

MEETING AGENDA

THURSDAY, JANUARY 30

5:00 - 7:00 pm Sanitone Welcome Reception

FRIDAY, JANUARY 31

8:00 - 8:30 am Continental Breakfast

(Sponsored by Sankosha/Express Machinery)

8:30 - 9:00 John Jordan, President

Fabritec International

Fabritec Update

9:00 - 10:00 J. Stuart Ablon, PhD, Director

Think: Kids, MA General Hospital

Changeable: How Collaborative

Problem Solving Can Help Anyone

Change at Home, at School, and at Work

10:00 - 10:15 BREAK

10:15 - 11:00 Jeff Jordan, Vice President

Fabritec International

Saying 'Thanks' In the Workplace:

Low-Cost Ways to Recognize Employees

11:00 - 12:00 Jackie Brown, Owner

I.N.I.T.I.A.L. Social Media

Fashionable Marketing: Trends & Tips to

Build Your Client's Confidence in You

12:00 - 1:30 LUNCH (included)

1:30 - 2:30 Bobby Patel, Owner

Kona Cleaners and BeCreative 360

Marketing: Then and Now

2:30 - 2:45 BREAK

2:45 - 3:45 Michael Shapiro, Owner

Wedding Gown Preservation Co.

The Economics & Practice of Using

Staffing Agencies

FRIDAY, JANUARY 31

5:00 - 7:00 pm Sanitone Cocktail Reception

OFFICERS & DIRECTORS

PRESIDENT

Ellen Burke

Toomey's Cleaners, Lynn, MA

VICE PRESIDENT

Arthur C. Anton, Jr.

Anton's Cleaners, Tewksbury, MA

TREASURER

Terry Dermody

Dermody Cleaners, Taunton, MA

DIRECTORS

Scott Nanfelt, The Delken Companies, New Bedford, MA

Bruce Kloter, Swiss Cleaners, Rockville, CT

Carlyn Parker, Dependable Cleaners, Quincy, MA

Norb Tamblyn, Fabritec International, Lancaster, MA

Sanitone[®]
Not Just Soap. *Solutions.*

A Division of Fabritec International

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The **75th** *Annual*



Meeting of New England Sanitone Licensees



January 30-31, 2020

Four Seasons Hotel

Boston, MA

SPEAKERS



J. STUART ABLON, Ph.D.

J. Stuart Ablon, Ph.D., is the Director of Think:Kids in the Department of Psychiatry at Massachusetts General Hospital. He is also Associate Professor and the Thomas G. Stemberg Endowed Chair in Child and Adolescent Psychiatry at Harvard

Medical School. Dr. Ablon is author of the books *Changeable: The Surprising Science Behind Helping Anyone Change*, *Treating Explosive Kids: The Collaborative Problem Solving Approach*, and *The School Discipline Fix*.

Dr. Ablon received his doctorate in clinical psychology from the University of California at Berkeley and completed his training at Massachusetts General Hospital and Harvard Medical School. A dynamic and engaging speaker, Dr. Ablon was ranked #5 on the list of the world's top rated keynote speakers in the academic arena. Dr. Ablon trains parents, educators, and clinicians, and helps organizations throughout the world implement the Collaborative Problem Solving approach.



JEFF JORDAN

Jeff Jordan is the Vice President of Business Development at Fabritec International. Along with his father, John, and sister Amy, the Florence, KY company is third generation family owned and operated and sells under the brands Sanitone, Fabritec, and Stamford in the US

and worldwide.

Before joining the family business, Jeff graduated from Thomas More University with a degree in Business Administration and Human Resources. He spent seven years working for Citibank North America and 5/3rd Bank as Department Sales Manager. During his tenure at these banks, he was responsible for recruiting, training, coaching, and developing high performing staff. It was there that he developed a passion for people management and coaching for success.

SPEAKERS



JACKIE BROWN

Jackie Brown has always enjoyed helping people who work hard to build their own business. Especially now, it's important to stay focused on your mission but still utilize all the great marketing advantages of social media to grow your online community.

