

# RESERVE YOUR TICKET

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AND FINANCING AS LOW AS 5.75% FIXED  
AVAILABLE\*

ARRIVE BEFORE 11:00AM  
SATURDAY FOR A PRIZE

REGISTER TO ATTEND



VISIT US TODAY

Scan the QR code or contact Lisa to register today 800-258-3570 ext. 114 or email sales@decequip.com

\*Details provided at show, terms and conditions apply

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### GRAND PRIZES

**1ST PRIZE**  
\*10% off your Speed Queen order up to \$10k

**2ND PRIZE**  
Maine/Canadian cruise for two

**3RD PRIZE**  
Two Red Sox tickets

**\*MUST ATTEND DINNER TO WIN.**

GET READY FOR



MARCH 8TH & 9TH

COME ENJOY A NIGHT AT  
**THE VERVE**

1360 WORCESTER ST.  
NATICK, MA 01760

**Speed Queen**  
The Proven Performer in Laundry







# SCHEDULE

## SATURDAY

9AM - 11PM

- 9 AM:** Investment Seminar Lead By Brian Wallace, CLA President
- 10 AM:** Ballroom Doors Open
- 11 AM:** Welcome And Vendor Innings
- 12 PM:** Lunch, 7th Inning Stretch
- 1 PM:** **MIKE HAND, VICE PRESIDENT OF SPEED QUEEN**  
"The Evolution Of Laundromats; An American Pastime"
- 2 PM:** **BRIAN WALLACE, CLA PRESIDENT**  
"Differentiating Your Laundromat With Amenities"
- 3 PM:** **DAN KAPLAN, FOUNDER CUPOLA CREATIVE**  
"Mastering The Spin: Marketing Strategies For Laundromat Success"
- 5 PM:** Cocktails And Hors D'Oeuvres
- 7 PM:** Magician Matthew Teague
- 8 PM:** Dinner Followed By An Evening Of Excitement With A Pitching Simulator And Video Games.

### MIKE HAND

- Vice President of Commercial Sales  
Speed Queen



From mom-and-pop laundry to the clean, well laid out modern laundromat of today. Mike will discuss the leaps and bounds this industry has taken in the last century and what you can do to keep up.

### DAN KAPLAN

- President and CEO  
Cupola Creative



Dan wants to share his marketing expertise with you. He has strategies that can help your laundromats succeed. Dan is local to the Boston area and has worked with other laundry companies to help them with their marketing.

### BRIAN WALLACE

- President and CEO at CLA



What additional features in your laundromat can lead to ancillary income opportunities? Brian will discuss some of these opportunities and create discussion in the room to get ideas flowing.

## SATURDAY EVENING

# ENTERTAINMENT



## SUNDAY

8AM - 12PM

- 8 AM:** Breakfast & Open House
- 9 AM:** Service School
- 12 PM:** Lunch To Go