



DRYCLEANING & LAUNDRY
EXPO
EAST



2026
GUIDE BOOK

OCTOBER 16-18

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THANK YOU

Welcome to Dry Cleaning & Laundry Expo East 2026!

On behalf of the Mid-Atlantic Association of Cleaners (MAC) and the North East Fabricare Association (NEFA), welcome to DL Expo East 2026!

We're glad you're here!

We've put a lot of time and effort into making this a weekend worth your time, and we hope you'll take advantage of everything the Expo has to offer. From outstanding educational sessions and the latest equipment and technology to opportunities to meet with suppliers and fellow business owners, there's something here for everyone.

But as important as the exhibits and educational programs are, we believe **the real value of an event like this is the people you meet and the conversations you have**. Some of the best ideas come from talking with another cleaner who's faced the same challenges you have, sharing a success story, or simply asking, "How are you handling that in your business?"

We encourage you to get involved. Attend a session on a topic you might not normally consider. Spend time with the exhibitors, ask questions, and see what's new. Introduce yourself to someone you haven't met before. You never know which conversation might lead to an idea that makes a real difference in your business.

We also want to extend a special thank-you to our exhibitors, sponsors, speakers, and volunteers. Events like DL Expo East simply wouldn't happen without their commitment and support. We appreciate the investment they've made in our industry, and we encourage you to show your support by spending time with them throughout the weekend.

Most importantly, we hope you enjoy yourselves! Take the opportunity to reconnect with old friends, make some new ones, and head home with a few fresh ideas and a renewed enthusiasm for what you do.

The best part of this industry has always been the people, and we're glad to have you here with us. Enjoy the show!

Sincerely,

Larry Fish

President

North East Fabricare Association (NEFA)

Senator Mike McKay

President

Mid-Atlantic Association of Cleaners (MAC)

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SCHEDULE & SPEAKERS

Friday, October 16

Cocktail Reception • 5:00 pm - 7:00 pm

Saturday, October 17

Show Hours • 10:00 am - 5:00 pm

Cocktail Reception • 5:00 pm - 6:30 pm

Seminars • 8:00 am - 10:00 am • Woodrow BCD



8:00 AM - DR. ALEX ELLIS

KEYNOTE SPEAKER

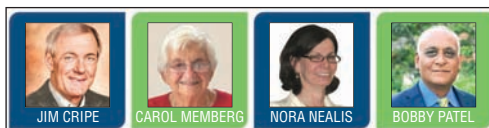
Topic:

Building Your Best Team: Creating a Culture of Excellence



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HALL OF FAME • INSIGHTS

A Leadership Panel with DLI Hall of Fame Members



JAMES PEUSTER



JANE ZELLERS



CHRIS EDWARDS

Afternoon Seminars • 2:00 pm - 5:00 pm • Show Floor



2:00 PM - GEORGE INGRAM

Topic:

Call of the Insurance Wild: A Thrilling Expedition into the Exotic Landscapes of Insurance Exposures



3:30 PM - DAVE COYLE

Topic:

From Operator to CEO: How to Double Your Profit in 90 Days

SCHEDULE & SPEAKERS

Sunday, October 18

Show Hours • 10:00 am - 3:00 pm

Seminars • 8:00 am - 10:00 am • Woodrow BCD



8:00 AM - JOHN STRICKLER
KEYNOTE SPEAKER

Topic:
Profit with Purpose:
Building Financial Systems That Work



9:00 AM - SENATOR MIKE MCKAY

Topic:
Policy, Politics & Progress:
What Every Drycleaner Needs to Know



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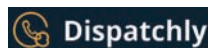
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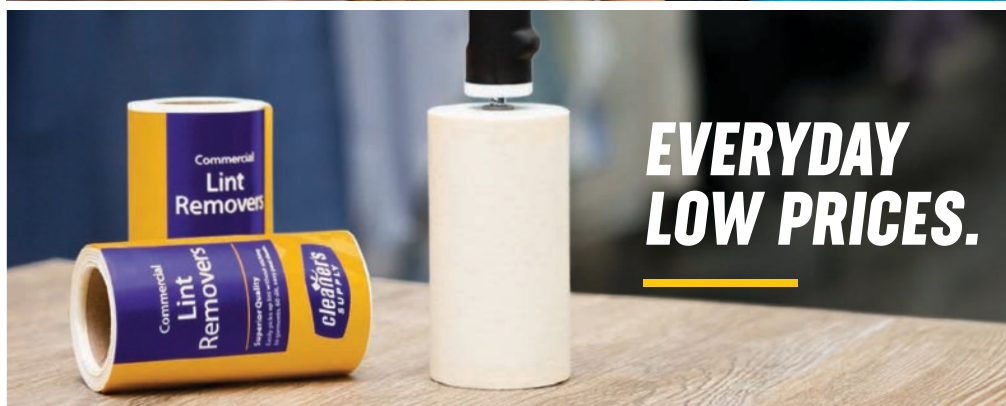
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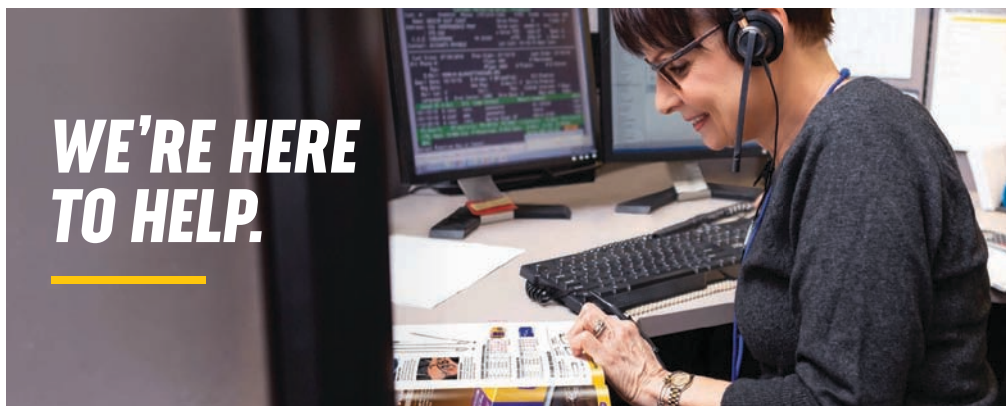
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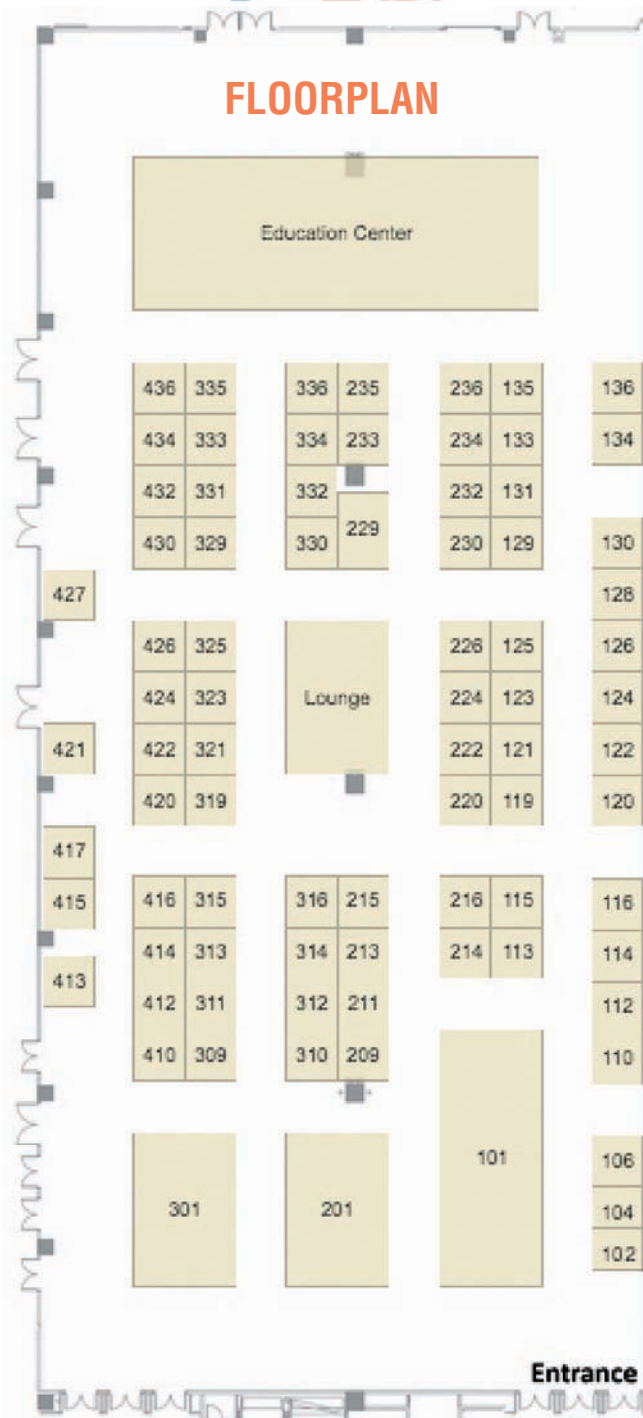
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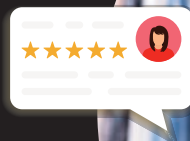
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