That's why she created Initial Social Media. "I understand a business owner is often the janitor, the CEO, and the full-time salesperson and I am here to help. I manage the social media for a company so they can benefit from this tool without having to learn it all!" Initial Social Media will develop a strategy, create the posts, monitor the accounts, and more. Each client can tailor the services to what they need to maintain and grow their social media presence. "My passion is be a megaphone or cheerleader for a business while they continue to provide their best service to clients."



BOBBY PATEL

Bobby Patel is well known in the dry cleaning industry as the owner of Kona Cleaners, a premier brand in California. It's no secret that he's one of the most respected figures in the business. Bobby was born in India before emigrating to the United States during his formative

years. He has possessed an enthusiasm for business and problem solving since he was very young. Pursuing those interests, Bobby graduated from California State University in Long Beach with a degree in Engineering. In 1995 he purchased Kona Cleaners, a dry cleaning business based in California. Since then, Bobby has grown Kona Cleaners exponentially with 14 locations throughout Southern California.

His program: "Marketing Then & Now" will explore how Kona Cleaners' Marketing has changed over time. As one of the founders of BeCreative 360, a marketing company specializing in Drycleaning and Social Media platforms, he brings a wealth of knowledge and experience to the program. This is a unique opportunity to learn directly from a drycleaner about what has worked and what has proved to be the most beneficial.

SPEAKERS



MICHAEL SHAPIRO

Michael Schapiro is the owner of Wedding Gown Preservation Co. located in Endicott, NY. Michael graduated from Ithaca College with a degree in Finance and a minor in Accounting. Schapiro's was started by Sara & Joseph Schapiro in 1913 as a tailor shop.

The business expanded over the years to include menswear and men's tuxedo rental. In 1981, after working for Pierre Cardin in NYC, Michael joined the family business with his brothers Bob & Jeff in upstate NY. A few year later Jeff left to open his own retail drycleaning business which he sold to a friend upon starting Cleaner's Supply. Michael and Bob expanded into Wholesale & Retail Tuxedo Rental, Drycleaning, CRDN, HealthWear, Uniform Rental & Wedding Gown Preservation. Upon Bob's retirement in 2006 the brothers sold all the business with Sue & Michael keeping the Wedding Gown Preservation Co. Since 2006 Wedding Gown Preservation Co. purchased Allied Heirlooms – Picayune, Mississippi; Heirloomed Memories Gainesville, Florida; Premier Preservations Trenton, Illinois, Radiant Gown Preservation – West Palm Beach, FL; Classic Heirlooms San Antonio, Texas.

Wedding Gown Preservation Co. is the premier gown preservation company in the United States. The company cleans 1,200 wedding gowns per week and employs 37 full time team members.

Sanitone[®]
Not Just Soap. *Solutions.*

REGISTRATION

75th Annual New England Sanitone Licensee Meeting

January 30-31, 2020

Registration \$310

Each Additional Person \$240

Friday Breakfast & Lunch included

Name of Company _____

Email Address _____

Number of Attendees _____

Names of Attendees _____

PLEASE PRINT names clearly. This information will be used for name tags.

Total Amount Enclosed \$ _____

Check payable to: ***New England Sanitone Licensees***

**Payment and registration form must be
received by January 20th.**

Send this form with
your payment to:

Terry Dermody
Dermody Cleaners
34 Cohannet St.
Taunton, MA 02780

Questions?
(508) 822-6161
dermody@tmlp.net

Or go to Soap Talk: News & Updates at sanitone.com to register online.

Reserve your hotel room!

Contact The Four Seasons Hotel directly before January 20th
for hotel reservation at (617) 338-4400 and ask for the
"Sanitone" group rate of \$320 for a substantial savings.

*The Four Seasons is New England's premier luxury hotel and an AAA
Five-Diamond, Forbes Five-Star property. It has been named the
Best Hotel for General Excellence by Boston Magazine.*