



East Coast Leadership Conference:
“Explore... Equip... Energize...”
June 3 & 4, 2023

Royal Sonesta Harbor Court, Baltimore MD

MAC and PDCA have joined together to design a unique program blending education sessions, networking, and exhibits designed to help participants re-energize their businesses.



Schedule of Events

Saturday Sessions:

8:00 - 8:30 Registration & Continental Breakfast

8:30 - 9:00 Welcoming Remarks and Introduction of Sponsors & Exhibits

9:00 - 10:30 Dave Coyle: “Exploring Strategies that Drive Sales and Profits”

10:30 - 11:00 Break for Exhibitor Showcase

**11:00 - 12:30 “Energizing Your Business Through Innovative Marketing Techniques”
Cohen Wills, Cleaner Marketing**

12:30-1:30 Luncheon Roundtable: Industry Best Practices Roundtable Discussions

**1:45 - 3:15 Panel Discussion Moderated by MD State Senator, Mike McKay and featuring
industry leaders: “Exploring the Future of Laundry and Drycleaning**

3:15 - 3:45 Break for Exhibitor Showcase

**3:45 - 4:30 “State of the Industry and How to do More with Less”
Peter Blake, MAC Executive Director.**

4:30 - 4:45 Wrap-up with MAC and PDCA Leadership

5:00 - 6:30 MAC and PDCA’s Saturday Night Cocktail Reception

Sunday Sessions:

8:30 - 9:00 Registration & Continental Breakfast

**9:00 - 10:15 “How to motivate and Delegate: Cultivating Your Dream Team”
Jennifer Whitmarsh of The Route Pros:**

10:15 - 10:45 Break for Exhibitor Showcase

**10:45 - 12:00 Jennifer Whitmarsh Continues Exploring Leadership Dynamics
and Best Practices**

Enjoy Your Stay at the Royal Sonesta Harbor Court in Baltimore

Boasting an ideal waterfront location, our Baltimore hotel is within easy reach of popular attractions. Take a tour of The National Aquarium or the Maryland Science Center. Catch a baseball game at Oriole Park at Camden Yards. Indulge in the famous crab cakes on the waterfront or venture to Harborplace and The Gallery for a shopping spree.

At the end of the day, retreat to your elegantly appointed room featuring spectacular views of the Inner Harbor and Baltimore’s picturesque skyline. Find a range of thoughtful amenities designed to make you feel well-cared for. Whether it’s pleasure or business that brings you to Charm City, treat yourself to a memorable stay at Sonesta.

MAC and PDCA have locked in a special room rate of only \$199/night with no resort fees. You can make reservations by calling (410) 234-0550 and referring to the MAC/PDCA Rate. A reservation link can be found on macassociation.org and pdclean.org.