



## October 12-13, 2018

Holiday Inn (Yorkdale), Toronto

### Friday Sessions

Focus on how to improve your laundry and linen services

### Saturday Sessions

Topics applicable to any business.



New legislation includes large fines for failure to **protect your customers' credit and debit card information**. How secure is your data? **Robert Falzon of Check Point Software Technologies** will be presenting a demonstration on how hackers are able to retrieve your input transmissions and access your customers' personal information held in your computers.



**Christine Jonathan of Macdonald, Sager, Manis LLP** will speak on **Sexual Harassment - An Old Problem under a New Spotlight**. Every business needs to take a closer look at its vulnerability to sexual harassment claims, ensure a safe workplace and grasp the magnitude of possible legal claims. How do you comply with Bill 148?



**John Meijer of the Drycleaning & Laundry Institute** will show how to employ **online marketing** in your business to increase your sales.

### Adding Services

**Gerard O'Neill**, a laundry consultant from **American Laundry Systems** will show you the steps to **add laundry services** to your current cleaning operation.

How difficult is it to **add a coin-op to your current operation**? Find out the ins and outs from **Warren Gibson of Ontario Laundry Systems**.

### Additional Topics

**Increasing sales** through pickup and delivery, sales promotions, etc. (**Karen Maxwell, GreenEarth Cleaning Systems.**)



Maintaining best practices in **handling solvents**. (**Artur Keyes, Exttox Industries.**)

**Environmental regulations**, inspections and fines update. (**Jacquelyn Stevens, Willms & Shier Environmental Lawyers.**)



The benefits of **Wet Cleaning**. (**Dino Kantzavelos, TSC Wetclean.**)

Profiting through **environmental endeavors** (**Clark McDaniel, Fabricare Cleaning Center.**)



**Also Table Top displays and time to meet with vendors, lunch, Gala dinner, networking and more!**