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Joseph Grenny speaks to Brainstorming/Five Star conference attendees about how to have crucial conversations with employees, from preparation, to conducting the conversation itself and how to follow up with action.

A brainstorm hits Cancun

A respite from winter's icy grip was just one of the benefits for industry members who attended last month's Brainstorming and Five Stars conference at the Secrets Capri Riviera in Cancun.

Attendees had plenty of time to enjoy the amenities of the resort but the centerpiece of the event, jointly sponsored by the National Cleaners Association and the Drycleaning and Laundry Institute, was the speaker program in the mornings.

On Friday morning, Deena Ebbert of Chart House Learning in Burnsville, MN, expounded on her Fish Philosophy, a method of employee development, engagement, skill, performance, and commitment.

Joseph Grenny, co-funder of VitalSmarts in Provo, UT, was the Saturday speaker, talking about how to talk to your employees when things go wrong. He has honed the tools needed to lead a company through change and with crucial conversations and confrontations that position a company for consistent success.

To wrap things up on Sunday, Brian Rashid discussed branding, brand strategy, and how to monetize your message by telling effective stories. He is the CEO and creator of A Life in Shorts, a branding, digital media, and communications company whose clients range from the biggest brands in the world to new solo entrepreneurs just getting started.

He made going to the drycleaners fun

Milt Chortkoff tried to retire as a drycleaner more than 30 years ago, but he just couldn't. He returned for an encore that became his crowning achievement, the creation of Milt & Edie's Drycleaning and Tailoring Center, an iconic landmark in Bur-

bank, CA, and a unique institution in the industry.

His life-long career in the industry, which began with delivering wet-wash bundles in a three-wheeled pushcart from his parents small hand laundry in Brooklyn,

NY, ended with his death on Dec. 28. He was 88, just short of his 89th birthday which would have been on Jan. 9.

The Chortkoffs moved to California in 1946, where his father bought Hollyway Cleaners in Echo Park. He worked his way through junior college delivering laundry and cleaning.

In 1954, he joined his father full time and over the year they built two successful plants and acquired three commercial properties. In the late 1950s and early 1960s, he helped increase business income from \$1,000 per week to \$10,000 per week. In the late 1970s, he built a new 5,000-square-foot location from scratch that hit the \$40,000-per-week mark.

A lot of his success came from training his staff, something he considered to be one of the biggest obstacles facing the industry, he said in a 2007 interview with NATIONAL CLOTHESLINE.

"I feel that the greatest challenge we have in the industry is training our employees to produce quality work and delivering it to our customers — on time — with a smile," he said.

After his father passed away, he said he

"lost his ambition" for the business and retired in 1985 at the age of 56. That retirement didn't last. A few years later, he came back as a consultant and worked with the owner of Riverside Cleaners in what became a partnership. In 1988, he bought the business and was back in it with both feet.

"Once I got back in, I didn't know how much I missed it," he said.

One of the things he missed about the cleaning business is the diversity of its members.

"I enjoy this industry because almost all of the plants I have visited — or worked at — consist of a 'melting pot' of nationalities. In our present plant, we have 11 different nationalities — speaking 14 different languages," he said in that 2007 interview.

"My parents ran away from their country of birth due to religious and economic persecution," he recalled. "We live in the greatest country in the world and we afford all races, religions, and nationalities a chance to live in peace and to earn a living according to their abilities."

His second-act business grew into Milt & Edie's, adding his wife's name to the

Continued on page 8



A celebration to mark Milt Chortkoff's 70th anniversary in the industry in 2016 featured a fully restored 1946 GMC truck like the one he used for deliveries for his father's Hollyway Cleaners. An inset panel shows him with the original truck.



Sneak Peek

10 Evolving rules

Sexual harassment has become a big issue and Frank Kollman is advising employers to adapt company rules accordingly.



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The best way to invest in your business is training employees, says James Peuster.



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Go looking for quality problems, says Don Desrosiers, and turn them into opportunities to make improvements.



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Contaminants in compressed air are the enemy. Bruce Grossman tells how to eliminate them.





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Retain employees by training them

Over the years, we have interviewed many drycleaners, some relatively new to the industry and some from fourth generation businesses that have eclipsed the century mark with experience. Not all plant layouts, business models or brand identities are alike, of course, but after you’ve spoken with several hundred cleaners over a long period of time, you tend to see a few patterns emerge. One that is most evident is that many drycleaners — big or small, old or new — often face a similar daily dilemma: how to find good employees and retain them.

This is hardly a surprising problem, nor is it one relegated to the drycleaning industry. Making matters worse, it’ll probably always be an issue. According to data from the U.S. Bureau of Labor Statistics, about three million Americans have voluntarily left their job every month since June of last year, which is more than the combined populations of Wyoming, Vermont, Washington, DC, and Alaska (with enough room left over to almost house North Dakota).

In a study by BambooHR last year, it was discovered that 31 percent of more than 1,000 workers surveyed had quit a job within their first six months, which as business owners know is not a good Return on Investment for all the time it takes to train them. However, it is likely that a poor, underdeveloped training program can lead to a lot of early exits or subsequent sub-par performances. As columnist James Peuster notes in his column on page 18: “The biggest reason that your staff doesn’t perform is that they haven’t bought into the nature of our business.”

If your goal is cheap labor or super quick training, then you may be ignoring the larger picture. After all, the better your training and development program, Peuster explains, the more likely you are to retain employees and see better results, growth and stability. The most important thing to remember is that your employee culture begins and ends with you. How much time and effort will you spend trying to train them properly? How far are you willing to go to incentivize them to do better and hold them responsible for when they fall short? Are you willing to put in as much effort as you believe they should?

If you are still not convinced to spend more time guiding your employees through their training and development, consider one other thing that Peuster points out: “The bottom line is this: your goal is to grow your business and the best way is to grow your staff.”

Making a good first impression

When a solicitation for an enhanced Yellow Pages listing arrived recently, it raised the question: Yellow Pages? They still have that? Time was when the Yellow Pages was the place to be for a business that wanted to be seen when potential customers were on the search. Like the buggy whip, giant tail fins on cars and home ice delivery, the Yellow Pages are fading into the mists of memory. Now it’s all about online searching. When looking for a product or service, most people now sit down in front of the computer or get out their phone or tablet tap in what they are looking for and their preferred geographic area and BANG! a dizzying array of choices appears.

Suppose that searcher is looking for a drycleaner. As practically every drycleaner will tell you, there are “too many” cleaners out there. No doubt the searcher will come to the same conclusion when a list of available option fills the screen. The next step is to click on various links to the cleaners’ websites to learn more about them and make an informed choice.

