

## TRSA Professional Development: Growth Through People, Processes and Products



February 20–21, 2019 • Disney's Coronado Springs Resort • Lake Buena Vista, FL



# Hospitality Conference

Custom-crafted event for laundry executives and upper management serving the hospitality and hotel lodging markets. Pick up on best practices, emerging issues and innovations. Connect with industry experts through general sessions, dynamic interactive panels and networking opportunities.

### WHO SHOULD ATTEND:

- Independent Owner-Operators
- Executive management
- General/Plant Management
- EMI/PMI graduates
- Associate members



### KEYNOTE PRESENTATION:

Anthony Melchiorri, Hospitality expert, creator and host of *Hotel Impossible*; *Hotel Impossible: Five Star Secrets*; *Hotel Impossible: Showdown and Extreme Hotels*



**PRESENTATIONS AND PANELS:** Market Trends, Customer Growth and Care, Outsourcing Best Practices



**PLANT TOURS:** *Walt Disney World*<sup>®</sup> Textile Services Resort Linen and Hotelier Linen Services

**Register: [www.trsa.org/hospitality](http://www.trsa.org/hospitality) • #TRSAhospitality**



# Hospitality Conference

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Tuesday, February 19	
3:00 – 5:00 pm	<b>CEO/Executive Roundtable</b> Operators only
6:30 – 9:00 pm	<b>CEO/Executive Dinner</b> Operators and Event Partner Sponsors only
Wednesday, February 20	
7:00 am	<b>Registration Opens/Breakfast</b>
8:00 – 9:15 am	<b>Welcome Remarks</b> <b>Keynote: Checking In With Hospitality Expert Anthony Melchiorri</b> Anthony Melchiorri, creator and host of <i>Hotel Impossible</i> , <i>Hotel Impossible: Five Star Secrets</i> , <i>Hotel Impossible: Showdown and Extreme Hotels</i>
9:15 – 9:45 am	<b>Networking</b>
9:45 – 10:15 am	<b>Hospitality Market Research</b> Greg Eubanks, Group Vice President, Hospitality Sales, Standard Textile and Chris Kane, Executive Vice President of Corporate Development, PureStar Group
10:15 am – 11:15 am	<b>Making the Case for Outsourcing Laundry Services and Closing In-House or On-Premise Laundries (OPLs)</b> Panelists: Cory Acton, Vice President of Operations, Magic Laundry Services; Eric Goldberg, Chief Growth Officer, PureStar Group and Terry Satchwell, Executive Vice President, Brady Linen Services, LLC
11:15 – 11:30 am	<b>Networking</b>
11:30 am – 12:15 pm	<b>Contracting with Group Purchasing Organizations (GPOs)</b> Ed Hawkins, Managing Director, Strategic Sourcing & Category Strategy Leader and Ed Terrell, Director, Quality Assurance, Avendra
12:15 – 1:00 pm	<b>Lunch</b>
1:00 – 2:00 pm	<b>Customer Perspectives: Benefits and Challenges of Inhouse (OPL) and Outsourcing</b> Thomas Petrillo, General Manager, JW Marriott Orlando, Grande Lakes; Josh Schoggins, Hotel Manager, Sheraton Orlando North Hotel and Chris Wilkinson, Corp. Vice President, Hotel Services, MGM Resorts International®
2:00 – 2:30 pm	<b>Networking</b>
2:30 – 3:30 pm	<b>Understanding Hospitality Textiles</b> Greg Eubanks, Group Vice President, Hospitality Sales, Standard Textile; Salo Grosfeld, President & CEO, JR United; and John Yarbrough, Director of Sales and Marketing, BTG Textiles
3:30 – 3:45 pm	<b>Networking</b>
3:45 – 5:00 pm	<b>CEO Panel: Market Trends</b> Eric Brady, President/CEO, Brady Linen Services; Anthony Brancato, Sales/Customer Service, Excel Linen Supply Co.; and Harry Kertenian, Owner/CFO, Magic Laundry Service Inc.
5:00 – 6:00 pm	<b>Networking Reception</b> Sponsored by 
Thursday, February 21	
7:00 am	<b>Registration Opens/Breakfast</b>
8:00 am	<b>Load Buses for Plant Tours</b>
8:00 am – 2:00 pm	<b>Plant Tours</b> <b>Including Walt Disney World® Textile Services Resort Linen and Hotelier Linen Services</b> (including boxed lunch)
3:00 pm	<b>Return to Hotel/Meeting Adjourn</b>



