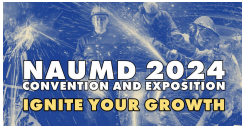


# SCHEDULE OF EVENTS

## SUNDAY - MAY 5, 2024

<p>8:30 AM - 4:00 PM Registration</p> <p>Coquina Entrance</p>	
<p>9:00 AM - 12:00 PM NAUMD Board of Directors Meeting</p> <p>Coquina A</p>	
<p>12:00 PM - 5:00 PM Exhibitor Booth Setup</p> <p>Coquina DEFGH</p>	
<p>5:00 PM - 5:30 PM NAUMD Welcome Kickoff</p> <p>This is your perfect start at the NAUMD Convention, offering a unique chance to learn about our network and meet the Board of Directors. Each board member will introduce themselves, providing insights into their roles and how they support the NAUMD's mission. This event is an excellent opportunity for you to network, ask questions, and gain valuable advice from our leaders. It's designed to help you dive into the industry, explore opportunities, and make meaningful connections. Join us to make your first NAUMD experience truly memorable!</p> <p>Coquina Entrance</p>	
<p>5:30 PM - 7:30 PM <b>Exhibit Hall Welcome Reception</b></p> <p><b>Sponsored by The R&amp;R Group, Winnitex &amp; Bodi.me</b></p> <p>Dive into the NAUMD Convention at our Opening Night Reception in the exhibit hall! Enjoy an evening of great food, open bars, and the chance to mingle and network in a dynamic setting. Explore booths from 70 exhibitors showcasing the latest in uniforms, tactical gear, fabrics, accessories, workwear, and technology. This event is your gateway to connect with industry leaders and discover new innovations, all in a festive and engaging atmosphere. Don't miss this perfect start to your convention experience!</p> <p>Coquina DEFGH</p>	



# SCHEDULE OF EVENTS

## MONDAY - MAY 6, 2024

8:30 AM - 4:00 PM  
Registration

Coquina Entrance

8:00 AM - 9:00 AM  
Breakfast

Coquina Entrance

9:00 AM - 10:00 AM

### **Economic Insights for Uniform Industry Success: Strategies from an Award-Winning Economist**

Keynote Presentation by Sean Snaith

Join Sean Snaith, Ph.D., a renowned economist and director of UCF's Institute for Economic Forecasting, for a keynote at the NAUMD convention. Dr. Snaith, known for his engaging style and accurate forecasts, will explore the intersection of global economic trends and the uniform industry. He'll offer expert analysis on current challenges like inflation and supply chain dynamics, providing actionable strategies for industry professionals. With experience spanning academia and consulting for major corporations, Dr. Snaith's insights are invaluable for those looking to navigate economic complexities in the uniform manufacturing and distribution sector. This session promises to be an enlightening experience, equipping attendees with practical knowledge for strategic decision-making.

Coquina Entrance



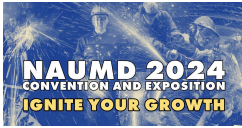
10:10 AM - 11:00 AM

### **AI Unveiled: Transforming the Uniform Industry with Cutting-Edge Technology**

Join Morgan Linton, CTO and AI enthusiast, for a comprehensive talk on the transformative power of Artificial Intelligence in the uniform industry. Morgan will begin with a primer on AI, clarifying common misconceptions and explaining the differences between supervised and unsupervised machine learning. He will delve into deep learning, its applications, and discuss the relevance of Large Language Models like ChatGPT. The talk will also highlight real-world AI applications in critical sectors like firefighting and law enforcement. This session offers a glimpse into AI's potential to revolutionize uniform manufacturing and distribution.

Coquina B





# SCHEDULE OF EVENTS

## MONDAY - MAY 6, 2024

10:10 AM - 11:00 AM

### Sustainable Futures: Expert Insights on Uniform Lifecycle Management

Subject matter experts from Debrand and Bleckman to shed light on the critical topic of uniform end-of-life management. This session will provide a platform for these industry leaders to share their independent insights and innovative approaches to recycling, upcycling, and sustainable disposal of workwear. Attendees will gain a comprehensive understanding of best practices and strategies for planning effective end-of-life programs for uniforms, directly from the forefront of sustainability efforts. Learn how to integrate environmental responsibility into your business model, ensuring that every uniform has a positive legacy.

