

TRSA ANNUAL CONFERENCE

RETREAT REFLECT RE-ENERGIZE

SEPTEMBER 22-24, 2013 • SONOMA, CA

FEATURING:

- Keynotes on emerging economic, social trends
- Presentations by thought-provoking industry experts
- Golf tournament adjoining vineyards
- Sonoma wine culture: Chef Michael Chiarello, tastings, tours
- Chairman's Dinner and Awards at winery

www.trsa.org/annualconference

RETREAT

from your routine to network in Sonoma with the industry's most successful innovators





Golf Tournament

Monday, September 23 • 12:00 pm Shotgun Start
Sonoma Golf Club

Playing just over 7,100 yards from the championship tees, this classic layout offers strategic choices and challenges, a treasured “core golf” experience set on 177 acres of rolling terrain highlighted by massive oaks, lakes and sweeping vistas of the Mayacamas Mountains and neighboring vineyards. Compete on a balance and blend of long and short holes that create a perfect rhythm as you move through the round.



Wine Blending & Winery Tour

Tuesday, September 24 • 12:00 pm Bus Departure
Ravenswood Winery

This wine making seminar (lunch included) taught by a master winemaker will enable you to use your new knowledge to blend, create and take home your own bottle. You will learn to evaluate several “base wines” with an eye...and nose...for aromatics, flavor, texture and aging characteristics. Using graduated cylinders, flasks and pipettes, you will craft a perfect blend.



Chairman's Reception & Awards Dinner

Tuesday, September 24 • 5:30 pm Bus Departure
Artesa Winery

Only a lucky few experience California's Wine Country from the inside and you will be treated to an exclusive evening. Surrounded by vineyards and pastoral countryside, Artesa feels as if it's in the heart of...nowhere. This winery combines stunning architecture and artistry; talented wine growing and wine crafting. From the terrace you will enjoy incredible views followed by a gourmet 3-course dinner paired with Artesa's fine wines. See details on TRSA Awards on this brochure's last page.



REFLECT

on your company's potential to increase productivity and profitability



Celebrity Chef's Recipe for Financial, Social Success

Tuesday, September 24 • 10:30–11:30 am

Chef Michael Chiarello, TV Host, Restaurateur, Vintner, Sustainable Farmer

Michael has hosted his own national TV programs for over a decade on PBS, Food Network and Cooking Channel. His Emmy-winning show, *Easy Entertaining with Michael Chiarello*, began in 2003 and still airs daily. During his 25 years as a chef/restaurateur, he has developed over 10 restaurants, and his small family winery makes limited production estate wines from 100-year old vineyards, receiving high praise from the Wine Spectator, the Wine Advocate and others.



Blowing the Doors off Business-as-Usual

Monday, September 23 • 8:45–9:45 am

Dr. Kevin Freiberg, Author, Executive Coach, Motivator

Co-author of the forthcoming *NANOvation: How a Little Car Can Teach the World to Think Big*, Kevin is an exceptional profiler of the world's most innovative companies and applies this skill to helping businesses create their own revolutionary strategies for growth. *NANOvation* takes you behind the scenes of the Nano (The People's Car), the \$2,500 phenomenon from India that has taken the world by storm. He also penned *NUTS! Southwest Airlines' Crazy Recipe for Business and Personal Success* as well as *BOOM!* and *GUTS!*, both about companies that "blow the doors off business-as-usual."



Trends & Predictions for the Evolving Global Economy

Tuesday, September 24 • 9:30–10:30 am

Barry Minkin, Economist, Futurist, Global Management Consultant

Author of several books foretelling major global economic shifts, Barry is in high demand from Fortune 500 and growth companies across most industry sectors as well as government and trade associations. His reputation for accurate forecasting accelerated with his book, *Econoquake*, which identified the fault lines in the early 2000s economy that made worldwide downturn inevitable. Including the 1970s decline of U.S. manufacturing and 1980s rise of gold, Minkin's hundreds of accurate predictions have captured the attention of scores of executives for whom he has developed market forecasts and strategies.



RE- ENERGIZE

yourself and return with new ideas that will change your business



Disaster Planning and Recovery

Monday, September 23 • 10:15–11:30 am

Lucien G. Canton, Consultant, Lucien G. Canton, CEM (LLC)

Drawing on his 30 years' experience in hazard and risk analysis, loss reduction, and emergency planning, Lu is developing TRSA's new disaster preparedness guide for textile services operations. A Certified Emergency Manager, he is author of several books and numerous articles on leadership and crisis management. Formerly a leading government emergency management official (FEMA, San Francisco city/county), he now helps businesses develop response and continuity plans to dramatically increase their chances of successfully managing a crisis.



