



ANNUAL CFA EDUCATIONAL CONFERENCE
**PROFITABILITY
THROUGH
INNOVATION
& NEW TECHNOLOGY**

2019 Conference Program

Friday, October 4, 2019

6:00 p.m. **Dinner in Dining Room** *(optional – make reservation – not included in registration fee)*

7:30 – 10:00 p.m. **Cocktail Party** *sponsored by SPOT Business Systems*

Saturday, October 5, 2019

7:30 - 8:15 a.m. **Breakfast** *sponsored by Sparkle Solutions*

8:15 - 8:45 a.m. **Annual Meeting**

8:45 - 10:00 a.m. **Growing Sales**
Presented by Karen Maxwell Customer Service Director of GreenEarth Cleaning

10:00 - 10:30 a.m. **Coffee Break** *sponsored by Robert Kuenzlen of GreenEarth Canada (visit Tables)*

10:30 -11:00 a.m. **Building Route Sales**
Presented by Nick Chapeau of Starchup

11:00 -11:45 a.m. **How to Motivate & Retain Valuable Employees for Small Business**
Presented by Jeff Jordan of Fabritec.

11:45a.m. - 1:00 p.m. **Lunch** *sponsored by Clark McDaniel, President, Fabricare Cleaning Center (visit Tables)*

1:00 - 1:45 p.m. **Efficiency in Stain Removal**
Presented by Bob Edwards of A.L. Wilson

1:45 - 2:30 p.m. **A Changing Market Demand**
Presented by Peter Wennekes, President and C.E.O. of CINET

2:30 - 3:00 p.m. **Coffee Break** *sponsored by Robert Kuenzlen of GreenEarth Canada (visit Tables)*

3:00 - 3:45 p.m. **Cost Groups**
Presented by Dianne Vollmer of Methods for Management

3:30 - 4:15 p.m. **Employment Law & WSIB**
Presented by Christine Jonathan & Chris West of MacDonald, Sager, Manis LLP

4:15 - 4:45 p.m. **Environmental Report**
Presented by Jacquelyn Stevens, Willms & Shier Environmental Lawyers

4:45 - 5:15 p.m. **Environmental Insurance**
Presented by Jason Wiesner, President of Wiesner Insurance

5:15 - 5:30 p.m. **Closing Remarks** *by President Rob McConnell*

6:00 - 7:30 p.m. **Cocktail Reception** *sponsored by Jacquelyn Stevens of Willms & Shier & Harco Co. Ltd.*

7:30 p.m. **Gala Dinner** *(Wine sponsor - In memory of the 3 Amigos – Bill Renaud, Art Rivard, Tom Hopkins. Sponsored by the Renaud Family of Newtex Cleaners; Richard & Margaret Rivard of Rivard Investments; Rob & Nancy McConnell of Gibson's Cleaners)*



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2019 Conference Program CONT/...

Sunday, October 6, 2019

BOARDROOM #1

8:30 – 10:00 a.m. **Workshop #1 - A Changing Market Demand** by Peter Wennekes of CINET

10:30 a.m. – Noon **Workshop #2 - SPOT Point of Sales Systems** by Mark Jones

BOARDROOM #2

8:30 – 10:00 a.m. **Workshop #3 - Cost Group** by Diane Vollmer of Methods for Management

10:30 a.m. – Noon **Workshop #4 - Utilizing Social Media** by Karen Maxwell of GreenEarth Cleaning

Due to the additional cost of transportation for our speakers, there will be a \$30.00 fee for those reserving a space for these workshops. Each person will be able to attend up to two workshops.

We are still getting compliments from those who attended last year's conference. The comments included the following:

“Thank you for putting on such an informative conference. I learned a lot to take back and implement in our company.”

“I never realized how much I did not know about Employment and Environmental regulations.”

“The class of speakers was excellent and I know that it would have cost me much more money to get some of the answers that were given to the many questions asked.”

“I am looking forward to next year's conference and will bring some of my key persons with me to it.”

“What an opportunity to meet and discuss many problems with others in the industry and helping each other find solutions.”