

California Cleaners Association Presents Route Development Workshop

Featuring Industry Expert
James Peuster, The Route Pro



February 22, 2019
Friday
10:00 am - 5:00 pm

February 23, 2019
Saturday
9:00 pm - 12:00 pm

Hawthorne Suites by Wyndham
314 Soscol Ave
Napa, CA 94559
707-226-1878

This workshop is geared for owners, managers, and all sales staff. Peuster will draw on his years of experience in the industry to share some of the essential strategies of Route Development. This workshop is for anyone who wishes to increase their route sales and who feel like they may be missing the extra edge to grow.

The program will feature discussions of some of the core strategies for route development and growth including:

- **How to get and keep staff motivated**
- **How to hold your team accountable**
- **10 things to increase sales**
- **Effective marketing materials & tools**

2-Day Workshop!!!

**Registration Form
On Back**

Members \$179/person

Non-member \$279/person

Discounts available for multiple attendees from the same plant

Space strictly limited

California Cleaners Association Presents.....



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707-226-1878

Owners Name: _____

Name of Plant: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Fax: _____ E-mail: _____

Attendee: _____

2nd Attendee: _____

Additional Attendees: _____

VISA

MC

AMEX

Discover

Card# _____ Exp _____

Amount Enclosed

Check enclosed payable to CCA _____

By Mail:

CCA

1950 W Corporate Way

PMB 69559

Anaheim, CA 92801

By FAX:

(240) 295-4200

By Phone:

(916) 239-4070

On-Line:

www.calcleaners.org

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Call 916-239-4070

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