This is where you come in. Or maybe not. Have you checked lately to see if you pop up on a search for cleaners in your zip code? And if you are listed, is it really you? Your business may be listed as part of some online directory or even a review website like YELP!, but those are not really you. You need your own website and perhaps an accompanying Facebook page to put meat on the bones of a basic name, address and phone number listing. This is a personal services industry, so get personal.

There is a high probability that if your business does not have a site, it won’t ever really be considered an option by the searching consumer. After all, many cleaners have sites with detailed information, including their services, company history and awards and other designations. As the old saying goes, you don’t get a second chance to make a first impression and what people see on that online search is their first impression. The impression from a “simple listing” is at best neutral and at worst negative, especially if it is from one of those review websites.

If you are among the many cleaners who have not yet put your business on the web, you’re selling yourself short. It doesn’t cost much (in fact, it can be free if you are a DLI member). The Yellow Pages have been replaced by online searching where potential consumers can find the name of every drycleaner in their area. For existing customers, a helpful website can foster loyalty. You can make not only a first impression but a lasting one.

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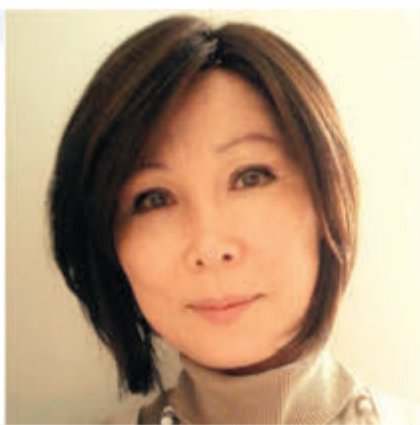


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Know your customers

Back in the early 1960s, Arthur Fogelsanger purchased Balfurd Cleaners, a drycleaning business that had been a staple of State College, PA, since 1927. He came up with a couple of simple, but effective ideas on how to give the company a more memorable identity.

The first was to give the delivery vehicles a bright coat of orange paint in order to attract attention.

"It's not a good color on the color palette, but not too many people have orange vans so they get noticed," noted Bob Fogelsanger, the third generation of the family to own the 91-year-old business who now runs it with his daughter, Monika Manter.

Another brilliant idea was to utilize a marquee sign outside that would emphasize services and specials for the first half of the month and then have a funny saying up for the rest. Past favorites include "Irony is the opposite of wrinkly" and an annual Thanksgiving one that decrees "We're thankful that you wear clothes."

The most popular one of all time found its way on the Internet a while back and went viral: "Drop your pants here and you will receive prompt attention." The sign has become so popular that when the family didn't put any messages up for a few months, many customers complained.

"It makes people notice our store because they're driving by and wondering, 'What does it say?'" Bob explained.

"It's completely free for us," Monika added. "It doesn't cost a dime and makes such a big impact."

An iconic restaurant and bar hotspot for students of Penn State University called the Corner Room was where Balfurd's was originally located (in the basement no less). The business has always handled work from the college, including staff clothing and the band uniforms.

Unfortunately, Penn State's famous football team has its own in-house laundry, but that didn't stop Balfurd's from being a part of team lore.

"A big thing for us is blue-and-white, no names on the jerseys because it's all about team," Bob said, referring to the longstanding Penn State football tradition. However, in 2012 first-year coach Bill O'Brien decided to include players' names to honor those who remained following heavy sanctions levied by the National Collegiate Athletic Association.

"There was too short of time to get them to Nike, so one of our tailors sewed every name on," Monika said.

While the team since has returned to its tradition of nameless jerseys, Bob recalls being nervous before that happened.

"It's so funny because I'm a big Penn State football fan and I was at a party and I said, 'Geez. I hope none of those names come off.' And, everybody said, 'That's all you're worried about?' I said, 'Yes. That's what I'm worried about!' he said, laughing.

Long ago, Bob remembers that his grandfather, Arthur, always wore a sports coat and tie every day at the plant. He was also a big advocate of

customer service and marketing, the latter being a big reason why he became a Sanitone licensee early on.

In the 1960s, he had grown the business to include a handful of locations around State College with the help of his son, Scott. At one point, they needed six shirt units in large part because of the influx of garments from Penn State students. But that soon changed.

"To save money, the families of Penn

away suddenly. It was always the plan for him to come there eventually, but that sped things up considerably.

Unobligated to follow in the family footsteps, Monika traversed her own path by earning a B.S. in Psychology from East Stroudsburg University where she was a forward on the women's basketball team for four years. In fact, she is still all over the school's records books, including being ranked #3 all-time for career free throw percentage (80%), #13 all-time for ca-

think probably more so than in a lot of areas," Monika explained. "We have people driving 45 minutes from a neighboring town saying, 'I want to use you because you use GreenEarth and I really appreciate that.'"

Drycleaning sales may not be what they used to, but annual price increases, diversification and being willing to adapt has gone a long way in keeping Balfurd's relevant and successful. After all, you never



www.balfurd.com

Bob Fogelsanger & Monika Manter

State students bought their kids permanent press shirts so they could wash them themselves and they didn't have to come to the cleaners anymore," Bob recalled. "Immediately our business got cut in half. We didn't need all of the shirt units anymore."

Making matters worse, Arthur and Bob had attended a trade show in Atlantic City around that time and witnessed something they believed would herald a dismal future.

"It was either Maytag or Speed Queen or someone that came out with an in-home drycleaning machine. Every home was going to have their own drycleaning machine (if you can believe that now)," Bob explained. "So, my dad and grandfather drove back all depressed because they thought, 'Oh my god. This is going to put us out of business.'"

Fighting to prevent such a future, Balfurd's soon began offering uniform and linen services. It was a smart move and the family subsequently added healthcare to the mix to diversify as much as possible.

They also became a CRDN franchise in 2004 helping the business continue to grow even in years when retail drycleaning remained mostly flat.

All of the divisions now require 160 employees altogether, many of which have long been a part of the Balfurd family, such as General Manager Linda Bowman who has been there for more than three decades and Chris Igo, a CRDN sales professional who has been in just about every position during her four-decade-plus tenure.

The family-like atmosphere for employees probably stems from the fact that both Bob and Monika have paid their dues and worked many positions while growing up.

Bob began there full-time in 1980 during his sophomore year at college when his grandfather, Arthur, passed

reer blocks (45) and #13 all-time for career rebounds (559).

