

# **BUSINESS 101: SURVIVAL OF THE FITTEST**

## **It's a JUNGLE OUT THERE!**

September 20-21, 2019



**Chris DeGeer - Fulton Boiler**  
Sales Representative  
Manager, Canadian Office

**Brian Johnson - DLI**  
**Drycleaning & Laundry Institute**  
Director of Education & Analysis

**Richard Reese - Unipress Corp.**  
Regional Sales Manager

**John Rizzuto - Air World Inc.**  
Vice President

**Jeff Schwarz - A.L. Wilson**  
Regional Sales Manager

**Shanna Soehn**  
**ATCA - President**  
Classic Cleaners

**Mike Tungesvick - Sankosha USA**  
National Sales Manager

**Chris White - America's Best Cleaners**  
Executive Director  
- Kreussler Chemical Inc.  
Technical Sales Representative

**ARE YOU RUNNING THROUGH THE FOREST WITH NO IDEA WHERE YOU  
ARE HEADED AND NO HOPE OF SURVIVAL?**

**WE WANT TO HELP**

Lately we have been closing a plant every few months. Someone's hopes and dreams have crumbled and died. Success is not guaranteed to the fastest, strongest, or best looking. Your plant needs to run like a well oiled machine...Constantly monitoring, planning, training and adapting. We want to ensure that our customers don't go from being endangered to being extinct.

**Integrity Mechanical Incorporated**  
6519 - 40 Street SE Calgary, Alberta  
403-236-2873

---

---

## Seminar Schedule & Topics

### Friday, September 20

6:00 PM Registration, Snacks  
6:45 Welcome  
The Future of the Garment Care Industry  
The Basics of Cleaning

Chris White  
Brian Johnson



Special Guest Speaker  
Brian Johnson of DLI

### Saturday, September 21

8:00 AM Registration/Coffee/Muffins  
8:45 Sessions Start  
12:00 Lunch (provided)  
3:45 Wrap-up/Question Time

Problem Garments  
Efficient Plant Operation  
Alberta Textile Care Association  
Advances in Steam Generation  
Pressing Tips: Wetcleaning/Casual Wear  
Keeping your Tools Sharp  
Advances in Pads and Covers

Jeff Schwarz  
Brian Johnson  
Shanna Soehn  
Chris DeGeer  
Richard Reese  
Mike Tungesvik  
John Rizzuto

**Register by  
September 8  
You could win  
an iPad!**

Call for Details

## Bonus Spotting Seminar

### Friday, September 20

With Jeff Schwarz of A.L. Wilson

8:30 AM- 4:00 PM

Hands on seminar with live spotting. Everything from the basics of fabric and stain identification to Bleaches and Digesters. Lunch will be provided.



CALGARY DREAM CENTRE

**Free Admission but please bring a non-perishable food donation for the Calgary Dream Center.**

**Registration is limited Please register early!**

Registration Form: Phone 403-236-2873, Fax: 403-236-2878, E-Mail [imi@telus.net](mailto:imi@telus.net)

Name \_\_\_\_\_ Plant Name \_\_\_\_\_

I will attend: Friday evening. \_\_\_\_\_ Sat. \_\_\_\_\_ Friday Spotting Seminar \_\_\_\_\_ 8:30-4:00

Register by September 8, 2019 to be entered in a draw for an iPad.  
Draw will take place Saturday afternoon. You must be present to win.  
Seminars are free but please support our manufacturers.