



Combine with 2<sup>nd</sup> Annual Hospitality  
Conference, same location February 4–5!

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



**February 5–6, 2020 • The Westin Las Vegas Hotel & Spa • Las Vegas, NV**



# Annual F&B Conference



The inaugural F&B Conference will provide executives and management of linen, uniform and facility services companies servicing restaurants and other food service customers an opportunity to learn and share 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
- Next Generation Executives
- EMI/PMI Graduates
- Associate Members

## Conference Highlights



### Keynote Presentation

*Food Service Consumer Trends*

Robert Byrne, Senior Manager, Consumer Insights, Technomic



### Presentations

- Garments: Customer Wants and Needs
- Linen's Role in Restaurant Sustainability Practices
- Standards and Regulations
- Hygienically Clean Food Service Certification



### Panels and Roundtables

- Customer Panel: State of the Market
- Facilitated Roundtable Discussions: Tablecloths, Napery, Garments and Facility Services



### Plant Tours

Alsco Inc., Brady Linen Services

**Register: [www.trsa.org/fandb](http://www.trsa.org/fandb) • #TRSAfandb**



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Wednesday, February 5	
7:00 am	Registration Opens/Breakfast
7:45 am	Welcome Remarks
8:00 am	Load Buses for Plant Tours
8:00 am – 2:00 pm	<b>Plant Tours</b> <b>Alsco Inc. and Brady Linen Services LLC</b> (includes boxed lunch)
3:00 pm	Return to Hotel
3:00 – 5:00 pm	<b>CEO/Executive Roundtable</b> Operators only
5:00 – 6:00 pm	<b>CEO/Executive Networking Reception</b> Operators and Event Sponsors only
5:30 – 7:00 pm	Networking Reception
Thursday, February 6	
7:00 am	Registration Opens/Breakfast
8:00 – 9:15 am	<b>Welcome Remarks &amp; Keynote: Food Service Consumer Trends</b> Robert Byrne, Sr. Manager, Consumer Insights, Technomic
9:15 – 9:30 am	Networking
9:30 – 10:15 am	<b>Hygienically Clean Food Service Certification</b> Audrey Carmichael, Six Disciplines Client Coach
10:15 – 10:45 am	Networking
10:45 am – 12:00 pm	<b>Facilitated Roundtables</b> Small-group discussions covering these topics: Table linen, Napery, Garments and Facility Services
12:00 – 1:00 pm	<b>Lunch and Presentation: Standards and Regulations</b> Kevin Schwalb, Vice President of Government Relations, TRSA
1:00 – 2:00 pm	<b>Garments: Customer Wants and Needs</b>
2:00 – 2:30 pm	Networking
2:30 – 3:30 pm	<b>Linen's Role in Restaurant Sustainability Practices</b>
3:30 – 3:45 pm	Networking
3:45 – 4:45 pm	<b>Customer Panel: State of the Market</b> Moderator: Katherine Jacobi, President & CEO, Nevada Restaurant Association
5:00 pm	Meeting Adjourn



## Keynote Presentation

### *Food Service Consumer Trends*

Robert Byrne, Senior Manager,  
Consumer Insights, Technomic

Learn how current and emerging food service consumer trends will impact the linen, uniform and facility services industry. During this energetic presentation, Byrne will tackle complex questions to better inform your strategy and approach to such impacts.



Robert Byrne manages Consumer Insights, Technomic's ongoing chain brand health and food service consumer attitude and usage tracking program.



## General Sessions

### *Hygienically Clean Food Service Certification*

Audrey Carmichael, Six Disciplines Client Coach

Gain insight into the process of obtaining the Hygienically Clean Food Service certification during this presentation by a Hygienically Clean inspector:

- Understand the timeline of events for obtaining certification.
- Learn the quality management system basics.
- Discover how you can leverage your certification to improve overall operations.



#### **Earn CPLM Recertification Credits:**

Individuals who achieved TRSA's Certified Professional Laundry Manager (CPLM)

credential can receive up to 13 credit hours toward recertification by attending educational sessions and plant tours at this conference.

### *Breakout Session: Facilitated Roundtables*

- Benefit from peer collaboration with small-group discussions around these four major topics: *Table Linen, Napery, Garments and Facility Services*
- Discussions will include napkin service in casual restaurants, marketing and converting potential customers, preserving kitchen garment rental, direct sales, marketing table linens and more.

### *Lunchtime Presentation: Standards and Regulations*

Kevin Schwalb, Vice President of Government Relations, TRSA

- Gain insight into federal, state and municipal legislative and regulatory issues impacting the linen, uniform and facility services providers.
- Discover how to generate awareness of the industry's economic and environmental benefits and actively ensure your voice is heard

### *Garments: Customer Wants and Needs*

- Pick up ideas to help build customer relationships through the processing and marketing of your garments.
- Review the wants and needs of today's customers to determine production strategies and garment processing.
- Become acquainted with innovative techniques to reach your customer and understand their untapped needs.

### *Linen's Role in Restaurant Sustainability Practices*

- Learn how the linen and uniform industry contributes to restaurant sustainability.
- Build strategies for promoting reusable table linen as a greener alternative and how it can be used in your customer's suitability program.
- Review the steps for your customers to become certified as sustainable and how to market our industry's greener assets.