Coquina A

**SPEAKERS**  
NICOLE BASSETT | BLECKMAN  
AMELIA ELIETER | DEBRAND



**NAUMD 2024**  
CONVENTION AND EXPOSITION  
IGNITE YOUR GROWTH

11:10 AM - 12:00 PM

### The Invisible Hero: How Sustainable Packaging is Saving the Garment Industry (and the Planet)

The apparel industry has a responsibility to embrace a circular future, and sustainable packaging is a cornerstone of that journey. Imagine a world where garment packaging dissolves in water, leaving nothing behind. At PVA PRO, we created AquaFlex, a groundbreaking innovation that is safe for the environment from land to sea, replaces conventional plastic, offers a real alternative, and protects garments throughout their lifecycle. Join us as we introduce AquaFlex, demystifying greenwashing and providing measurable steps toward true sustainability. Dive into the science, witness the magic, and discover how this innovation can become your invisible guardian for a cleaner, greener fashion future.

Coquina B

**SPEAKERS**  
MICHAEL LOWERY | MOTIVES INTL  
RAPHAEL CAZALBOU | PVA PRO



**NAUMD 2024**  
CONVENTION AND EXPOSITION  
IGNITE YOUR GROWTH

11:10 AM - 12:00 PM

### The Green Path: Integrating ESG Strategies in Uniform Manufacturing and Distribution

Embark on a journey through the essentials of ESG (Environmental, Social, Governance) with Tracy, a veteran EHS and Sustainability Consultant. With her rich 10+ year background background, Tracy will demystify ESG strategies for the NAUMD. Discover the influence of ESG on your business, decode the complex jargon, and gain actionable insights from Antea Group's extensive experience with firms on their sustainability paths. This session aims to arm you with the insights and tools necessary to align your business practices with ESG objectives, boosting customer engagement and fostering internal development.

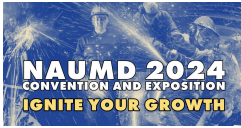
Coquina A

**SPEAKER**  
TRACY TASZAREK | ANTEA®GROUP



**NAUMD 2024**  
CONVENTION AND EXPOSITION  
IGNITE YOUR GROWTH





# SCHEDULE OF EVENTS

## MONDAY - MAY 6, 2024

12:00 PM - 1:00 PM

### LUNCH & LEARN

Speaker Manuel A. Morales, Chief of Police,  
Miami Police Department

Join us for a compelling Lunch and Learn session with Chief Manuel A. Morales. As the esteemed 43rd Commanding Officer of the Miami Police Department, Chief Morales has dedicated his career to enhancing public safety and fostering community trust through innovative policing strategies. With a rich background that spans military service and pivotal roles within the police department, he brings a unique perspective on the challenges and opportunities in public safety today. This talk will delve into the broader implications of public safety, emphasizing the critical partnership between law enforcement agencies and uniform manufacturers and distributors.

Coquina Entrance



1:30 PM to 4:30 PM

### Exhibit Hall Open

Dive into the NAUMD Convention Exhibit Hall for an immersive experience in the latest uniform, tactical gear, fabric technology, and more. This central hub showcases a wide range of products including advanced workwear, sophisticated uniforms, durable footwear, and innovative accessories. It's the perfect place to connect with industry leaders, explore new trends, and find everything from textile innovations to tactical solutions. Whether you're seeking inspiration or practical solutions for your business, the exhibit hall offers a unique opportunity to discover the future of the uniform industry in a vibrant, engaging setting.

Coquina DEFGH



5:30 PM to 7:30 PM

### Network Reception & Entertainment

**Sponsored by Cordura & Motives International**

Join us for an unforgettable evening at our outdoor networking reception, set against the breathtaking backdrop of the ocean on a spacious patio. As the sun sets, immerse yourself in the soothing sounds of live music while enjoying a selection of delicious food and an open bar. This event is more than just a social gathering; it's where real networking flourishes and lasting business relationships are forged. In the relaxed ambiance of the ocean breeze, connect with industry peers, share insights, and explore new opportunities. Don't miss this chance to unwind, celebrate, and create meaningful connections under the stars.

