



TRSA 10<sup>TH</sup> ANNUAL

# HEALTHCARE CONFERENCE

NOVEMBER 17-18, 2021 • RENAISSANCE DALLAS AT PLANO LEGACY WEST HOTEL • PLANO, TX



## RESPONSE, RECOVERY AND RESET: OPERATING IN THE NEW REALITY AND BEYOND

The premier event for companies that supply, launder and maintain linens, scrubs, garments and other reusable textiles for the healthcare sector is back and in-person. As one of America's front line, essential workers group during the pandemic, the conference focuses on lessons learned from the pandemic, recovery and growth. Gain insight and share information with colleagues and leading product suppliers that process nearly 90% of North America's acute, long-term care and specialty medical linens and garment.

### CONFERENCE HIGHLIGHTS



#### KEYNOTE: *What Comes After COVID?*

Michael Rogers, Practical Futurist

#### PRESENTATIONS AND PANELS:

- *Pandemic Panel—What Did We Learn?*
- *Reusable Textiles in Healthcare*
- *Standards and Regulations*
- *Commercial Laundering of Healthcare Personnel Apparel*
- *Lessons From the Texas "Big Freeze"*

### PLANT TOUR TO NORTH TEXAS HEALTHCARE LAUNDRY

### WHO SHOULD ATTEND:

- Independent Owners-Operators
- Executive Management
- Next Generation Managers
- Supplier Partners
- Regional, General and Production Managers



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

registration@trsa.org | 877.770.9274 | #TRSAHEALTHCARE



Strengthening and Promoting the Linen, Uniform and Facility Services Industry

# HEALTHCARE CONFERENCE

## SCHEDULE AT A GLANCE

TUESDAY, NOVEMBER 16	
11:30 am	<b>Registration Opens</b>
11:30 am–12 pm	<b>Lunch for Advisory Board Attendees</b>
12–1:30 pm	<b>Hygienically Clean Advisory Committee Meeting</b> Advisory Board members only
1:30–2:30 pm	<b>Hygienically Clean Healthcare Users Group Meeting</b> Representatives of certified plants only
3–5 pm	<b>CEO/Executive Roundtable—Healthcare</b>
5–6 pm	<b>Healthcare CEO Reception</b>
5:30–7 pm	<b>Welcome Reception</b> Joint reception with Marketing & Sales Summit attendees
WEDNESDAY, NOVEMBER 17	
7 am	<b>Registration Opens</b>
7–8 am	<b>Breakfast</b>
8–9:15 am	<b>Welcome</b> by TRSA President & CEO, Joseph Ricci and Vice President of Government Relations, Kevin Schwalb  <b>KEYNOTE PRESENTATION: What Comes After COVID?</b> Michael Rogers, Practical Futurist
9:30–10:30 am	<b>OPENING PANEL: Pandemic Discussion: What We've Learned So Far</b> Randy Bartsch, CEO, Ecotex Healthcare Linen Service; Tor Lund, President & CEO, MIP Inc.; David Potack, President, Unitex Healthcare Laundry Services; Dan Sanchez, VP National Accounts, Textile Sales, Medline Industries Inc.; Kelsey Van Miert, President—Customer Relations, Northwest Health Care Linen Moderator: Liz Remillong, VP Strategic Alliance, Crothall Laundry Services
10:30–11 am	<b>Networking</b>
11 am–12 pm	<b>Reusable Textiles in Healthcare: Consumer &amp; B2B Audience Research Findings</b> A Presentation and Facilitated Discussion Led by Yes& Agency
12–1 pm	<b>Lunch</b> <b>Presentation at 12:30 pm: Standards and Regulations</b> Kevin Schwalb, Vice President of Government Relations, TRSA