Next, she earned her Master's of Education from Lehigh University and enjoyed a career as a middle school counselor and basketball coach before she and her husband, Dave, moved back to State College and joined Balfurd. He is the director of operations on the linen and healthcare service division and she, well, has come full circle.

"I used to strap on my roller skates and skate around the plant and climb up in the rafters," she recalled. Nowadays, her fun often stems from being behind the front counter.

"I think the best part of the drycleaning industry is knowing your customers. I'm not out front as much as I used to be, but I love walking out and I feel like I always run into somebody I know," she said. "I really enjoy that rapport we've developed with our customers."

Recycling hangers, coat drives, prom dress events and helping Penn State students dress for interviews are just a small sampling of ways that Balfurd's helps its local community. As Monika sees it, it's a smart use of the company's resources.

"We would rather spend our money helping than say... 'Here's \$500. Put an ad in the paper.'" she said. "We donate to a lot of local charities, local foundations that we believe in and are near and dear to our hearts and I think people really notice that."

Between orange vehicles, funny signs and charitable endeavors, it's safe to say that Balfurd's is well-known throughout State College. Another way the company stands out to customers is in its green initiatives. Using GreenEarth and K4 has certainly sparked some interest.

"We live in a pretty liberal college town so people do care about that I

know when the bottom will fall out, like it did with permanent press.

Last year, a hazing incident at Penn State leading to 19-year-old Timothy Piazza's tragic death caused the school to revamp its rules. Balfurd's was affected.

"I think our biggest customer segment at the university is Greek life, the fraternities and sororities," Monika said. "They have a lot of formals, things like that."

"Last year after the student died, they weren't allowed to have any formals and it was amazing how it hurt our business. Kids weren't coming in and getting their gowns pressed and suits and things like that," Bob added.

Inevitably, something always comes along to force the family to rethink their business strategy. Throughout the years, though, the scariest decisions have often lead to a positive impact.

"I think, as owners, we think we have to be perfect. My dad luckily was a very open person to doing new things. We did a lot of things wrong, you know," Bob emphasized. "I think sometimes we think, 'Oh my god. I failed our business.' But, we have tried a bunch of different things and not everything has been successful but our business is being successful because we're hitting some home runs here and there."

While Monika believes they have an excellent batch of employees, she often finds herself frustrated by the smaller strikeouts that take place on a daily basis. Human error is unavoidable — claims are inescapable — but when mistakes happen she goes to the front counter to recharge her batteries.

"I recently waited on somebody the other day who said, 'I knew your grandfather.'" she said. "They enjoy that, too. They really feel like they know our family and they love that. It's like bragging rights."

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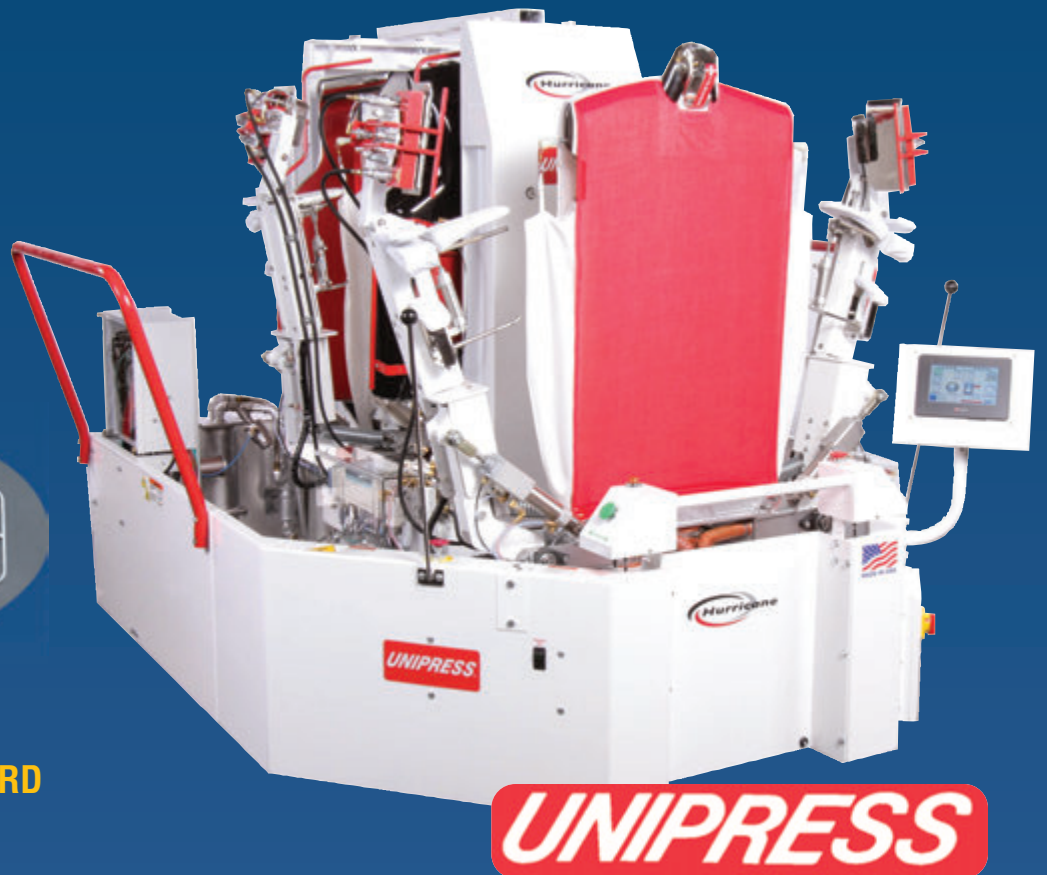
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KEEP IT LEGAL



BY FRANK KOLLMAN

Evolving rules on sexual harassment

I have spent the last 40 years advising employers how to avoid and defend against charges of sexual harassment. I have given training sessions to managers, employees, and groups containing both. My emphasis has always

been to explain what sexual harassment is legally, then advise employees how to avoid that behavior and, if they are victims, how to recognize it and report it. In the past few months, charges of sexual harassment

have been front and center in the news. Victims of sexual harassment were *Time Magazine's* Person of the Year, powerful men resigned after being accused, powerful men were fired based on harassment evi-

dence, and more women came forward to report that, despite 40 years of sexual harassment law, harassment was still rampant and mostly unreported. For those of you who are unfamiliar with how the sexual harassment laws came about, you might be surprised to know that Congress did not directly legislate against the practice. The Equal Employment Opportunity Commission in 1978 issued regulations concerning sex discrimination that included sexual harassment as a type of sex discrimi-

nation. The Supreme Court rejected a challenge to those regulations, and over the years, the regulations have been refined. For example, during the first few years of the regulation, same-sex harassment was not illegal, but now a heterosexual man's harassment of another heterosexual man is actionable. During the same period of time since the sexual harassment regulations were issued, a body of law concerning harassment for other reasons has developed. Employees who are subjected to a hostile work environment on account of their age, race, color, national origin, religion, disability, etc. can sue their employers, even if they are not subjected to discrimination with respect to other working conditions.

