



WDF 2026 Agenda

Subject to change

Sunday, September 20

5:00p to 6:30p

Registration

Pick up your badge before the evening reception.

5:00p-6:00p

Women's Laundry Network Happy Hour

Join your women peers for a networking happy hour (drinks will be on your own.)

6:00p to 7:30p

(Grand Ballroom Foyer)

Welcome Cocktail Reception

Join your peers for an evening of light appetizers and drinks.

Monday, September 21

7:00a to 8:00a

(Grand Broadway Foyer)

Registration

Be sure to pick up your badge before the program begins.

7:00a to 8:00a

(Salon H)

Breakfast and Tabletops

First chance to explore the products and services at the event.

8:00a to 8:15a

(Salon JK)

Welcome and Opening Remarks

Brian Wallace, CLA President and CEO

8:15a to 9:30a

(Salon JK)

The Business of Laundry: Comparing Models, Markets and Opportunities

This opening session compares today's leading models — wash/dry/fold, pick-up and delivery, and commercial laundry — with a close look at the capital, profit margins and operational realities behind each. We'll explore how independent WDF/PUD operations are lowering barriers to entry, how commercial contracts create recurring revenue and how owners are stacking models to scale. If you're evaluating where to scale up, this session will help you decide.

9:30a to 10:30a

(Salon JK)

From Lab Coats to Linens: Capturing the Medical Services Market

In this session, we'll focus on light medical accounts: who they are, what they need and why they make ideal first contracts for operators looking to break into the healthcare space. You'll learn how to identify and approach prospects in your area, what these clients care about and how to structure agreements that deliver consistent recurring revenue.

We'll also cover the practical side — wash protocols that meet light medical standards, turnaround expectations, pickup and delivery considerations and how to price for the margin these accounts deserve.

10:30a to 11:00a
(Salon H)

Refreshment Break and Tabletops

Meet with exhibitors to learn about the newest products and services for your WDF and PUD business.

11:00a to 12:00p
(Salon JK)

Precision Pays: How Auto-Injection Systems Improve WDF Operations

Hear directly from WDF operators who've made the switch, what the transition actually looked like, and where they saw the biggest gains—in labor, chemical spend and customer retention. We'll also cover what questions to ask vendors, what to watch out for during installation and how to get buy-in from your team and customers.

12:00p to 1:00p
(Salon H)

Lunch and Tabletops

After enjoying lunch, stop by the tabletops in the room.

Break Out Sessions: Choose between the Intro (Salon G) vs. Advanced Sessions (Salon JK)

1:00p to 2:00p
(Salon JK)

The Short-Term Rental Opportunity: Finding, Securing, and Retaining Laundry Accounts

Behind every Airbnb and vacation rental is a pile of linens that needs to be turned around fast—and STR hosts are among the most profitable recurring accounts a WDF or PUD operator can land. But winning and keeping them requires a different approach than residential customers.

In this session, you'll learn how to find and target STR hosts in your market, structure a service offering that fits the pace of rental turnovers, and build the kind of reliability that turns a single-property trial into a multi-property partnership. Walk away with a clear plan for adding consistent, high-volume commercial revenue to your operation.

(Salon G)

WDF 101: The Nuts and Bolts of Launching, Operating and Growing a Wash-Dry-Fold Service

New to wash-dry-fold? This is your starting point. In this foundational session, we'll cut through the noise and walk you through exactly what it takes to launch a WDF service the right way—from setting up your workflow to training staff and delivering a consistent product customers keep coming back for. Skip the costly trial-and-error. Leave with a clear, practical blueprint for getting your WDF service off the ground and positioned for long-term growth.

2:00p to 3:00p
(Salon JK)

Commercial Accounts Unlocked: The Blueprint for Sustainable Growth

Residential customers built your business — commercial accounts will scale it. In this session, we'll cover how to identify the right account types, position your wash-dry-fold and pick-up & delivery services for business buyers, and build the operational systems that keep commercial clients loyal — and referring.