WEDNESDAY, NOVEMBER 17, CONT.	
1–1:45 pm	<b>CONCURRENT BREAKOUT SESSIONS</b>  <b>COVID on Textiles: Home Wash Study</b> Dr. Katie Laird, Professor of Microbiology, Head of the Infectious Disease Research Group, De Montfort University  <b>TRSA Long-Term Care Project Update</b> Mike Lang, Process Analyst, Unitex/Med-Apparel Services
2–2:45 pm	<b>CONCURRENT BREAKOUT SESSIONS</b>  <b>Peer-to-Peer Roundtable Discussions: Diversity, Equity &amp; Inclusion</b> Facilitated Small-Group Discussions  <b>TRSA 2021 Healthcare Benchmarking Report</b> Chuck Rossmiller, Director - Laundry Programs, Medline Industries Inc.
2:45–3:15 pm	<b>Networking</b>
3:15–4:45 pm	<b>CLOSING PANEL: Healthcare Personnel Attire (HPA), Laundry &amp; Linen Management in a Post-COVID-19 Environment</b> Paul Pearce PhD, VPEI, CEO, Nova Biologicals; John Scherberger, BS, FAHE, CHESP, Principal, Healthcare Risk Mitigation; and Lynne Schulster, PhD, M(ASCP), CMIP(AHE), Health Scientist, Environmental Infection Prevention, LLC
5–6 pm	<b>Networking Reception</b>
THURSDAY, NOVEMBER 18	
7 am	<b>Registration Opens</b>
7–8 am	<b>Breakfast</b>
8–8:45 am	<b>Emergency Preparedness: Lessons From the 2021 Texas "Big Freeze"</b> Alan Bonds, General Manger, North Texas Health Care Laundry; Patrick Garcia, President, Division Laundry & Cleaners, Inc.; and Tim Montague, Executive Vice President, Hospital Cooperative Laundry - Denver
9 am	<b>Load bus for Plant Tour</b>
9–11:30 am	<b>PLANT TOUR: North Texas Healthcare Laundry</b>

## KEYNOTE PRESENTATION

Wednesday, November 17 • 8–9:15 am

### What Comes After COVID?

#### Michael Rogers, Practical Futurist

Mike Rogers, is a dynamic speaker who delivers an entertaining and common-sense vision of change for business and individuals, blending technology, economics, demographics, culture, and human nature.

Rogers' career spans from *Rolling Stone* writer, to *Outside* magazine co-founder, to editor and general manager of Newsweek.com, where he won the Distinguished Online Service award from the National Press Club for coverage of 9/11. Rogers will focus his keynote, What Comes After COVID, on the linen, uniform and facilities services and what we can expect in the post pandemic recovery.



## OPENING PANEL

Wednesday, November 17 • 9:30–10:30 am

### Pandemic Discussion: What We've Learned So Far



**Panelists:** Randy Bartsch, CEO, Ecotex Healthcare Linen Service; Tor Lund, President & CEO, MIP Inc.; David Potack, President, Unitex Healthcare Laundry Services; Dan Sanchez, VP National Accounts, Textile Sales, Medline Industries Inc.; Kelsey Van Miert, President—Customer Relations, Northwest Health Care Linen

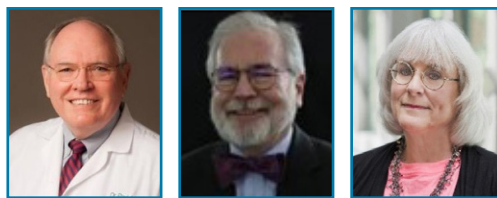
**Moderator:** Liz Remillong, VP Strategic Alliance, Crothall Laundry Services

This panel of TRSA operator members and supplier partners will recap the impact of the pandemic and examine our industry's response. What did we do well and what could we have done better? You'll hear from executives who have operated throughout the pandemic in the middle of the U.S. COVID-19 epicenters. You'll also hear from industry suppliers who will discuss how they handled the increasing demand for supplies and what changes they've made in order to accommodate the demand going forward.