My training programs for 2018 and beyond will be different in several respects. First, I will emphasize the need for respectful behavior in the workplace, whether that behavior rises to the level of harassment or not. Second, I am going to encourage employers to create an atmosphere where these issues can be discussed without undue conflict. Third, I am going to emphasize that people who observe what could be sexual harassment should become involved, respectfully, to educate the possible harasser. Fourth, I am going to emphasize that employers need to do what they can to stop the perpetuation of stereotypes. Finally, I am going to encourage employers and employees to stop behavior that may be technically legal, but could lead to worse behaviors. Specifically, companies need to get a handle on vulgar and offensive language. In an office atmosphere, or where employees deal with the public, such language has no place. In plants, warehouses, construction sites, and production floors, where profanity and pejorative nicknames are rampant, something should be done to tone it down and make sure that *all* the participants are comfortable with the banter. Remember, the propriety of certain words change, so be mindful that language you used to think was proper may now be offensive. The word "fart" may be OK now, although I could not say it as a child, but the term "old fart" is one that could create a hostile envi-

Continued on page 12

Get a handle on vulgar and offensive language. Where employees deal with the public, such language has no place.



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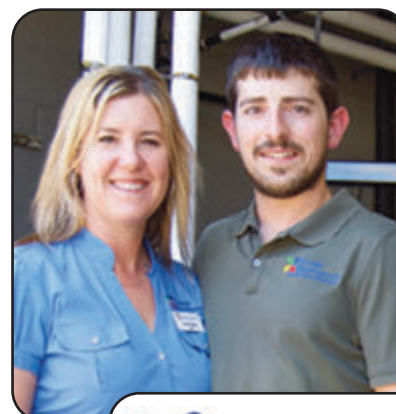
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Frank Kollman

Evolving rules on sexual harassment

Continued from page 10

ronment based on age. Bad words generate lawsuits. Further, employees must understand that (1) they should never touch another employee without permission; (2) that permission should not be inferred; and (3) that permission can be revoked at any time.

The touching of intimate areas (your own or someone else's), whether there is per-

mission or not, has no place in the work environment. "No" means "no," not "maybe." An employee should not ask another employee to date or meet alone socially if that employee cannot handle rejection. Employees may feel uncomfortable about being turned down, or in the case of bad language, being told that he or she should cut it out or tone it down. They need, however, to get over it quickly and not al-

low the rejection or counseling to affect workplace relationships. Employees who do date must understand the inherent risk is doing so. While an employee has the absolute right to say "no" to an invitation for a romantic relationship, engaging in a romantic relationship (or the fall-out from that relationship ending) can be the legal basis for termination. It is not sexual harassment if a spouse finds

out about a workplace affair and insists that the other employee be terminated, and the relationship ended. Employers must also understand that actions by third parties (the delivery person, the person who empties the trash cans for the cleaning service, the person who repairs machinery, or the customer who cannot keep his comments or his hands to himself) may give rise to an obligation to stop that behavior. No matter how good a customer is, the law is clear that employees have the right not to be subjected to unwelcome sexual behavior (or other behavior such as racial harassment). There also needs to be an effective mechanism for employ-

ees to report harassment and have their complaints remedied. As I said earlier, employers should make sure that complaints (or reports of discomfort) can be made without fear of retaliation or supervisor overreaction. I am encouraging supervisors who see questionable behavior to tell other supervisors that their behavior could be a problem, which can be corrected before an employee files a formal complaint. Once a complaint is made, however, steps must be taken to ensure that the behavior stops and appropriate disciplinary action, if any, is given. Finally, employers should also be mindful that sometimes the complaint will not rise to the level of harassment, or the complaint will be false (for example, following a performance warning, the employee claims that her supervisor leers at her all the time). In circumstances where the alleged harassment is almost petty, I generally advise telling the employee that while the statements or actions are not improper, we will talk to everyone concerned to see if it makes sense to modify interactions. On the other hand, if the harassment is that her supervisor is constantly telling her to work harder, my advice is to say "work harder, and your supervisor will not have to say anything." If the allegations are false, and the evidence is overwhelming, you can take disciplinary action against the alleged victim. If the evidence is not overwhelming, I advise clients to tell the alleged victim that it does not appear that the evidence supports her allegations, but that you have nonetheless reminded everyone involved (including the alleged harasser) of the company's sexual harassment policy and that harassment will not be tolerated. The workplace need not be a joyless place where employees cannot joke and engage in normal human interaction, but it need not be a place that is out of control with what employees and supervisors say and do. In most cases, you will know instinctively that certain words and actions need to be curtailed, and you should curtail them.

Frank Kollman is a partner in the law firm of Kollman & Saucier, PA, in Baltimore, MD. He can be reached by phone at (410) 727-4300 or fax (410) 727-4391. His firm's web site can be found at www.kollmanlaw.com has articles, sample policies, news and other information on employee/employer relations.