Do You Know Your Customers?

Monday, September 23 • 10:15–11:30 am

James Gutheim, President, James Gutheim & Associates, Inc.

For more than 40 years, Jim has worked with companies of all sizes, from the Fortune 500 to small, individually owned business all over North America and Europe, focusing on achieving performance excellence to improve cost, quality, and service. For the 230+ businesses he has served, Jim has provided guidance in a wide variety of arenas, from plant layouts to brokering sales, specializing in integrated solutions covering layout, controls, work measurement, work flow, procedures, methods and more. He is best known for facilitating continuing interaction between textile services owner-operators.



Textile Services Bottom-Line Performance

Tuesday, September 24 • 8:15–9:30 am

Andrew Wittmann, Business and Financial Analyst, Stock Valuator

Andrew is Director and Senior Research Analyst for Robert W. Baird & Co., serving as the firm's specialist on Facility & Industrial Services. Upon joining the firm in 2006, Andrew covered commercial real estate, particularly REITs, and hotel and leisure stocks before joining Baird's Business Services research platform. In 2012, he was recognized by StarMine as the No. 3 earnings estimator in Commercial Services & Supplies. Currently he focuses on business analysis, financial analysis, financial modeling and stock valuation, developing earnings forecasts and equity valuation for public companies in our industry as well as engineering and construction.

Sunday, September 22

Noon – 4 pm TRSA Board of Directors Meeting

5 – 6:30 pm Welcome Reception / La Luz Charitable Fundraiser

Monday, September 23

7:30 – 8 am Breakfast

8 – 8:45 am TRSA Welcome and State of the Association

8:45 – 9:45 am Blowing the Doors off Business-as-Usual (*Freiberg*)

9:45 – 10:15 am BREAK

10:15 – 11:30 Disaster Planning and Recovery (*Canton*)
Do You Know Your Customers? (*Gutheim*)

12:00 pm (Shotgun Start) Golf Tournament – Sonoma Golf Club

Open Evening Suggested Activity: Sonoma Square (Sonoma Plaza)

Tuesday, September 24

7:30 – 8 am Breakfast

7:45 – 8:15 am Annual Membership Meeting (Treasurer's Report and Elections)

8:15 – 9:30 am Textile Services Bottom-Line Performance (*Wittmann*)

9:30 – 10:30 am Trends & Predictions for the Evolving Global Economy (*Minkin*)

10:30 – 11:30 am Celebrity Chef's Recipe for Financial, Social Success (*Chiarello*)

Bus Leaves 12 Noon Wine Blending and Winery Tour – Ravenswood Winery

Bus Leaves 5:30 PM Chairman's Reception – Artesa Winery

7 – 11 pm Awards Dinner – Artesa Winery

PROGRAM-AT-A-GLANCE



REGISTRATION

September 22–24, 2013 • Sonoma Mission Inn & Spa, Sonoma, CA

NAME

NICKNAME (FOR BADGE)

COMPANY

TITLE

ADDRESS

CITY/STATE/ZIP

TELEPHONE

E-MAIL (REQUIRED)

☐ PLEASE CHECK IF REGISTRANT WILL BE ATTENDING **CHAIRMAN'S RECEPTION AND DINNER**, TUES., SEPT. 24 (INCLUDED IN REGISTRATION FEES)

Conference Registration Fees (includes full conference, breakfasts, lunches, reception and Chair & Awards reception/dinner. Spouse registration includes breakfasts, lunches, reception, daily spa access and Chairman's Reception & Awards Dinner.)

	BEFORE AUGUST 2	AFTER AUGUST 2	ONSITE
TRSA OPERATOR MEMBER	<input type="checkbox"/> \$1,395	<input type="checkbox"/> \$1,595	<input type="checkbox"/> \$1,795
TRSA ASSOCIATE MEMBER	<input type="checkbox"/> \$1,395	<input type="checkbox"/> \$1,595	<input type="checkbox"/> \$1,795
NON-MEMBER OPERATOR	<input type="checkbox"/> \$1,695	<input type="checkbox"/> \$1,895	<input type="checkbox"/> \$2,095
SPOUSE/GUEST	<input type="checkbox"/> \$525	<input type="checkbox"/> \$600	<input type="checkbox"/> \$675

