



Southern California Coin Laundry Association
2009 Calendar of Events

www.socalcla.com/events.html

Wednesday, March 4, 2009

Wash-Dry-Fold and Opening & Servicing Commercial Accounts

4.00 - 9.00 pm at Southern California Gas Company's Energy Resource Center in Downey

Our two expert guest speakers, Jeff Gardner from Minnesota and Ron Lane from Sacramento, will teach you how to make more money in your store by starting WDF and Commercial business lines. They will then be joined by local store owners Peter Lowin and Art Jaeger for a candid and interactive owners' panel and Q&A session.

Wednesday, April 1, 2009

11.00 am at Beverly's Laundromat in Los Angeles

Members-Only Store Owner Roundtable – A Free Members-Only Exclusive Event

Follow up on our great March event on Wash-Dry-Fold and Commercial Accounts by networking with your fellow store owners and discuss how to put into action our speakers' suggestions. Email Beverly@socalcla.com to RSVP & for more information.

Tuesday, May 26, 2009

The Future of Water in Southern California

4.30 - 8.30 pm at Southern California Gas Company's Energy Resource Center in Downey

Our special guest speaker will be Deven Upadhyay, Budget and Financial Planning Manager of the Metropolitan Water District. Mr. Upadhyay is responsible for administering Metropolitan's rates and charges, overseeing business continuity and financial planning, and developing strategies to fund Metropolitan's water supply and infrastructure plans. A panel of local store owners will then offer real-life answers as to what they have done to try to keep their laundromats' energy costs in check.

Thursday, September 10, 2009

Hands-On Advertising and Marketing Tools and Tips

5.00 - 9.15 pm at Carson Community Center in Carson – PLEASE NOTE THE NEW LOCATION

Two special guest speakers will join us to share their expertise on marketing and advertising for the owners of coin laundries. Michelle Comer, Director of Marketing and Communications for the Coin Laundry Association, will join us from national headquarters in metro Chicago. Michelle will be speaking on how the CLA assists store owners with direct marketing and website development via the new resources on www.planetlaundry.com and existing resources on www.coinlaundry.org. Our keynote speaker will be Michael T. Floyd, President of Continental Girbau, Inc., and the 2009 CLA National Chairman. Mike will be joining us from corporate headquarters in Wisconsin to personally present his popular presentation on marketing and advertising for laundromat owners, with specific takeaways for you to use in your store immediately. Mike and Michelle will then join local store owners for our interactive Q&A panel discussion.