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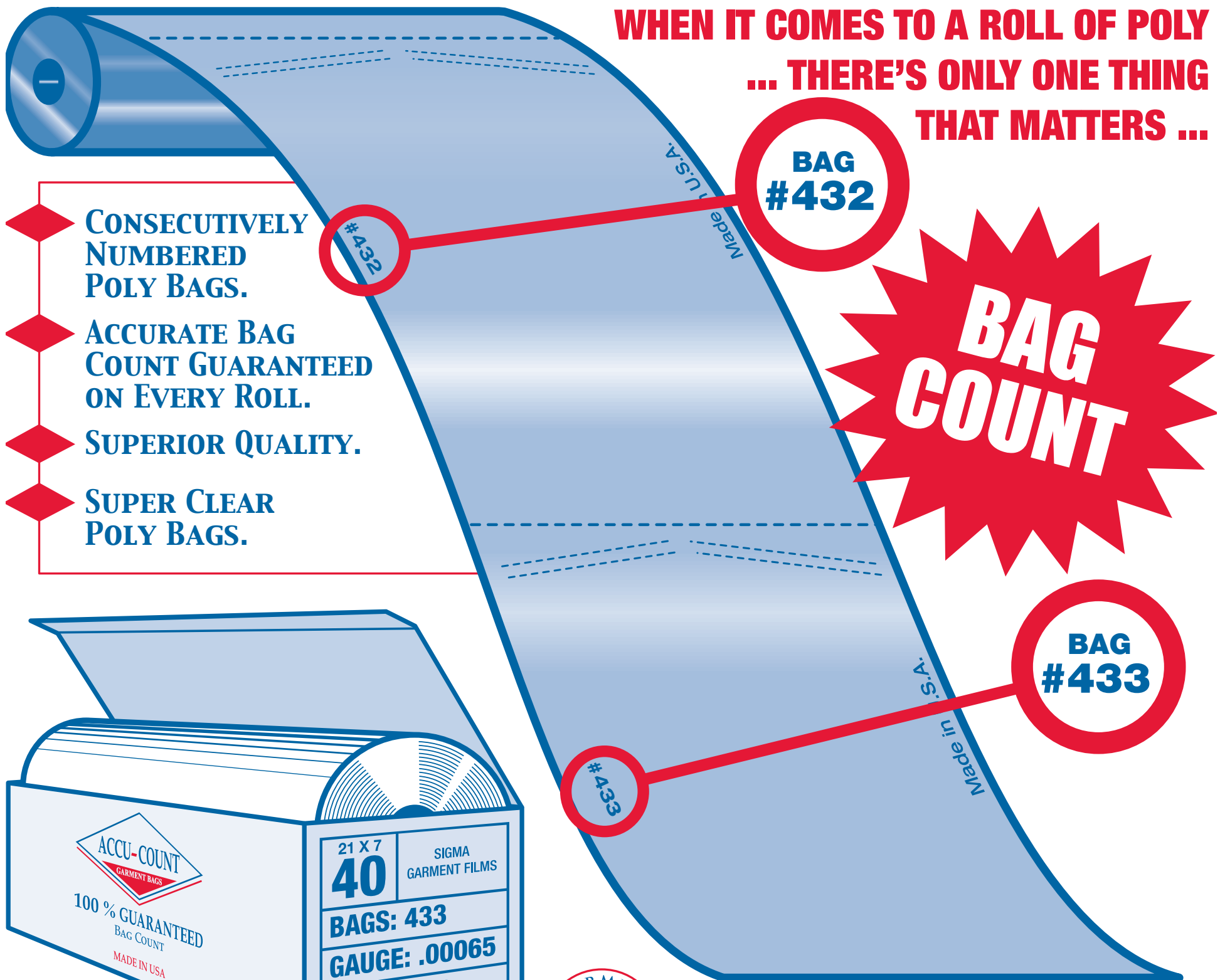




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MIDATLANTIC

DLI’s first 2018 courses start next month

Just around the corner are offerings of the Drycleaning and Laundry Institute’s signature courses: Introduction to Drycleaning and Advanced Drycleaning.

Starting on Feb. 26 and running through March 2, the introductory course will meet all day from Monday through Friday. Designed for newcomers and those with little experience, it will include a comprehensive curriculum that covers a lot of ground. Everything from sorting loads to drycleaning science and cleaning theory will be discussed, as well as how to operate a drycleaning machine and stain removal chemistry and procedures.

Students will also be taught about adding finishing flourishes by learning how to press pants, coats and skirts and to use tensioning equipment to improve overall finishing quality.

The five-day introductory course costs \$1,095 for DLI members, but only \$959 each for two or more students from the same member company. Non-members pay \$1,449 each.

The class will also be offered on three other occasions this year: June 4 to 8, July 16 to 20 and Oct. 15 to 19.

Those who graduate from the introductory course, or who have a few years of production experience in the drycleaning industry, can improve their overall knowledge and skills by taking the two-week advanced course.

Ten days of instruction will explore many of the same topics, but much more in-depth, as well as some new material: fiber identification through burn testing; using bleaches without damaging fabric color; pressing blouses, dresses, ties, pleated garments, silks, velvets and corduroys; wetcleaning wool, silk and more; maintaining and changing filters; distillation procedures; troubleshooting problems with the drycleaning machine; current regulations facing the drycleaning industry; customer service techniques; getting clean, white laundry; cleaning and preserving wedding gowns; pressing laundered shirts; designing a plant with the most effective work flow; and understanding the differences between solvents including perc, GreenEarth, hydrocarbon and K4.

Class dates include: March 5 to 16; July 23 to Aug. 3; and Oct. 22 to Nov. 2.

Class hours are from 9 a.m. to 4:30 p.m. Monday through Friday. They take place at DLI’s School of Drycleaning Technology located at 14700 Sweitzer Lane in Laurel, MD.

Tuition for the advanced course is \$1,549 for DLI members or only \$1,349 each for two or more from the same member plant. Non-members must pay \$2,049 each.

Additional discounts are available for those who take both courses together for the 15-day General Drycleaning course: \$1,895 for DLI members or \$1,595 each for two or more from the same member plant. Non-members pay \$2,795 each.

Course fees cover lunch, classroom instruction, a notebook and other materials.

Scholarships are available for DLI members located in the United States and Canada. Contact DLI for information on availability.

The DLI School of Drycleaning Technology is located at 14700 Sweitzer Lane in Laurel with three airports in the vicinity: Baltimore Washington International; Reagan National; and Dulles International.

For information on DLI’s upcoming classes or to register, visit at www.dlionline.org call directly (800) 638-2627.

MAC, PDCA plan board meetings

Both the Midatlantic Association of Cleaners and the Pennsylvania and Delaware Cleaners Association will be hosting board meetings in the near future.

PDCA’s is set to take place on Saturday, March 10. The open board meeting will be held at the Nittany Lion Inn, located at 200 W. Park Ave., in State College, PA.

For more information, contact the association’s office at (215) 830-8495 or check for updates at www.pdclean.org.

Later in the year, MAC will host its Spring Board Meeting in conjunction with its Management Conference.

The event will be held on May 19 and 20 in Virginia Beach, VA.

The board meeting will take place on Saturday morning, followed by feature speakers and workshops that will take place later in the afternoon and on the following morning.

“We are looking to be consistent in our planning,” noted MAC President Mike McKay. “We have set a schedule for meetings throughout the year. We will have programs the weekend before Memorial Day, the weekend before Labor Day, and mid-week during the first week of December.”

For more information, contact MAC at (800) 235-8360 or visit www.macassociation.org.



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SOUTH



SKASIK'S CLEANERS in Clarksburg, WV, installed a Columbia cleaning machine using SENSENE solvent. Pictured with Mark Clear of MSI, Columbia's dealer, are Kurt Skasik and his son, Drew.

