

# 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 - 3:00 pm  
*(2:00–3:00 Open Discussion)*

**Napa, CA**

**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**

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### 2 Day Workshop!!!

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Napa, CA

#### 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.com](http://www.calcleaners.com)

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 \_\_\_\_\_

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Non-member \$279/  
person

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multiple attendees from  
the same plant  
Call 916-239-4070

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