Oceanview Room & Terrace





# SCHEDULE OF EVENTS

## TUESDAY - MAY 7, 2024

7:15 AM - 8:00 AM

### Sunrise Serenity: Beachfront Yoga with Kariwala

Start your day at the NAUMD convention with a rejuvenating beachfront yoga session, courtesy of Kariwala Industries. Overlooking the serene beach, this wake-up workout is perfect for enthusiasts of all levels, from beginners to advanced. Join us for a moment of tranquility and strength, mats provided.

*Arrive at 7:00 AM and we will start at 7:15 AM*

Oceanview Terrace



8:00 AM - 1:00 PM

### Registration

Coquina Entrance

8:15 AM - 9:00 AM

### Breakfast

Coquina Entrance

9:00 AM - 1:00 PM

### Exhibit Hall Open

Dive into the NAUMD Convention Exhibit Hall for an immersive experience in the latest uniform, tactical gear, fabric technology, and more. This central hub showcases a wide range of products including advanced workwear, sophisticated uniforms, durable footwear, and innovative accessories. It's the perfect place to connect with industry leaders, explore new trends, and find everything from textile innovations to tactical solutions. Whether you're seeking inspiration or practical solutions for your business, the exhibit hall offers a unique opportunity to discover the future of the uniform industry in a vibrant, engaging setting.

Coquina DEFGH





# SCHEDULE OF EVENTS

## TUESDAY - MAY 7, 2024

9:00 AM - 9:50 AM

### Uniform Histories: Opportunities for Inspiration and Connection

Every day, tens of millions of Americans wear uniforms for work, military service, school, athletic competitions, and more. But how much do we really know about the history of uniforms? Compared to fashion, very little. How can we use history for inspiration and to connect with people who are interested in uniforms (such as costume designers, reenactors, and history buffs) as well as students who will design the uniforms of the future? Join me to learn about my book, *On the Job: A History of American Work Uniforms* (published in February 2024), and my virtual museum, [uniformhistories.us](http://uniformhistories.us).

Coquina B



9:00 AM - 9:50 AM

### Elevating Your Brand: Effective PR Strategies for the Uniform and Public Safety Equipment Industry

Join Laura Burgess, a seasoned expert in public relations and marketing communications, for an insightful talk on leveraging PR effectively in the uniform and public safety equipment sectors. With over 40 years of combined experience, Laura Burgess Marketing specializes in elevating brand awareness and media exposure for companies in law enforcement, tactical, military, and related markets. In this session, Laura will share her expertise in crafting impactful PR strategies that resonate with both traditional and digital media landscapes. Learn how to build a compelling brand narrative, engage effectively with your target audience, and drive sales through strategic media relations. This talk is essential for businesses looking to strengthen their presence and influence in these specialized markets.

Coquina A



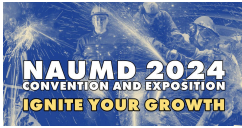
10:00 AM - 10:50 AM

### Mastering B2B Online Strategies with Multi-Storefronts and Employee Purchasing Programs

Dive into the future of uniform sales with this insightful session by AmeriCommerce by Cart.com, your guide to excelling in B2B online sales. Learn how to utilize AmeriCommerce by Cart.com's powerful e-commerce platform to create customized multi-storefronts and streamline employee purchasing programs. This session is designed for uniform companies eager to enhance their online presence, offering practical strategies to simplify buying processes and boost sales. Transform your approach to digital sales and set your business up for success in the competitive online marketplace.