Classes in Florida, Georgia begin busy year for SEFA

The first quarter of the year will be a busy one for the South Eastern Fabricare Association which has plans for programs on spotting and wetcleaning in February and another round of Management Bootcamp in early March.

On Saturday, Feb. 10, Jim Groshans of FabriCoach.com will conduct a full-day "Spotting Magic" class, as well as one on "Professional Wetcleaning for the Everyday Drycleaner" on the following day.

Both will be held at East Coast Drycleaning Equipment located in West Palm Beach, FL.

Groshans will tap into his many years of drycleaning experience to teach students the basics in drycleaning chemistry, surfactants, tips and tools of the trade and the use of some bleaches for the Saturday class.

The class will run from 10 a.m. until 5 p.m.

On the following day, from 9 a.m. until 5 p.m., he will outline how drycleaners need to utilize

their current equipment to take advantage of their ability to do more wetcleaning. Topics will include: describing plant flow and how it impacts the team; identifying different soils and respective process selections; the importance of pH knowledge; identifying fibers and fabric construction; identifying wetcleaning equipment and proper setup; and identifying stains and how to apply appropriate stain removal methods.

Both classes will cost \$79 for SEFA/DLI members and \$199 for non-members. Those who wish to register should visit SEFA's website located at www.sefa.org.

Also coming up from the association is another installment of a popular Management Bootcamp series presented by Don Desrosiers of Tailwind Systems.

The two-day workshop will take place on March 9 and 10, in the Atlanta, GA, area. Students will be in session from 9 a.m. 5 p.m. on the first day and from 9 a.m. to 3 p.m. on the second.

Desrosiers will explore the necessity of monitoring labor and production as well as the basics of why you need to track information.

In addition to learning about calculating cost per piece, boosting productivity, managing labor costs and interpreting information, attendees will also be introduced to a version of Desrosiers' proprietary tracking system, FlightPlan to help improve time management and organizational skills.

The cost is \$200 for the first member from a plant and \$100 each for additional members from the same plant. Non-members must pay \$300 each.

Later in the year, SEFA will also be hosting its Southern Drycleaners and Launderers Show from June 8 to 10.

This year, it will be held in a new location at the Sheraton Birmingham located at 2101 Richard Arrington, Jr. Boulevard North.

The association already has several helpful links on its website to book a hotel early or visit the current floor plan of the exhibit hall. There is also a link to several sponsorship opportunities available for all interested parties.

"For those attendees that will travel to the SLDS, I know Birmingham has a lot to offer," noted Mark Watkins, co-chair for the show. "I know everyone that comes is really going to enjoy an up and coming city. Great nightlife, great food and a very friendly city."

For more information on SEFA's upcoming programs, contact them at the office by calling (877) 707-7332.



LIFESTYLE GARMENT CARE EMBRACES POSEIDON WET CLEANING; LAUNCHES WASH/DRY/FOLD SERVICES

A new name. A fresh brand. A state-of-the-art plant. Lifestyle Garment Care (formerly Roth Cleaners), in Midland, Mich., is transforming. Paul White, a veteran textile care expert, purchased the business from his father 30 years ago. Since then, he's witnessed major industry changes; among them the emergence of wet cleaning and its potential in today's society. "We wanted our business name to represent who we are and what we do," said White. "We provide 'Garment Care to fit your Lifestyle.'"

Spurred by enthusiasm to grow wet cleaning revenue, White outfitted a section of the new plant with a mix of Poseidon Textile Care Systems® (Poseidon) soft-mount wet cleaning machines and dryers. "The technology for wet cleaning has improved so much, we could operate without a dry cleaning machine," said White. "We always do what we think is professionally best for each garment."

Lifestyle Garment Care now processes 80 percent of all incoming garments using the Poseidon wet cleaning machines; the remaining 20 percent is dry cleaned. Programmability makes it possible to wet clean everything from silks, wools and cashmeres to cottons, linens and synthetics.

Poseidon Wet cleaning Machines offer 20 pre-programmed cycles and up to 79 individually modifiable cycles. All variables are programmable, including water temperature by degree, wash rotation speed and duration, wash rotation combinations, water levels, bath cool-down by degree, and extract speeds up

to 400 G-force. Operators just load, select a program number and press start. Chemicals are automatically injected, according to White. Items move from wet cleaning into the Poseidon Dryer, and finally, to finishing. The dryer features moisture-sensing technology, drum-rotation control and timed reversing to safely dry virtually any item type, including wedding gowns, coats, dresses and sweaters. "Items come out of the dryer soft and wrinkle free with just enough moisture that the presser doesn't have to do much with it," said White. This saves time and energy over traditional dry cleaning. "We can wet clean, dry and finish a suit in one hour said White.

"Poseidon allows us to wet clean challenging garments like wool suits and wedding gowns without worry. It allows me complete control over my equipment and my destiny."

Amped about the future, White will soon debut Lifestyle Laundry Care — an offshoot of Lifestyle Garment Laundry Care — that caters to area residents looking for wash/dry/fold

services, pickup and delivery.

Operating out of the same location, Lifestyle Laundry Care wash/dry/fold will complement White's already booming garment care/dry cleaning business, which is the largest in the Great Lakes Bay region. In doing so, Lifestyle Laundry Care will further harness the potential of the company's Poseidon wet cleaning equipment.

Once launched, White expects wet cleaning revenue to significantly increase current sales volume. In a single shift, his Poseidon equipment has the potential to serve 30 families and process 1,600 pounds of wet cleaned wash/dry/fold laundry per day.

[Read full story at poseidonwetcleaning.com](http://poseidonwetcleaning.com)



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THE ROUTE PRO



BY JAMES PEUSTER

Your best investment is your staff

Many of you struggle with hiring and look at blaming the labor market or anything else in finding “Good People.”

I have said it before and I’ll say it again: the biggest reason that your staff doesn’t perform is that they haven’t bought in to the nature of our business. They look at it as a job, not a career.

Over and over again we hear that drycleaning is not a “sexy” industry and that is a

shame.

Hats off to those who have changed that mindset with beautiful store fronts. However, most employees do not experience this. No matter what the role of your staff is, the best performers have bought in to their position and the company in general, especially if they are doing route sales, working the counter or even pressing garments.

What would it look like if you looked at your staff as an

investment, not a cost?

First of all, any position in your organization should have a job description that includes a game plan for your staff to grow, improve and develop into a true performer.