(Salon G)

The True Cost of Wash-Dry-Fold: Building a Profitable Pricing Model

Thinking about adding wash-dry-fold — or just getting it off the ground? Before you pick a price, you need to know your costs. This session breaks down everything that goes into a pound of laundry — labor, utilities, supplies and overhead — and shows you how to build a pricing model that's profitable from day one. Leave with a clear formula and the confidence to price your service right.

3:00p to 3:45p
(Salon H)

Afternoon Break & Tabletops

Last opportunity the first day to visit the tabletops.

4:00p-5:00p
(Salon JK)

Folding & Packaging Demo

This session covers standardized folding systems for common garment categories (shirts, pants, towels, and more), packaging options from basic poly bags to branded presentation formats, and strategies for maintaining consistency across your team. You'll leave with repeatable processes you can implement immediately on your production floor.

Whether you're looking to tighten up your existing workflow or build a WDF program from the ground up, this hands-on session gives you the practical skills and systems to elevate your finished product and stand out in a competitive pickup-and-delivery market.

6:00p

VIP Experience

CLA will host an exclusive ticketed event that will include food, drinks and the opportunity experience the best of Austin. Location and more details to come.

Tuesday, September 22

7:30a to 8:30a
(Salon H)

Breakfast and Tabletops

Enjoy breakfast and then visit with the tabletop exhibitors.

8:30a to 9:00a
(Salon JK)

Building Community Engagement

Presented by: LaundryCares Foundation

Find specific ways to connect to your community, learn customer social responsibility and hear testimonials from owner who have experienced these opportunities firsthand through the LaundryCares Foundation.

9:00a-9:15a	<p>Strategic Corporate Allies (SCAs) Video Presentation</p> <p>This video showcases the newest in technology, equipment and services that our SCAs provide to grow your business and advance the industry.</p>
9:15a-10:30a (Salon JK)	<p>Women's Laundry Network Panel Session</p> <p>Hear from several expert women in the industry sharing best practices for growing a WDF, PUD and commercial laundry business. Topics include: customer service, marketing, staff management, and more.</p>
10:30a to 11:30a (Salon H)	<p>Refreshment Break and Tabletops</p>
<p>Break Out Sessions: Choose between the Intro (Salon G) vs. Advanced Sessions (Salon JK)</p>	
11:30a to 12:30p (Salon JK)	<p>Making Every Mile Count: Fleet Planning for Profitability</p> <p>Running a profitable pick-up and delivery laundry operation isn't just about great service—it's about making smart decisions before the first driver ever leaves the lot. This session breaks down the fundamentals of fleet planning, from right-sizing your vehicle mix to optimizing routes that keep costs predictable and customers happy.</p>
(Salon G)	<p>Stain Removal 101</p> <p>Stains are one of the top reasons WDF customers don't come back. This session zeroes in on what laundry operators need to know to protect their reputation and their customers' garments — from correctly identifying stain types at intake to choosing the right pre-treatment products for a high-volume, time-pressured environment. We'll cover the most common stains your WDF customers bring in, realistic expectations for what can and can't be saved, and how to build a pre-treatment routine that's fast, consistent, and scalable across your staff.</p>
12:30p to 1:30p (Salon H)	<p>Lunch & Tabletops</p> <p><i>Last chance to meet tabletop exhibitors!</i></p>
1:15p-2:15p (Salon JK)	<p>The Facility of the Future: Automation, Efficiency, and Delivery at Scale</p> <p>The laundry landscape is shifting fast — and the operators who thrive tomorrow are building smarter today. This session takes an inside look at how leading WDF/PUD businesses are redesigning their facilities from the ground up to handle growing volume without sacrificing quality or burning out their teams.</p> <p>From automated folding equipment to optimized floor layouts and driver route technology, we'll explore the real-world tools and strategies operators are deploying to process more pounds per hour, reduce labor dependency and deliver a consistently exceptional customer experience.</p>
2:15p to 2:30p (Salon JK)	<p>Closing Remarks</p> <p><i>Brian Wallace, CLA President & CEO</i></p>