

TRSA Professional Development: Growth Through People, Processes and Products



February 4-5, 2020 • The Westin Las Vegas Hotel & Spa • Las Vegas, NV



2nd Annual Hospitality Conference

Developed by your colleagues serving the hospitality or outsourced hotel linen, uniform and facility services market-sector. Share information regarding best practices, emerging issues and innovations.

Who Should Attend:

- Independent Owner-Operators
- Executive Management
- General/Plant Management
- Next Generation Executives
- EMI/PMI Graduates
- Associate Members

Conference Highlights



Keynote Presentation

The Hotel of the Future

John Burns, President, Hospitality Technology Consulting



General Sessions

- Hotelier Laundry-Linen Practices Research
- Current Market Conditions and Issues
- Best Practices in Inventory Loss Customer Service
- RT Discussions on Pertinent Industry Issues
- Customer Panel: What Customers Really Want



CEO/Executive Roundtable



Plant Tours

Alsco Inc., Brady Linen Services

Register: www.trsa.org/hospitality • #TRSAhospitality



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Monday, February 3	
3:00 – 5:00 pm	CEO/Executive Roundtable Operators only
5:00 – 6:30 pm	CEO/Executive Networking Reception Operators and Event Sponsors only
Tuesday, February 4	
7:00 am	Registration Opens/Breakfast
8:00 – 9:15 am	Welcome Remarks Keynote: The Hotel of the Future John Burns, Hospitality Technology Consulting
9:15 – 9:30 am	Networking
9:30 – 10:15 am	Current Market Conditions and Issues Amanda W. Hite, President & CEO, STR
10:15 – 10:45 am	Networking
10:45 am – 12:00 pm	Facilitated Roundtables Small Group Discussions on Pertinent Industry Issues
12:00 – 1:00 pm	Lunch and Presentation: Standards and Regulations Kevin Schwalb, Vice President of Government Relations, TRSA
1:00 – 2:00 pm	Hotelier Laundry-Linen Practices Research Larry Wilhelm, Principal, Greystone Marketing Group
2:00 – 2:30 pm	Networking
2:30 – 3:30 pm	Best Practices in Inventory Loss Customer Service Steve Miller, VP, Victor Kramer Laundry Consulting Services
3:30 – 3:45 pm	Networking
3:45 – 4:45 pm	Closing Panel: What Customers Really Want
5:00 – 6:00 pm	Networking Reception
Wednesday, February 5	
7:00 am	Registration Opens/Breakfast
8:00 am	Load Buses for Plant Tours
8:00 am – 3:00 pm	Plant Tours Alsco, Inc. • Brady Linen Services LLC (includes boxed lunch)
3:00 pm	Return to Hotel/Meeting Adjourn



Keynote Presentation

The Hotel of the Future: Understanding the Unprecedented Wave of Change in the Hospitality Industry

John Burns, President, Hospitality Technology Consulting

The traditional hotel industry is in a state of upheaval, reinventing itself with new designs and operational themes that cater to consumer experiences, well-being and lifestyle. A tidal wave of innovative, new lodging options and competitors have arrived to challenge hotels as the natural accommodation choice when traveling, including the latest competitors who provide alternative accommodation (think Airbnb, VRBO, and others), plus vacation rentals, hostels that look like hotels, hotels that look like hostels...John Burns will provide these insights and more:

- Explore the challenges that exist for not only guests and hotel operators, but for the partners who supply the hotels.
- Discover hospitality market drivers and trends.
- Learn more about the impact of vacation rental options such as Airbnb, VRBO and others, and potential opportunities to service this market.
- Gain insight from the European hospitality market, where the majority of laundry services are outsourced and rental.



Identified by *Lodging Magazine* as one of the ten hospitality experts changing the travel industry, John Burns is president of Hospitality Technology Consulting (HTC). Founded by Burns in 1992, HTC is an international consulting service specializing in assisting hotel

chains and independent hotels in optimizing their central reservations, electronic distribution and revenue management programs. HTC also assists hotels and other travel companies in dealing successfully with the increasingly complex world of electronic travel distribution.