## CLOSING PANEL

Wednesday, November 17 • 3:15–4:45 pm

### Healthcare Personnel Attire (HPA), Laundry & Linen Management in a Post-COVID-19 Environment



**Panelists:** Paul Pearce PhD, VPEI, CEO, Nova Biologicals; John Scherberger, BS, FAHE, CHESP, Principal, Healthcare Risk Mitigation; and Lynne Sehulster, PhD, M(ASCP), CMIP(AHE), Health Scientist, Environmental Infection Prevention, LLC

The assumed transmission of healthcare-associated infections (HAIs) from Healthcare Personnel Attire (HPA) has been a perception in the decisions to use disposable versions of these textile items. But with the pandemic putting pressure on the use and availability of PPE, the use of reusables is increasing substantially. This panel of researchers will share their findings on the safety of healthcare reusables, as well as what the research shows on domestic vs industrial laundering of HPAs.

- Get the details and results from a survey done on HPA and infection prevention, including research on HPA home laundering risks
- Hear the latest on laundry and linen management in a post-COVID environment, including processing, handling and storage of HPAs
- Learn how to survive and thrive in the “microbial jungle” including details on testing methods, means, and equipment



# HEALTHCARE CONFERENCE



## GENERAL SESSIONS

Wednesday, November 17 • 11 am–12 pm

### *Reusable Textiles in Healthcare: Consumer & B2B Audience Research Findings*



**Speakers:** Andrew Teie, VP Brand Strategy & Customer Experience; Lindsey Gibson, Account Executive; Logan Murtha, Creative Strategist

Yes& is a full-service marketing agency based in Alexandria, VA, that specializes in the association sector focusing on marketing research, branding, and outreach projects. TRSA has engaged Yes & to collect and analyze consumer and business-to-business (B2B) research and to develop a messaging and marketing materials that will benefit TRSA and their members. This session will cover:

- An overview of the research objectives, methodologies, and progress to date
- Findings from the Qualitative & Quantitative Consumer Research to uncover behaviors and perceptions in the healthcare setting as they relate to reusable textiles (and how they compare to disposables)
- Findings from the Quantitative B2B Research to learn how reusable textiles fit within the world of healthcare decision-makers—including existing perceptions, barriers to and drivers of adoption, and what messages might resonate with them to increase TRSA member sales
- Example persona of a healthcare B2B decision-maker, highlighting what they are seeing, saying, hearing, doing, feeling, and needing
- Q&A with the research team

Wednesday, November 17 • 12–1 pm

### *Lunch Presentation: Standards and Regulations*



**Speaker:** Kevin Schwalb, Vice President of Government Relations and Certification, TRSA

Gain insight into legislative and regulatory developments in Washington, state capitals and municipalities of specific interest to linen, uniform and facility services operators.

Thursday, November 18 • 8:00–8:45 am

### *Emergency Preparedness: Lessons from the 2021 Texas “Big Freeze”*



**Speakers:** Alan Bonds, General Manger, North Texas Health Care Laundry; Patrick Garcia, President, Division Laundry & Cleaners, Inc.; and Tim Montague, Executive Vice President, Hospital Cooperative Laundry – Denver

In the week following Valentine’s Day 2021, Texas experienced a series of severe winter storms that turned into an even bigger disaster when the electricity grid had to initiate rotating outages under imminent threat of blackout and left millions of homes and businesses without power. The outages resulted in widespread suffering, immense costs, burst pipes, and lack of potable water.

In this session two operators whose businesses were impacted by the storms – Division Laundry & Cleaners, Inc. and North Texas Health Care Laundry (NTHCL) – will share their stories on operating throughout the storms and will discuss how they could have been better prepared for the water and power issues that ensued.

Afterwards, you’ll have the opportunity to visit the NTHCL facility and see, first hand, how the storms impacted their business and how they have since recovered.