Some operators do not want staff to develop because they feel that they will demand more money. Some believe that it is better to hire cheap labor. Others do not feel that they have time to invest in the growth of their team.

No matter what the reason (excuse) is, providing training and development programs will eventually lead to better results, growth and stability.

There are always conferences, speakers, DLI schooling, etc., made available to your staff. Investing in the development of your employees should prove to be an ROI in your output, production and growth.

Second, internal development is just as import in your

Providing training and development programs will eventually lead to better results, growth and stability.

drycleaning operation. Failure to provide support, accountability and motivation will lead to failure.

One of the reasons I feel that drycleaners struggle is that managers are not groomed to lead. They are promoted because they were good at the job and then asked to “develop” the crew below them.

However, if leadership and communication styles are not coached, they will fail as well as the staff below them.

Route managers whose job is to motivate a sales team, must have the ability to lead the sales effort. But if they have no understanding of the position, you will not achieve the results needed. Your retail manager should always be leading by example as well.

Here is a simple game plan to develop your crew:

- Identify their potential.
- Match their strengths with their needs.
- Train, train, train.
- Create a growth game plan for all staff members.
- Reward good behavior.
- Promote from within.
- Challenge them to get out of their comfort zone.

Bottom line: I am not saying that all employees want to grow. In fact, many are simply satisfied with their job level and do not wish to grow professionally.

However, others have a true desire to succeed. Those are the ones you hate to lose because you eventually will struggle to replace them.

The bottom line is this: your goal is to grow your business and the best way is to grow your staff.

James Peuster is a consultant who specializes in route development, management and maintenance. He offers onsite consulting as well as ongoing coaching across the country. He also has cost groups to monitor route efficiency. For more information, call him at (816) 739-2066 or visit his website, www.therouteapro.com.



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THE SPOTTING BOARD



BY DAN EISEN

Dealing with problems of lost finish

Manufacturers impart finishes to fabrics to give characteristics such as hand, body, feel, sheen, luster and ease of pressing.

During drycleaning, wear, spotting and wetcleaning, these finishes may be lost. Drycleaners should understand that these finishes can be replaced or supplemented by products they can use.

Drycleaning

The routine drycleaning process should not change the finish that manufacturers supply provided the right amount of detergent is used.

If garments are drycleaned without the proper amount of detergent, they will come out harsh and lose the depth of color.

Garments that are not cleaned with the proper amount of detergent are referred to as "squeaky clean."

Garments that are cleaned with too much detergent may also lose finish due to the excess moisture used. That is why drycleaners should make sure that on smaller loads that are drycleaned less detergent is added.

Hot solvent is another reason why fabrics lose finish.

Restoring luster to faded, dull and chafed fabrics

If garments are chafed, faded and show a loss of luster, a mineral oil bath should be used. I like using this process better than prepared products that are mixed with solvent and require spraying for use.

A mineral oil bath can be implemented by filling the drycleaning wheel with 15 gallons of solvent and 20 ounces of mineral oil.

Batch for three minutes, drain, light extraction and dry.

This treatment is not only less hazardous than spraying but also less expensive than prepared products.

Restoring luster and depth of color in wetcleaning

There are products on the market that can give more luster and sheen to garments that have been wetcleaned. This is especially effective for knit shirts and denims.

These products do not add softness but simply luster and depth of color.

Softer fabrics, more luster and easier pressing

There are wetcleaning formulations

that will make fabrics softer and easier to press.

The best wetcleaning formulations to use are cationic degersents with cationic softening agents.

The wetcleaning formulation is washed three minutes, drained, extracted, rinsed with softening agent for three minutes, drained, then extracted.

"Acetate" (de-lustering)

Sometimes acetate fabrics will deluster from contact with moisture and heat. This can sometimes be restored by spraying with 14 percent acetic acid.

After spraying, hang to dry and re-clean.

Wetside rings and discolorations

This frequently occurs on rayon and silk. The fogging method is recommended to correct this.

Hold the steam gun 12 inches from fabric and steam the affected area. Dry with the air gun.

Dryside rings and swales

This frequently occurs on satins and taffetas made of polyester. Prespot with amyl acetate or oily-type ink remover

A garment's finish can be lost during wear, cleaning or stain removal.

and then dryclean.

Yellowing due to oxidation of sizing

Many fabrics will yellow when the wetside sizing that is used breaks down. The best way to correct this condition is to soak it in a bath with sodium percarbonate. Use two ounces of sodium percarbonate per gallon of water.

Soak for a few hours, rinse, neutralize with acetic acid and rinse again.

Dan Eisen, former chief garment analyst for the National Cleaners Association, can be reached at (772) 340-0909 or (772) 579-5044 or by e-mail at cleandand@comcast.net. He offers independent garment analysis and provides consulting services. His website is www.garment-analysis.com.

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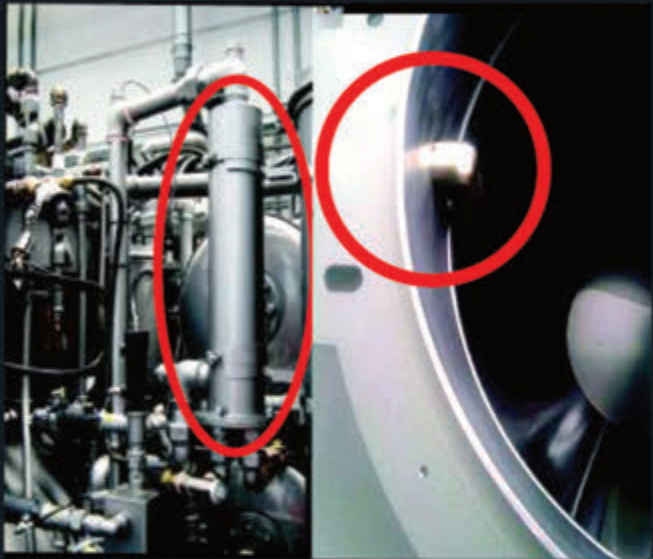
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SEABREEZE CLEANERS in Middletown, NJ, installed a Columbia drycleaning machine using Senses solvent. The owner, Craig Ford, is pictured with Joe Carlucci of Hercules Machinery.

NEFA plans June event at Fenway

The Boston Red Sox will be looking to win the American League East division this season for the third straight year and the North East Fabricare Association is making sure its members will be on hand to root them on for at least one night.

The association will present its new annual social event, NEFA Night at the Ballpark, on Wednesday, June 6 when the Red Sox host the Detroit Tigers at Fenway Park.

The first pitch is scheduled for 7:10 p.m. and NEFA has secured 85 tickets to the game in hopes it will be a fun night.