## Customer Panel

### State of the Market

Moderator: Katherine Jacobi, President & CEO, Nevada Restaurant Association

- Hear how technology is changing the workforce in restaurants and how this is expected to change daily operations.
- Learn more about customer expectations and what a successful partnership looks like.
- Determine methods to creatively fulfill the needs of a variety of customers.
- Gain greater insight from the customer Q&A session, which will feature restaurateurs and chefs.



### COMBINE WITH 2<sup>ND</sup> ANNUAL HOSPITALITY CONFERENCE, SAME LOCATION FEBRUARY 4-5!

Boost the value of your professional development dollars by attending the 2<sup>nd</sup> Annual Hospitality Conference, immediately preceding this event. Connect with industry experts through general sessions, dynamic interactive panels and networking opportunities, your chance to pick up on best practices, emerging issues and innovations. See registration page for more information or visit [www.trsa.org/fandb](http://www.trsa.org/fandb).



## Las Vegas Area Plant Tours



**ALSCO**  
Linen and Uniform Rental Services

### AlSCO, Inc.

(F&B, Industrial)

- 88,000 sq ft
- 121 employees
- Processes 57,600 pounds/day
- 11 side load washers (eight-900 lb., three 445, two 44/10), two pony washers
- Five CLM tumble dryers (1.1m BTU each)
- Blanket Blaster takes large pieces of flatwork in, a neatly folded package exits the unit
- Bullet System (vac counting system)



**BRADY**  
LINEN SERVICES, LLC

### Brady Linen Services LLC

(Hospitality, F&B)

- 99,000 sq ft (two plants under one roof)
- 250 production, 350 total employees
- Processes ~1.5 million pounds/week
- Rail system feeds four, 150 lb tunnel washers (two -12 mod, two - 8 mod)
- Three 450 lb conventional washers, one 250 lb conventional and two pony washers.
- Uses water reclamation system
- Automated shuttle transports clean linen from tunnel to dryers





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## 4 Easy Ways To Register:

**Online:** [www.trsa.org/fandb](http://www.trsa.org/fandb) | **Mail:** 1800 Diagonal Rd, Suite 200, Alexandria, VA 22314 **Questions?** 877.770.9274  
 **Email:** [registration@trsa.org](mailto:registration@trsa.org) | **Fax:** 703.519.0026

### Registrant Information

Name \_\_\_\_\_

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

Company \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

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

Telephone \_\_\_\_\_

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Check All That Apply:** ☐ EMI Alumni ☐ CPLM ☐ Military Veteran

☐ 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 F&B Committee or task force.

#### Indicate if you will attend:

- ☐ **Plant Tours:** February 5, 8:00 am–3:00 pm
- ☐ **CEO/Executive Roundtable (Operators only):** February 5, 3:00–5:00 pm
- ☐ **CEO/Executive Networking Reception (Operators and Event Sponsors only):** February 5, 5:00–6:00 pm
- ☐ **Networking Reception:** February 5, 5:30–7:00 pm

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

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

#### Your Organization Level (select one):

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

#### Your Job Function (select one):

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

#### **Group and Other Discounts for Your Team**

Save 10% when three or more staff register together. Deadline for early registration (lower baseline pricing) is Friday, December 20, 2019. Contact Meredyth Ellington, 877.770.9274, ext. 100; [mellington@trsa.org](mailto:mellington@trsa.org). Excludes other discounts.

#### **Hotel Information**

**The Westin Las Vegas Hotel & Spa**  
160 E Flamingo Rd., Las Vegas, NV 89109

Call The Westin Las Vegas Hotel & Spa reservation line at 866.837.4215 All individual reservations must be guaranteed with a major credit card at time of reservation. After the due date of January 3, 2020, if a guaranteed room is not canceled 72 hours prior to arrival, payment for the full rate on that room will be charged. Attendees may also book a room online via this link.

#### **Room Rate/Group Code**

Ask for the "TRSA Hospitality Conference" room rate of \$159 before January 3, 2020. Limited availability. After the January 3, 2020 deadline, regular room rates will apply.

#### **Destination Fee**

A mandatory Destination Fee will apply to all guest rooms. This fee is \$32.00 per room, per day plus tax and includes the following: High-Speed Wi-Fi in Guest Room and Lobby, Daily Newspaper, Westin WORKOUT® Fitness Studio, Hibiscus Spa Sauna & Steam Room, Pool, Bottled Water in Guest Rooms, Incoming Faxes, Notary Public, Unlimited Local Calls, Printing of Boarding Pass, Evening tasting at Jake & Eli bar/lounge, Live entertainment (evening), Fitness class (by reservation). The hotel is about 2.2 miles from McCarran International Airport (LAS).

#### **Dress Code**

Business casual attire for all sessions.

**Program Cancellation Policy:** Written cancellations received by Tuesday, January 20, 2020 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.

	TRSA Operator Member	Non-Member Operator	TRSA Associate Member
<b>Early Registration—Register by December 20 to get the best price!</b>			
F&B Conference Only	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1200	<input type="checkbox"/> \$950
Hospitality + F&B Conferences	<input type="checkbox"/> \$1350	<input type="checkbox"/> \$2150	<input type="checkbox"/> \$1695
<b>Full Registration—Pay this after December 20</b>			
F&B Conference Only	<input type="checkbox"/> \$850	<input type="checkbox"/> \$1350	<input type="checkbox"/> \$1050
Hospitality + F&B Conferences	<input type="checkbox"/> \$1525	<input type="checkbox"/> \$2450	<input type="checkbox"/> \$1895

### 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 \_\_\_\_\_

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