

Registration is Open for SDA Cleaners Showcase 2023



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SDA Cleaners Showcase 2023 Registration Opens

The Southwest Drycleaners Association (SDA) announced that conference registration and housing is open for the Cleaners Showcase 2023 in Irving, Texas, April 28-30. Registration is free for SDA, DLI or Coin Laundry Association (CLA) members (contact our association for the special promo-code needed). Non-members are welcome for \$50 pre-registered or \$100 at the door.

“We are thrilled to host the only dry clean and laundry equipment show in the United States this year. Along with a tradeshow, our speaker line-up and live demonstrations provide something for everyone,” says Showcase Chairman Amin Bata.

The keynote speaker of the Cleaners Showcase 2023 is multi-generational labor expert Jeff Butler. Jeff is a TEDx speaker on workplace dynamics issues and has addressed more than 100 organizations internationally such as Google, Amazon, LinkedIn, and Wells Fargo. In addition to having founded three profitable companies by the age of 27, he has published two books, including *‘The Authentic Workplace; How Authenticity is Creating the Workplace of Tomorrow’*. Jeff will be presenting “Winning the Talent War.”

Special guest Andrew Gibson, President/CEO of Tide Services, will expound on consumer trends. Additional industry leaders scheduled to speak include Dave Coyle of Maverick Drycleaners, Kermit Engh with Methods for Management, James Peuster and Jen Whitmarsh of The Route Pros, and Frank Kollman with Kollman & Saucier, P.A. (the DLI

lawyer). See the full list of educational sessions and schedule at www.sda-dryclean.com.

The Coin Laundry Association (CLA) will host a CLA Connect LIVE event on Friday, April 28 from 4-6 p.m. in conjunction with this show. The CLA event will be at the Irving Convention Center in Jr. Ballroom D and the cost is free. All attendees are invited to join CLA for light appetizers and networking prior to the show. Registration and more details on this event can be found on CLA's event calendar at www.coinlaundry.org/events/calendar.

The Westin Irving Convention Center at Las Colinas is the host hotel and is located next to the convention center. Special hotel rates for convention attendees and exhibitors are only available through April 4th.

Close to 80 exhibit booth spaces have already been sold. Exhibit booths are still available. See the current exhibitor list and floorplan at www.cleanersshowcase.com or contact the office at 512-873-8195 or staff@sda-dryclean.com.

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About SDA

Mission-The purpose for which it is formed is for the advancement of the interest and general welfare of the association members; the education of the general public with regard to the benefits conferred by the utilization of the textile maintenance industry; to gather, analyze, disseminate accurate and reliable information pertaining to the textile maintenance industry and further a positive relationship to the general welfare of the consumers.

About CLA

The Coin Laundry Association (CLA) is a national, nonprofit organization, with a membership of more than 300 manufacturers and distributors, and 1,500 owners in the self-service laundry industry. Since 1960, CLA has advanced the self-service laundry industry and improved the customer experience by providing store operators with research, education, advocacy and other resources required to be successful business owners. For more information about CLA, visit coinlaundry.org.