality. Witness the benefits of a new, efficient, well-lit, work environment and how employees spend more time focusing on improving service to customers. There's enough room to comfortably stage poundage, making it easier to segregate lots and schedule production runs. And more floor space to accommodate growth through planned installation of additional washers, dryers, ironers, presses, feeding and folding equipment.

**TUESDAY, OCTOBER 18 • 6 PM – 10 PM**

**TRSA PRESIDENT'S RECEPTION  
AND AWARDS DINNER**

The President's Reception and Awards Dinner is the signature event of TRSA's Annual Conference celebrating the long history, traditions, personalities and future of the textile services community — Stronger Together! Join friends, colleagues and award nominees.

All registered conference participants are encouraged to register for the President's Reception and Awards Dinner. Tickets are available for registered attendees and all TRSA member companies. Award nominees should consider purchasing additional tables to accommodate family, friends and colleagues to celebrate nominations and selections.

**TRSA AWARDS**

TRSA will be considering candidates for the following awards; all employees of TRSA member companies are eligible to submit or nominate a colleague, company or themselves for these awards. Awards will be presented to industry-leading individuals and companies; and for the first-time to production floor, customer service and plant/production managers. We are accepting nominations for the following awards:

**INDIVIDUAL AWARDS**

- TRSA Operator Lifetime Achievement Award
- TRSA Associate Lifetime Achievement Award
- TRSA Customer Service/Route Person of the Year
- TRSA Floor Production Person of the Year
- TRSA Production Manager/Supervisor of the Year
- TRSA Above & Beyond Award

**COMPANY/FACILITY AWARDS**

- SafeTRSA Zero Incident Awards (based on SafeTRSA submissions)
- SafeTRSA Innovation Award
- LaundryESP Innovation Award

Full details including descriptions of the various awards, criteria, electronic nominations submissions and previous award winners are posted on the TRSA web site ([www.TRSA.org](http://www.TRSA.org)).

**TRSA AWARDS NOMINATIONS DEADLINE: JUNE 30, 2011**

**FINALISTS ANNOUNCED: AUGUST 19, 2011**

**AWARDS PRESENTED: OCTOBER 18, 2011  
(TRSA ANNUAL CONFERENCE AWARDS DINNER)**



STRONGER TOGETHER

# TRSA Annual Conference & Exhibits

LEADERSHIP CONFERENCE & ANNUAL MEMBERSHIP MEETING

**OCTOBER 16-19, 2011**

THE WESTIN KIERLAND RESORT & SPA • SCOTTSDALE, AZ

- All TRSA Committee Members
- Traffic/Logistics Management
- Safety/Human Resources/Environmental
- Marketing/Sales/Customer Service
- General/Plant and Engineering Management
- Executive Management
- Independent Owner/Operators

**WHO SHOULD ATTEND**

*Textile Rental Services Association of America*  
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