## Keynote Presentation

### Checking In With Hospitality Expert Anthony Melchiorri

**Anthony Melchiorri, Hospitality expert, business fixer, creator and host of *Hotel Impossible*; *Hotel Impossible: Five Star Secrets*; *Hotel Impossible: Showdown and Extreme Hotels***



Benefit from insightful stories—including nearly opening his own hotel laundry to overcome service and quality issues. In a lively moderated question-and-answer format, attendees will have the opportunity to pose their own questions and discover the wealth of insights and actionable steps that forged his career as a successful hotel executive. Registrants are encouraged to submit questions for the keynote Q&A by Jan. 30. Email [kmudd@trsa.org](mailto:kmudd@trsa.org).

Anthony Melchiorri is creator and host of Travel Channel's *Hotel Impossible* series (*Five Star Secrets* and *Showdown*). Known for his direct, honest style and commitment to excellence, Melchiorri enables others to take ownership of issues and empowers them to make decisions that make their work and lives more

meaningful.

Anthony is a 20-year veteran of the hospitality business and former Air Force protocol officer with a proven track record of understanding a hotel's vision, its individual parts, and how to make those parts work together profitably to complete the whole picture.



## Panel Discussions

### CEO Panel: Hospitality Market Trends

The hospitality sector is influenced by ownership, demographic and technology trends that are impacting investment, design and partnerships. CEOs from linen, uniform and facility services companies serving hotels across North America and beyond discuss how these trends are impacting laundry outsourcing including linen and uniform design and quality, product performance, access to information, sustainability, customer experience and more. Also gain insight into the impacts of low unemployment, turnover, economic factors and RFID and how energy efficient laundry equipment improves sustainability and high linen life.



**Panelists:** Eric Brady, President/CEO, Brady Linen Services; Anthony Brancato, Sales/Customer Service, Excel Linen Service; and Harry Kertenian, Owner/CFO, Magic Laundry Service Inc.

### Customer Perspectives: Benefits and Challenges of In-House (OPL) and Outsourcing

Laundry is an important function for hotels but often low on the priority list. Laundry quality and service is critical to the customer experience and hotel operations. What provides the best service—in-house, outsourced, or a mixture of both? Listen to hotel executives discuss their experiences, preferences and pros and cons of in-house vs. outsourcing linen, uniform and facility services. Learn the factors that influence these decisions including quality and cost, consistency of service, branding, stock and PAR levels, labor, technology and hidden costs.

**Panelists:** Thomas Petrillo, General Manager, JW Marriott Orlando, Grande Lakes; Josh Schoggins, Hotel Manager, Sheraton Orlando North Hotel and Chris Wilkinson, Corp. Vice President, Hotel Services, MGM Resorts International®

### Making the Case for Outsourcing Laundry Services and Closing In-House or On-Premise Laundries (OPLs)

For many in the hospitality industry, the benefits of outsourcing hotel laundry are clear—substantial savings in money, time and resources—but not everyone is convinced. Complaints and concerns about cost, linen damage and property mix-ups are the most common. Addressing and overcoming these objections often clears the path to outsourcing. Gain insight, tactics and tools from panelists who are creating awareness, educating and converting hotel OPLs to outsourcing and capturing significant growth.

**Panelists:** Cory Acton, Vice President of Operations, Magic Laundry Services; Eric Goldberg, Chief Growth Officer, PureStar Linen and Terry Satchwell, Executive Vice President, Brady Linen Services LLC



## General Sessions

### *Contracting with Group Purchasing Organizations (GPOs)*

Group Purchasing Organizations (GPOs) present concerns for both hotels and potential linen, uniform and facility services companies bidding and contracting laundry services including losing control of the buying process to a third-party that may view the services as a commodity. Learn directly from GPOs how to get engaged in the process, differentiate your services and help them, and the hotel, reach quality and consistency objectives. Understand the importance of resources such as standardized RFPs and contracts, data and other purchasing concerns and trends.

**Speakers:** Ed Hawkins, Managing Director of Strategic Sourcing & Category Strategy Leader and Ed Terrell, Director, Quality Assurance, Avendra

### *Hospitality Market Research*

Get up-to-date on research regarding hospitality laundry, hotel industry and textile product markets and trends including market size, sales vs. rental, competition and more. This proprietary data will help participants better define the current and prospective market for outsourcing linen, uniform and facility services to hotels and improve decision-making and forecasting opportunities.