General Sessions

Current Market Conditions and Issues

Amanda W. Hite, President & CEO, Smith Travel Research (STR)

- Discover the influences of ownership, demographic and technology trends that impact investment, design and partnerships for hotels.
- Dive deeper into industry trends as occupancy and outsourcing and how these factors will affect your business and the future of the industry.

Facilitated Roundtables

- Brainstorm with fellow attendees in these facilitated small-group discussions. Discuss topics such as the significance of outsourcing laundry and how to market this concept to convert potential customers.
- Develop strategies for solving the labor issue such as tips for hiring and keeping valuable employees.

Lunch Presentation: Standards and Regulations

Kevin Schwalb, Vice President of Government Relations, TRSA

- Get up to speed on legislative and regulatory developments in Washington, state capitals and municipalities of specific interest to linen, uniform and facility services, such as the latest on micro-plastics/fibers.

Hotelier Laundry-Linen Practices Research

Larry Wilhelm, Principal, Greystone Marketing Group

- Gain insight on the responses of hotel executives and managers to the TRSA Hospitality 2019 Survey report from properties with similar markets (luxury, first class, mid-market) and volume (laundry pounds) to compare with industry peers the financial outcomes from outsourcing or operating on-premises laundries (OPLs).
- Benefit from this benchmarking study to delve into contrasts in linen par levels, inventorying and replacement expense of linens, and the results of whether serving ratios (turns) and per-item replacement costs can vary widely.



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.

Best Practices in Inventory Loss Customer Service

Steve Miller, VP, Victor Kramer Laundry Consulting Services

- Get cost and loss control to help hoteliers tightening controls on linen purchasing and distribution.
- Discover how your COG (customer-owned-goods) laundry can provide solutions to guard against linen exhaustion while maintaining hotel linen par levels.
- Understand how TRSA's laundry-linen practices research will empower you to recommend inventory and daily handling tactics to executive and assistant housekeepers and linen room supervisors.



Closing Panel

What Customers Really Want

- Hear the voices of knowledgeable customers – hotel executives such as GMs and others who focus on operational oversight as well as back-of-the-house representatives.
- Learn what affects decision making, what their preferences are, and their opinion of the pros and cons of in-house vs. outsourced linen, facility and uniform services.
- Understand how quality and consistency of service, branding, stock and par levels, labor, technology and other hidden costs influence whether you can gain their business.



COMBINE WITH ANNUAL F&B CONFERENCE, SAME LOCATION FEBRUARY 5-6!

Get an even greater return on professional development dollars when you attend the inaugural F&B conference, immediately following 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.



Las Vegas Area Plant Tours



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

(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/hospitality | **Mail:** 1800 Diagonal Rd, Suite 200, Alexandria, VA 22314
 Email: registration@trsa.org | **Fax:** 703.519.0026

Questions?
877.770.9274

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 Hospitality Committee or task force.

Indicate if you will attend:

- ☐ **CEO/Executive Roundtable (Operators only):** February 3, 3:00–5:00 pm
☐ **CEO/Executive Networking Reception (Operators and Event Sponsors only):** February 3, 5:00–6:30 pm
☐ **Networking Reception:** February 4, 5:00–6:00 pm
☐ **Plant Tours:** February 5, 8:00 am–3:00 pm

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

- ☐ Brochure ☐ TRSA Website
☐ Postcard ☐ Colleague/Co-worker
☐ Textile Services Magazine ☐ Manager/Supervisor
☐ TRSA Promotional Email ☐ Social Media: TRSA LinkedIn, Facebook, Twitter
☐ 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. 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
Early Registration—Register by December 20 to get the best price!			
Hospitality 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
Full Registration—Pay this after December 20			
Hospitality 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 _____

Who Should Attend:

- Independent Owner-Operators
- Executive Management
- General/Plant Management
- Next Generation Executives
- EMI/PMI Graduates
- Associate Members



Combine with Annual F&B Conference, same
location February 5-6!

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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.



KEYNOTE PRESENTATION:
The Hotel of the Future
John Burns, President,
Hospitality Technology
Consulting



GENERAL SESSIONS:

- Hotelier Laundry-Linen Practices Research
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