Coquina A





# SCHEDULE OF EVENTS

10:00 AM - 10:50 AM

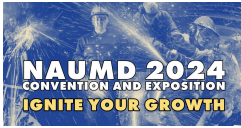
## Addressing Workwear Needs for the Disabled Workforce: Strategies for Equality and Safety

The disabled workforce represents a significant portion of employed Americans, yet workwear tailored to their needs remains scarce. With 22.5% of the disabled population aged 16-64 working, accommodating their needs isn't just a legal requirement under the Americans with Disabilities Act—it's crucial for safety and equality. The act mandates employers to consider clothing modifications for disabled employees, a task that presents challenges for workwear manufacturers and employers alike. Dr. Annett-Hitchcock will explore strategies to efficiently identify and implement these necessary modifications, making inclusive workwear beneficial for everyone involved.

Coquina B







# SCHEDULE OF EVENTS

## TUESDAY - MAY 7, 2024

11:00 AM - 11:50 AM

### Sustainable Fashion: How to Promote Sustainable Uniform Programs

Attendees will gain valuable insights into the latest strategies for developing, implementing, and promoting sustainable uniform programs that not only meet environmental standards but also resonate with modern consumers' growing demand for eco-friendly products. This presentation will cover the importance of selecting sustainable materials, ensuring the credibility of sustainability claims through certifications, and leveraging these aspects in marketing to enhance brand value and customer engagement. Whether you're a manufacturer, distributor, or industry stakeholder, this session will equip you with the knowledge and tools to effectively contribute to a greener future in uniform fashion.

Coquina A



11:00 AM - 11:50 AM

### Uniform Customization: Real-Time Embroidery Solutions for the Modern Market

Discover the future of uniform customization with Artifi's cutting-edge embroidery technology at the NAUMD convention. This session will showcase how real-time virtual embroidery proofs and instant job estimates are revolutionizing the industry, shortening sales cycles from days to minutes, and ensuring quality. Learn from successful case studies and gain insights into enhancing your customization process for improved customer satisfaction and business growth.

Coquina B



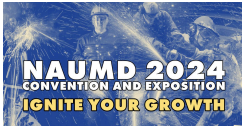
12:00 PM - 1:00 PM

### Lunch

*Lunch served in the Exhibit hall*

Coquina DEFGH





# SCHEDULE OF EVENTS

## TUESDAY - MAY 7, 2024

1:15 PM - 2:00 PM

### Five Experience Economy Questions That Deserve Our Attention

The challenges of acquiring, satisfying, and retaining customers are somewhat unique to each business. Universal to all purchasing journeys are the post-transaction, buyer feelings. These “feelings” become weighty components, that in many cases, affect the future health of our businesses. During our time together, we will highlight five, powerful questions that can lead to healthy, business-changing answers.

Coquina A

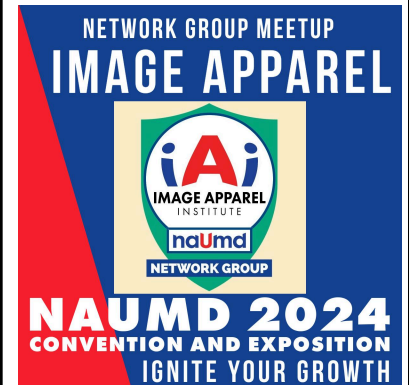


1:15 PM - 2:00 PM

### Image Apparel Institute Network Group Meetup

Join us for an engaging session with the Image Apparel Institute Network Group, where industry professionals gather to discuss the latest trends, current events, and best practices in image apparel. This meetup offers a unique opportunity to connect directly with the group's directors and like-minded peers. Dive into discussions about the evolving landscape of corporate uniforms, hospitality attire, and healthcare garments. Share resources, exchange ideas, and explore innovative solutions to common challenges. Whether you're looking to stay ahead of industry trends or seeking collaborative opportunities, this session is your platform to enhance your knowledge and network within the image apparel sector.

Coquina B



2:10 PM - 2:50 PM

### Uniform Marketing: Research-Driven Branding Strategies

Join Kriston Sellier from id8 Agency for a dynamic talk on leveraging research to forge powerful branding and marketing strategies in the uniform manufacturing and distribution sector. Discover how deep research can elevate creative ideas into potent business assets, enhancing brand visibility and financial outcomes. Kriston will unpack the essentials of brand equity, audits, and identity development, offering practical insights for small to mid-sized companies to stand out and drive sales growth. This session is perfect for anyone aiming to boost their market presence and achieve tangible marketing ROI.

