

TRSA[®]100+
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Strengthening and Promoting the Linen, Uniform
and Facility Services Industry

**Register 2,
Get 1 Free**
See registration form inside



March 21–22, 2018 • Sheraton Pentagon City, Arlington, VA

8th Annual Leadership & Legislative Conference



**Steer TRSA to Better Serve
Your Company**



**Exercise Your Right to
Address Congress**



**Benefit Personally and
Professionally**



KEYNOTE SPEAKER:
Commander Kirk Lippold,
U.S. Navy (retired), commander of
USS Cole under al Qaeda attack in 2000

Register: www.trsa.org/legcon • #TRSALEGCON2018

Supporting Your Business, Nation as Only You Can

Join linen, uniform and facility services industry colleagues in impacting TRSA initiatives and take greater advantage of your civic right to influence government. In a single venue, TRSA's Leadership & Legislative Conference puts your personal experience and expertise to work in supporting your company and exercising your civic duty to establish a relationship with policy makers. Participating in TRSA committee meetings steers TRSA to develop resources your staff needs to improve performance. Visiting Capitol Hill helps ensure the federal government functions properly, through establishing relationships and educating policymakers who are behind the laws that keep our industry, economy and democracy strong. Plus you benefit personally and professionally from building relationships with peers and speaking on behalf of your company to government officials.

Schedule

Wednesday, March 21

12 pm	Registration Opens
2 – 3 pm	Associate Committee Meeting
3 – 4:30 pm	Welcome and Keynote
5 – 6 pm	Hill Day Issue Briefing/Team Building
6 – 7 pm	TRSAPAC Reception
7 – 9 pm	Awards Dinner

Thursday, March 22

7 am	Registration Opens
7:10 am – 12:45 pm	Hill Day <ul style="list-style-type: none">• <i>Bus Departure and Return</i>• <i>Breakfast and Briefing</i>• <i>Congressional Visits</i>
12:45 – 1:30 pm	Box Lunch <i>TRSA Committee Meeting Rooms, Sheraton Pentagon City</i>
1:30 – 4:30 pm	TRSA Committee Meetings
5 – 6:30 pm	Closing Reception



Steer TRSA to Better Serve Your Company

Participating in **TRSA Committees** maximizes your membership value by prompting TRSA to act on the operational and management issues that benefit you most. As a member and conference attendee you are invited to participate in any of this Conference's committee meetings Thursday afternoon, March 22.

Your personal expertise enhances TRSA's:

- Professional Development Programs
- Research Projects
- Certification Standards
- Publications, Videos and Webinars
- Industry Customer Outreach

Multiple attendees from the same member linen, uniform and facility services operator (launderer) company may join different committees. Please indicate on the conference registration form in this brochure which committee meeting you will attend.



Leadership



Benefit Personally, Professionally

Speaking out in TRSA committee and Hill Day meetings improves your team's skills as educators and company representatives. It's a great experience to relate to other linen, uniform and facility services' operators' perspectives and collaborate on industrywide best practices. Meeting federal regulators, lawmakers and their staff improves your ability to explain how your business contributes to the economy. These experiences sharpen personal communication skills while generating immediate and long-term benefits to your company.

"A great opportunity to network, meet new people that share similar interests and keep an ear to the ground on what's happening in the industry."

—Megan Ashburn, Cintas Corp.



Get Advice on Crisis Leadership



Commander Kurt Lippold, U.S. Navy (retired). Take home a plan to strengthen the foundation for your team's success from his description of his five pillars of leadership and his experience under pressure to make time-critical decisions with integrity. Commander Lippold was in command of the USS Cole when attacked by al Qaeda in 2000. His team training and unflappable leadership were credited for galvanizing his crew and saving lives and the ship. The same principles apply to assessing business successes and failures and preparing for what the future may hold.

Honor Industry Leaders

Attend Wednesday's Awards Dinner to see the presentation of TRSA's highest honors: Lifetime Achievement Awards for exceptional contributions to TRSA and the industry. Other corporate and individual awards will be presented as well.



Ronald Croatti, UniFirst Corp. Ron was UniFirst's CEO when he passed away last year, having grown the company in that role from annual sales to \$1.5 billion from \$100 million in 1991. His association service included membership on the Board of Directors and Marketing Committee

chairman as well as involving UniFirst team members in association leadership and hosting plant tours. His mastery of sales, service, production and administration drove UniFirst's receipt of numerous commendations including honors from *Forbes*, *Selling Power*, *Apparel* and *Glassdoor*.



Jim Pellerin, Pellerin Milnor Corp. With nearly 45 years' experience in serving linen and uniform service companies, Jim's commitment to industry professionalism has included serving two terms on the TRSA Board of Directors. He's also chaired the Associate Committee and served on the Strategic

Planning, Government Relations and Plant Operations committees. As Milnor's president and CEO since 1983, he's grown the company domestically and particularly internationally, as exports now account for about 40% of total sales, winning U.S. Department of Commerce recognition.

Legislative



Exercise Your Right to Address Congress

Voting on Election Day isn't enough. You're one of 225 million eligible voters; TRSA Hill Day is your chance to make a bigger difference. As a business leader with unique experience, your insights are vital to improving federal officials' understanding of the linen, uniform and facility services industry and hold them accountable for their decisions. With mid-term federal elections in November 2018, all House of Representatives seats and 33 Senate seats will be contested. TRSA visits to Capitol Hill will inform incumbents seeking re-election about tax, environment, labor and other issues that our industry shares with many other types of businesses. Federal representatives must emphasize these matters in their campaigns to display their dedication to keeping the economy and nation strong. Your advice as well as TRSAPAC funding will improve their chances and when re-elected they'll remember who supported them.

