

Excellence ⁱⁿ Laundry Conference

OCEAN REEF CLUB - Key Largo, Florida

Learn from **inspiring speakers**, network with **industry innovators**, and take advantage of a **world-class resort** just south of Miami.

What to Expect

- Uncover your store's hidden value through brand building
- Learn to identify the real competitive advantage in your business
- Network with some of the country's top store owners
- Meet exhibitors and learn about new products that could help your business
- Enjoy tropical luxury at the world's largest private resort

MAY 14th - 15th 2014

Welcome Reception evening of May 13th

Space is extremely limited - Learn more and register at coinlaundry.org/excellence. Reserve your housing and registration by March 31.



Comments from Excellence 2012

"I truly enjoyed the conference. All the topics were useful and having expert speakers was a definite must. Offering several networking opportunities was very helpful."

– Art Jaeger, Santa Clarita Laundry

"Thanks for putting together a really informative program and allowing ample time for networking and informal relationship building."

– Mark Lustbader, Laundry Warehouse

"Nothing but rave reviews on every aspect of this event. The takeaways more than made up for the expense."

– John Henderson, Liberty Laundry

All Things Excellence

Like its name suggests, Excellence in Laundry is designed to capture the essence of Excellence and empower laundry professionals to become even better business owners. Join the CLA for Excellence in Laundry 2014 and pursue your path to Excellence! Learn more at coinlaundry.org/excellence.

Excellence in Speakers

Wednesday, May 14

7 Steps to Building Brand Value

Bruce Turkel, CEO of Turkel Brands

Discover the secrets to building your brand and adding value to your business in seven simple steps.



Thursday, May 15

Finding the Real Competitive Advantage in Your Business

*Chuck Bamford, Ph.D.,
President of Bamford Associates*

Learn how to perform your own competitive analysis and separate your business from your competitors.



Legislative Update for Laundry Owners

Joe Crosby, Principal of MultiState Associates

Get updated on key legislative issues affecting self-service laundries from the CLA's lead legislative analyst.



Don't miss the chance to learn from these top business minds.

Excellence in Location

Enjoy the world's largest private resort. From championship golf courses, to an island oasis, and gourmet dining, there is something for everyone!

Excellence in Networking

Mix and mingle with some of the very best in the business and learn their secrets to success - plus, meet exhibitors and get updates on the latest products and services that can help your business.