Coquina A





# SCHEDULE OF EVENTS

## TUESDAY - MAY 7, 2024

2:10 PM - 2:50 PM

### Public Safety Suppliers & Retailers Group Meetup

Dive into the critical world of public safety apparel at our Public Safety Suppliers & Retailers Group Meetup. This interactive session is designed for professionals passionate about enhancing the safety, functionality, and comfort of uniforms for law enforcement, fire departments, and emergency services. Engage in open discussions with the group's directors and fellow attendees on the latest industry trends, technological advancements, and best practices. Share your experiences, challenges, and solutions, and explore new ideas and resources in a collaborative environment. Whether you're looking to gain insights, foster partnerships, or contribute to the evolution of public safety apparel, this meetup is an invaluable opportunity to connect and drive positive change in the industry.

Coquina B



3:00 PM - 3:50 PM

### Navigating the PFAS Challenge: Balancing Performance and Safety in Manufacturing

This talk addresses the complexities surrounding PFAS (Per- and Polyfluoroalkyl Substances), offering clear guidance for manufacturers and distributors. Amidst inconsistent research, legislation, and public perception, we'll explore effective strategies for prevention, assurance, and communication. Learn how to maintain product functionality while safeguarding customer health and the environment. We'll guide you through the initial steps, emphasizing the selection of appropriate test methods and critical questions to consider. The session will also delve into understanding current legislation and effective risk management. Discover how to integrate these insights into a smart, tailored testing approach that aligns with your business needs and regulatory requirements.

Coquina A



3:00 PM - 3:50 PM

### US Postal Network Group Meeting

Stakeholders in the USPS Uniform Program, including manufacturers, distributors, and postal union representatives, will convene to discuss program initiatives and improvements. This session aims to address postal workers' needs, focusing on enhancing uniform quality, functionality, and comfort. It's a unique opportunity for collaboration, ensuring the voices of postal employees shape the future of their uniforms. Join us to contribute to the advancement of postal uniforms, fostering innovation and satisfaction for those who serve our communities.

Coquina B





# SCHEDULE OF EVENTS

## TUESDAY - MAY 7, 2024

4:00 PM - 4:50 PM

### Workwear Network Group Meetup

Step into the dynamic world of professional workwear at our Workwear Network Group Meetup. This session invites industry professionals to engage in meaningful conversations about the latest trends, innovations, and challenges facing the workwear sector. From durable fabrics to ergonomic designs, discuss how today's advancements are meeting the demands of various professions, including construction, industrial, and service sectors. Connect with the group's directors and peers to share best practices, exchange ideas, and uncover new resources. Whether you aim to enhance product offerings or seek collaborative opportunities, this meetup provides a platform to influence the future of workwear and strengthen your network within the industry.

Coquina A



6:00 PM - 7:00 PM

### 2024 NAUMD Awards Reception

Warm up for the evening's celebrations at our pre-awards reception. Enjoy a casual yet elegant setting where you can sip on drinks, savor hors d'oeuvres, and engage in meaningful networking. This precursor to the awards banquet offers the perfect opportunity to connect with industry peers and set the stage for a night of recognition and achievement. Join us to share in the anticipation and celebrate the industry's accomplishments together.

Oceanview Room & Terrace



7:00 PM - 9:30 PM

### 2024 NAUMD Awards Banquet

**Sponsored by COBMEX & Workwear Outfitters**

Join us at the NAUMD Awards Banquet, an elegant celebration of excellence in the uniform industry. This esteemed event features a sit-down meal and awards ceremony recognizing achievements in corporate apparel, public safety, and innovation. For decades, these annual awards have been coveted by NAUMD members, symbolizing the pinnacle of industry success. Attendees dress up to honor the significance of the occasion, celebrating the creativity, dedication, and excellence that define our field. Be part of an inspiring evening that not only acknowledges the past year's achievements but also sets the stage for future innovation and excellence.

Coquina FGH