## CONCURRENT BREAKOUT SESSIONS

Wednesday, November 17 • 1–1:45 pm

### **COVID on Textiles: Home Wash Study**



**Speaker:** Dr. Katie Laird, Head of the Infectious Disease Research Group, De Montfort University

In a study looking at how coronavirus behaves on three fabrics commonly used in the healthcare industry, researchers found that traces can remain infectious for up to three days. The study, led by microbiologist Dr. Katie Laird, evaluates the risk of textiles in the transmission of disease, highlighting the need for infection control procedures when handling contaminated healthcare textiles. If nurses and healthcare workers take their uniforms home, they could be leaving traces of the virus on other surfaces. In this breakout session, Dr. Laird will share details of the study and discuss the results.

### **TRSA Long-Term Care Project Update**



**Speaker:** Mike Lang, Process Analyst, Unitex/Med-Apparel Services

Hear the final report on the TRSA Healthcare Committee's second Long-Term Care (LTC) OPL marketing campaign. Mike will share a summary of all campaign activities to date and give an explanation of campaign results such as lead generation, email open rates, and TRSA member listing views. He'll also discuss lessons learned from this campaign and the task force's next steps.

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Wednesday, November 17 • 2–2:45 pm

### **Peer-to-Peer Roundtable Discussions: Diversity, Equity & Inclusion**

#### **Facilitated Small Group Discussions**

Discuss your most pressing DEI challenges with colleagues. Participants will select topics they are interested in including reducing prejudice; cultural awareness and belonging in the workplace; addressing microaggressions and harassment; and more. Participate in a small, roundtable-type discussion led by TRSA facilitators and leave with new ideas, information and knowledge for tackling these important topics in the workplace.

### **TRSA 2021 Healthcare Benchmarking Report**



**Speaker:** Chuck Rossmiller, Director—Laundry Programs, Medline Industries Inc.

The TRSA Healthcare Committee has been working diligently to collect data via survey for the 2021 Healthcare Benchmarking Report. The survey was distributed to a large cross section of TRSA member linen, uniform and facility services companies serving the acute and non-acute healthcare sector in the United States and Canada. In this session, you'll gather production and performance insights from the 2021 report, including information on the pandemic and its impact going forward.

**CPLM**  
CERTIFIED PROFESSIONAL  
LAUNDRY MANAGER

**EARN CPLM CREDITS:** Individuals who have earned the CPLM credential can receive up to 10 credit hours toward recertification by attending the 10<sup>th</sup> Annual Healthcare Conference.



## PLANT TOUR

Thursday, November 18 • 9–11:30 am

### NORTH TEXAS HEALTHCARE LAUNDRY

Grand Prairie, Texas

- Opened in 2005
- 105,000 square feet
- 150,000 pounds per day
- 290 plant employees
- 3 tunnel washers
- 17 dryers



## NETWORKING OPPORTUNITIES

Tuesday, November 16 • 5:30–7 pm

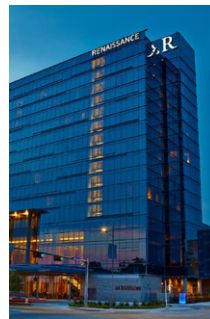
### Welcome Reception with TRSA Marketing & Sales Summit attendees

Mingle with old friends and meet news one with the combined Welcome reception for Healthcare Conference and Closing reception for Marketing & Sales Summit. Post reception, take a short stroll to the Legacy Hall area for dinner. Sip and savor from any one of 20 locally curated artisanal vendors. Legacy Hall offers live music, movie and entertainment options nightly.

Wednesday, November 17 • 5–6 pm

### Networking Reception

After a full day of sharing, learning and collaborating kick off the evening with a reception giving you time to meld and mix with panelists, speakers and industry friends.



## HOTEL INFORMATION

### Renaissance Dallas at Plano Legacy West Hotel • Plano, TX

Attendees must call The Renaissance Dallas at Plano Legacy West Hotel at 1-800-

468-3571 to reserve a room. All individual reservations must be guaranteed with a major credit card at time of reservation. After the due date of October 25, 2021, 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 \$279 before October 25, 2021. Limited availability. After the October 25, 2021 deadline, regular room rates will apply.