Additional Event Registration

GOLF TOURNAMENT	PARTICIPANTS: #_____	<input type="checkbox"/> \$225/GOLFER	<input type="checkbox"/> \$275/GOLFER	<input type="checkbox"/> \$325/GOLFER
RAVENSWOOD WINE BLENDING & TOUR	PARTICIPANTS: #_____	<input type="checkbox"/> \$225/PERSON	<input type="checkbox"/> \$250/PERSON	<input type="checkbox"/> \$275/PERSON
CHARITABLE CONTRIBUTION TO LA LUZ		<input type="checkbox"/> \$50	<input type="checkbox"/> \$100	<input type="checkbox"/> OTHER \$_____

Payment Information

PAYMENT TOTAL: \$

☐ CHECK ENCLOSED CHARGE TO: ☐ VISA ☐ MASTERCARD ☐ AMEX

NAME ON CARD

SIGNATURE (MUST SIGN TO CHARGE CREDIT CARD)

CARD NUMBER

EXPIRATION DATE

Add information for another registrant on the next page.



[] PLEASE CHECK IF YOU REQUIRE SPECIAL ASSISTANCE OR HAVE SPECIAL DIETARY REQUIREMENTS TO FULLY PARTICIPATE.

Second Registrant Information

NAME	NICKNAME (FOR BADGE)
COMPANY	TITLE
ADDRESS	
CITY/STATE/ZIP	
TELEPHONE	E-MAIL (REQUIRED)
[] PLEASE CHECK IF REGISTRANT WILL BE ATTENDING CHAIRMAN'S RECEPTION AND DINNER , TUES., SEPT. 24 (INCLUDED IN REGISTRATION FEES)	


Cancellation Policy: Written cancellations received by August 30, 2013 will receive a full refund minus a 25% processing fee. Cancellations received after August 30, 2013 will not be refunded. Fees cannot be credited to another TRSA program or event.

Three ways to register:

 **Mail:** 1800 Diagonal Road • Suite 200 • Alexandria, VA 22314

 **Online:** www.trsa.org/annualconference

 **Fax:** 703.519.0026

 **Questions:** 877.770.9274 • 703.519.0029



TRSA Awards

All employees of TRSA member companies are eligible to submit or nominate a colleague, company or themselves for the 2013 TRSA Awards. This can be done anytime; candidates are considered year-round. Winners are recognized at the Conference ceremony.

Individual Awards

- TRSA Operator Lifetime Achievement Award
- Maglin/Biggie TRSA Lifetime Achievement Award for Associates

Company/Facility Awards

- SafeTRSA Zero Incident Awards
- SafeTRSA Innovation Award
- LaundryESP Innovation Award

Full details including descriptions of the various awards, criteria, electronic nominations submissions and previous award winners are posted on the TRSA website (www.trsa.org).

TRSA Awards Nominations Deadline. July 12, 2013
 Finalists Announced. August 30, 2013
 Awards Presented. September 24, 2013
 (TRSA Annual Conference Awards Dinner)



Travel Information

Fairmont Sonoma Mission Inn & Spa
 100 Boyes Blvd. • Sonoma, CA 95476
 (707) 938-9000 • www.fairmont.com/sonoma

An elegant oasis blessed by natural mineral hot springs, the Fairmont Sonoma is the authentic Wine Country resort, blessed with a world-renowned 40,000 square foot spa and an 18-hole championship golf course. The Fairmont Sonoma is one of the only luxury Spa resorts in the country with its own such water source, with all resort pools fed by these natural waters. All guests may partake in daily complimentary hike and fitness classes and are invited to a daily afternoon wine tasting in the lobby from 4:30 to 5:30 p.m.

Reservations: Attendees must call Darlene with McNair Travel at 703.822.4688 or toll free, 877.761.3723 to reserve a room. All individual reservations must be guaranteed with a major credit card at time of reservation. After the due date of August 21, 2013, if a guaranteed room is not canceled 72 hours prior to arrival, payment for the full rate on that room will be charged.

Room Rate/Group Code: McNair Travel is handling the room block so attendees will need to make hotel reservations through them. The room rate is \$289 plus applicable taxes and resort fees.

Location/Airport: The closest international airports to The Fairmont Sonoma Mission Inn & Spa are San Francisco International Airport (SFO), Oakland International Airport (OAK), and Sacramento International Airport (SMF).



TRSA[®]

STRONGER TOGETHER

www.trsa.org/annualconference

SEE YOU IN

SONOMA

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