**Speakers:** Greg Eubanks, Group Vice President, Hospitality Sales, Standard Textile and Chris Kane, Executive Vice President of Corporate Development, PureStar Group

### *Understanding Hospitality Textiles*

As hotels increasingly compete with online marketplaces such as Airbnb, creating customer experiences that rival a touch of home—or better—is becoming a priority. Learn how to research, price and present alternatives to traditional hospitality textiles that not only impress guests but provide additional benefits to hotel management such as housekeeper health and productivity, longer linen life and more.

**Speakers:** Greg Eubanks, Group Vice President, Hospitality Sales, Standard Textile; Salo Grosfeld, President & CEO, JR United; and John Yarbrough, Director of Sales and Marketing, BTG Textiles



## Central Florida Plant Tours



### *Walt Disney World Textile Services Resort Linen Plant*

Opened in 2015, this laundry processes hotel linens for Walt Disney World's value lodging properties.

- 127,900 square feet, 140+ employees
- Tunnel washers and vacuum transport system
- Remote sheet clipping



### *Hotelier Linen Services*

Opened in 2017, this laundry recycles 100% of its waste water and offers EPA-registered and sanitizing-certified detergents.

- 55,000 square feet, 140 employees
- Two 14-module tunnel washers
- Stack management system

### *Post-tour Debriefing with Q&A*

Gain insight into these operations as well as those of fellow attendees as you compare your experience to theirs, thereby enriching the discussion of alternative approaches to similar tasks.



**Earn CPLM Credits:** Individuals who have earned the CPLM credential can receive up to 11 credit hours toward recertification by attending the Hospitality Conference.



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## 4 Easy Ways To Register:

✉ **Mail:** 1800 Diagonal Rd, Suite 200, Alexandria, VA 22314, USA | ✉ **Email:** registration@trsa.org | 📠 **Fax:** 1.703.519.0026 | 🌐 **Online:** www.trsa.org/hospitality

Registrant Information

Name \_\_\_\_\_

Nickname (for badge) \_\_\_\_\_

Company \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email (required) \_\_\_\_\_

**Provide question(s) for the CEO panel or keynote:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

Attended other TRSA events

I'm interested in participating on the Hospitality Committee or task force.

**Indicate if you will attend:**

**CEO/Executive Roundtable (Operators only):** February 19, 2019, 3:00–5:00 pm

**CEO/Executive Dinner (Operators and Event Partner Sponsors only):** February 19, 2019, 6:30–9:00 pm

**Networking Reception:** February 20, 2019, 5:00–6:00 pm

**Plant Tours:** February 21, 2019, 8:00 am–4:00 pm

**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
- Social Media: TRSA LinkedIn, Facebook, Twitter

**Your Organization Level (select one)\*:**

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

**Your Job Function (select one)\*:**

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

(\*required)

**Group Discount for 3+ Attendees from Your Team**

Save 10% when three or more staff register together. Deadline for early registration (lower baseline pricing) is Friday, January 11, 2019. Contact Mary Beth Porter, 1.877.770.9274, ext. 100; mporter@trsa.org. Excludes other discounts.

**Hotel Information**

**1/9/19: Host hotel is sold out.** Discounted hotel rooms at Disney's All Star Sports Resort are \$149 per night. Book by calling Walt Disney Group Reservations Phone Team at 407.939.4686 and asking for the TRSA Hospitality rate, or by going online to the event microsite at www.mydisneygroup.com/trsa2019 and clicking the "Book Rooms" link at the top right hand corner. All individual reservations must be guaranteed with a major credit card at time of reservation. After the due date of January 22, 2019, if a guaranteed room is not canceled 72 hours prior to arrival, payment for the full rate on that room will be charged. Both hotels are located about 23 miles/37 km from the Orlando International Airport (MCO).

**Dress Code**

Business casual attire for all sessions.

	TRSA Operator Member	Non-Member Operator	TRSA Associate Member
Early (by January 11)	<input type="checkbox"/> \$695 USD	<input type="checkbox"/> \$1095 USD	<input type="checkbox"/> \$895 USD
Full Registration (after January 11)	<input type="checkbox"/> \$795 USD	<input type="checkbox"/> \$1195 USD	<input type="checkbox"/> \$995 USD

Payment

**Total \$** \_\_\_\_\_

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 \_\_\_\_\_

**Program Cancellation Policy:** Written cancellations received by Tuesday, February 5, 2019 will receive a full refund minus a 25% processing fee. Cancellations received after then 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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### PRESENTATIONS AND PANELS:

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### PLANT TOUR:

*Walt Disney World*® Textile Services Resort Linen and Hotelier Linen Services

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