The Renaissance Dallas at Plano Legacy West Hotel is located about 20 miles from Dallas/Fort Worth International Airport (DFW).

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# HEALTHCARE CONFERENCE



November 17–18, 2021 • Renaissance Dallas at Plano Legacy West Hotel • Plano, TX

**4 Easy Ways  
To Register:**

**Online:** [www.trsa.org/healthcare](http://www.trsa.org/healthcare)

**Mail:** 1800 Diagonal Rd, Suite 200, Alexandria, VA 22314

**Email:** [registration@trsa.org](mailto:registration@trsa.org)

**Fax:** 703.519.0026

**Questions?**

877.770.9274

Registrant Information

Name \_\_\_\_\_

Company \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

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

Telephone \_\_\_\_\_

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

**Please share three major challenges you've had in the face of the global pandemic:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Please share three questions that you would like the closing panel to address:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Indicate if you will attend:**

- |   |   |
|---|---|
| <input type="checkbox"/> Hygienically Clean Advisory Committee Meeting<br>(Advisory Board members only):<br>Tuesday, 12–1:30 pm   | <input type="checkbox"/> CEO/Executive Roundtable—Healthcare<br>(CEOs only): Tuesday, 3–5 pm        |
| <input type="checkbox"/> Hygienically Clean Healthcare Users Group<br>(representatives of certified plants only): Tuesday,<br>1:30–2:30 pm  | <input type="checkbox"/> Welcome Reception: Tuesday, 5:30–7 pm                                      |
| <input type="checkbox"/> <b>Check box to acknowledge:</b> I understand that when onsite, event attendees must attest to vaccination or negative COVID test, or wear a face mask, when attending TRSA's in-person events. Visit the TRSA Live Event Health & Safety Protocols web page for more info on how TRSA is working to provide our members with the safest environment while attending in-person events. | <input type="checkbox"/> Networking Reception: Wednesday, 5–6 pm                                    |
|   | <input type="checkbox"/> <b>Plant Tour:</b> North Texas Healthcare Laundry:<br>Thursday, 9–11:30 am |



**Check All That Apply:**

- EMI Alumni
- CPLM
- Military Veteran
- Attended other TRSA events.

**Your Organization Level  
(check all that apply):**

- Chairman/CEO/Owner/President
- Vice President/COO/CFO
- Director
- Manager
- Manager/Supervisor
- Professional/Staff
- Supervisor
- Staff
- Spouse/Family
- Not Provided

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

- Administrative
- Customer Service
- Engineering/Maintenance
- Environmental
- Executive Manager
- Finance
- Health and Safety
- Human Resources
- Info Systems Mngt./IT
- Legal
- Logistics and Transportation/Routes
- Marketing
- Production
- Purchasing
- Sales
- Training
- Not Provided

Payment

	<b>SAVE \$100</b>	Early (by Oct. 1)	Full Registration (after Oct. 1)
<b>TRSA Operator Member</b>	<input type="checkbox"/>	\$995	<input type="checkbox"/> \$1095
<b>Non-Member Operator</b>	<input type="checkbox"/>	\$1595	<input type="checkbox"/> \$1695
<b>TRSA Supplier Partner</b>	<input type="checkbox"/>	\$995	<input type="checkbox"/> \$1095

Group discounts also available; [registration@trsa.org](mailto:registration@trsa.org) for details. TRSA members can attend both Healthcare Conference and the TRSA Marketing & Sales Summit and save \$295. Non members can save \$395.

**Program Cancellation Policy:** Written cancellations received by Monday, November 2, 2021 will receive a full refund minus a 25% processing fee. Cancellations received after November 2, 2021 will be credited to the 2022 TRSA Healthcare Conference. Refunds will not be granted for no-shows. Cancellations will be processed after the event.

**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 \_\_\_\_\_