National Legislators, Local Influence



Issue Briefing/Team Building/TRSAPAC Reception

Every Conference participant can be part of TRSA's small-group visits Thursday morning, March 22, to legislators' offices. On Wednesday evening, you'll meet other members of your group to formulate strategy to convey the industry's positions to policy makers. Following this session, strategizing continues at the TRSAPAC Reception, open to current TRSAPAC donors and new ones who donate at that time (see registration form).



Hill Day Game Plan

Your meetings with members of Congress help TRSA build relationships with regulators. TRSA staff assembles the groups of conference participants who visit representatives' offices together; these meetings are scheduled and coordinated ahead of time. When your representatives and Senators understand your issues as their constituent they become allies such as these legislators who visited TRSA member facilities in recent months:

- Sen. Ted Cruz (TX)
- Rep. Ruben Gallego (AZ – 7th)
- Rep. Brett Guthrie (KY – 2nd)
- Rep. Barry Loudermilk (GA – 11th)
- Rep. Thomas Massie (KY – 4th)
- Rep. Cathy McMorris Rodgers (WA – 5th)
- Rep. Francis Rooney (FL – 19th)
- Rep. Todd Rokita (IN – 4th)

“When you attend this conference and discuss issues that affect our industry, whether they’re regulations or other influences on our bottom line, you’re not standing on the sidelines or just making a paycheck. You’re affecting change that helps all of us.”

—Jack Heaviside, Sunburst Chemicals

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3 Easy Ways To Register:

✉ **Mail:** TRSA Registration, 1800 Diagonal Rd, Suite 200, Alexandria, VA 22314 | 📠 **Fax:** 703.519.0026 | 🌐 **Online:** www.trsa.org/legcon

Registrant Information

Name _____

Nickname (for badge) _____

Company _____

Title _____

Address _____

City/State/Zip _____

Telephone _____

Email (required) _____

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

How did you learn about this event? (select one)*:

- ☐ Brochure
☐ Postcard
☐ Textile Services Magazine
☐ TRSA Promotional Email
☐ Textile Services Weekly
☐ TRSA Website
☐ Colleague/Co-worker
☐ Manager/Supervisor
☐ Previous Leadership & Legislative Conference Attendee
☐ Social Media: TRSA LinkedIn, Facebook, Twitter

Your Organization Level (select one)*:

- ☐ Chairman/CEO/Owner/President
☐ Vice President/COO/CFO
☐ Director
☐ Manager/Supervisor
☐ Professional/Staff

Your Job Function (select one)*:

- ☐ Customer Service
☐ Engineering
☐ Environmental
☐ Executive
☐ Finance
☐ General Managers
☐ Health and Safety
☐ Human Resources
☐ Info Systems Mngt./IT
☐ Legal
☐ Logistics and Transportation/Routes
☐ Marketing
☐ Production
☐ Purchasing
☐ Sales
☐ Training

(*required)

	Early (by February 9)	Full Registration (After February 9)
TRSA Operator Member	<input type="checkbox"/> \$250	<input type="checkbox"/> \$350
TRSA Associate Member	<input type="checkbox"/> \$450	<input type="checkbox"/> \$550
Spouse/Guest	<input type="checkbox"/> \$175	<input type="checkbox"/> \$250
Awards Dinner Only (table for 8)	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$1500

Conference Activities

Wednesday, March 21, 2018

- ☐ Associate Committee Meeting (2–3 pm)
- ☐ Hill Day Issue Briefing/Team Building (5–6 pm)
- ☐ TRSAPAC Reception **\$100** (6–7 pm)
(For current 2018 TRSAPAC donors or new contributors who donate onsite by personal credit card or check)
- ☐ Awards Dinner (7–9 pm)

Thursday, March 22, 2018

- ☐ Legislative Breakfast (8–9:30 am)
- ☐ Congressional Visits (9:45 am–12 pm)
- Committee Meetings (1:30–4:30 pm)
check only one
- ☐ Education
☐ Environmental & Sustainability
☐ Food & Beverage
☐ Government Relations
☐ Healthcare
☐ Hospitality
☐ Human Resources
☐ Industrial/Uniform
☐ Marketing/PR
☐ Safety
☐ Women in Textile Services
- ☐ Closing Reception (5–6:30 pm)

Payment

☐ Check Enclosed

☐ Charge To: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Name on Card _____

Signature (must sign in order to charge credit card) _____

Card Number _____ Exp. Date _____ Security Code _____



Register 2, Get 1 Free

For individuals from same member operator company. Contact Mary Beth Porter, mporter@trsa.org, 877.770.9274, ext. 100, for online discount code.



Hotel Information

Call 703.521.1900 to reserve a room at Sheraton Pentagon City. All individual reservations must be guaranteed with a major credit card at 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. Ask for the "TRSA" room rate of \$209 before February 18, 2018; regular room rates apply afterward.



Dress Code

Business casual attire for all sessions, business attire for Awards Dinner and Congressional Visits.

Program Cancellation Policy: Written cancellations received by March 6, 2018 will receive a full refund minus a 25% processing fee. Cancellations received after March 6, 2018 will not be refunded and cannot be credited to another TRSA program or event. Refunds will not be granted for no-shows. Cancellations will be processed after the event.

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Get Advice on Crisis Leadership

Register: www.trsa.org/legcon, save \$100 by registering by Feb. 9

Host Hotel: Sheraton Pentagon City Hotel, Arlington, VA

More Details: Kevin Schwalb, 877.770.9274, ext. 107, kschwalb@trsa.org

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