“It is a great opportunity to spend some time with peers, col-

leagues, and friends in a social setting,” noted Chuck Anton of John Anton’s Fabricare. “I am looking forward to bringing key members of my management team as a reward for their hard work.”

The block of seats are all located together in the right field roofbox area, near the Refreshment Pavilion. NEFA expects the limited number of seats to sell out quickly; so far they have already received pre-registrations for over 40 of the tickets, meaning nearly half are already reserved.

Another member, Carlyn Parker of Dependable Cleaners, is also looking forward to the event.

“This should really be a fun evening,” she said. “and we are looking forward to going and bringing some of our staff. We love the Red Sox, the Tigers always have a strong team, and Fenway Park is an iconic landmark, what more can you ask for? It will be a great experience, and a lot of fun. Couple all that with joining our industry friends and suppliers for a great early summer evening — and I think you really have a home run.”

The cost for a ticket is \$65 each and is available on a first come, first serve basis. To reserve tickets, contact Peter Blake at the NEFA office by calling (800) 442-6848 or send email to: peter@nefabricare.com.

Fall Fest plans

Meanwhile, the association is already planning ahead for its Fall Fest 2018 event following the success of Fall Fest 2017 held in November.

With a collection of guest speakers including author Krista Clive-Smith, Jennifer O’Keefe from GlikStorm, LLC, Norman Way of Puritan Cleaners, Jim Groshans of FabriCoach.com, James Christman of Starch-Up and several others, many attendees heralded it as NEFA’s best conference to date.

“Of all the events like this I have ever attended in the past 10 years, I really think this was the best,” said Mike Maulucci of Battiston’s of Avon. “NEFA really knocked it out of the park. From the speakers, to the allied trade exhibits, to the social interaction: it was all first class. I started making changes and investing in my business right when I got back. I will be bringing my whole team back next year and even some of my top-level managers. I won’t miss another one.”

NEFA will hold the 2018 event in October. The association is looking for ideas on new speakers and topics so suggestions can be directed to the NEFA office.

For more information on any of NEFA’s upcoming events, visit www.nefabricare.com.

NCA sets four classes next month

The National Cleaners Association is planning four classes next month as part of its 2018 education schedule.

First up will be Radical Drycleaning and Stain Removal, a five-day 40-hour course that meets from 8:30 a.m. to 5 p.m. in Secaucus, NJ.

The comprehensive course covers drycleaning, stain removal,

bleaching and the proper use of stain removal equipment as well as the relevance of fabrics, dyes and garment construction.

Tuition is \$750 for NCA members and \$995 for non-members. NCA’s Platinum members can take the course at no charge.

A two-day pressing and finishing course will be offered Feb. 10-11 in Bronx, NY, meeting Satur-

day and Sunday from 8:30 a.m. to 5 p.m. The course includes instruction on hand finishing and the use of tensioning equipment.

Tuition is \$455 for NCA members, \$595 for non-members and free to NCA Platinum members.

Also in February will be the first of two scheduled classes required of perc drycleaners by the New York Department of Envi-

ronmental Conservation.

This 16-hour class is offered on weekends throughout the year. Sessions will be on consecutive Sundays, February 11 and 18, from 9 a.m. to 6 p.m. It is a required course for all perc drycleaners located in New York State.

The cost is \$809 for members and \$1,309 for non members.

Technical Training for Customer Service Reps will also be offered in February.

The course is designed to provide customer service people with the basic technical information and skills needed to effectively communicate with customers. Students will be able to better sell services and identify potential problems upon completion of the course.

The one-day course will be offered in New York City on Sunday, Feb. 25 from 8:30 a.m. to 4 p.m. Tuition is \$250 for NCA members and \$350 for non-members with no charge for NCA Platinum members.

In March, NCA will offer two courses on stain removal and bleaching.

The basic stain removal and bleaching course will be presented on March 11 at Sun Country Cleaners in Largo, FL, meeting from 8:30 a.m. to 5 p.m. Tuition is \$250 for NCA members, \$350 for non-members and free for Platinum members.

An advanced stain removal and bleaching course will be presented in New York on Sunday, March 25 from 8:30 a.m. to 5 p.m. Tuition is \$250 for NCA members, \$350 for non-members and free for Platinum members.

Another chance to take the DEC course required for perc drycleaners will be offered in May. This one will meet on Sunday, May 6 and Sunday, May 20 in New York.

For more information or to register, call NCA, (212) 967-3002.

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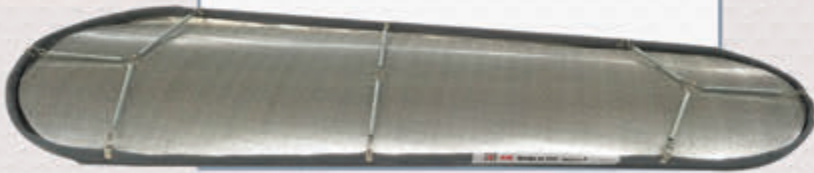
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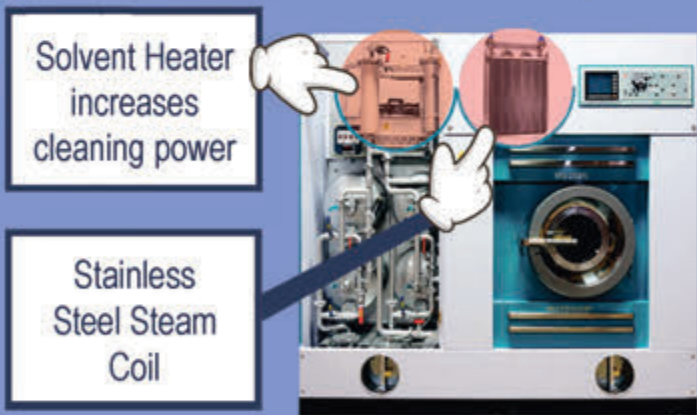


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Obituary

Jim Patterson, former DLI president

James (Jim) Patterson, who with his wife, Suzy, built a successful drycleaning business in Utah and served the industry as a board member and president of the Drycleaning and Laundry In-



stitute, died Jan. 4 in Ogden Utah. He was 85.

He was born in Marietta, OH, where he graduated from high school in 1950 before enlisting in the United States Air Force. He was assigned to Russian language school in Syracuse, NY, and then to a base in Anchorage and subsequently Adak Island where he served during the Korean War as a Russian language interpreter.

After completing his tour of duty in Colorado Spring, CO, he met Suzy while serving as the best man at a wedding. He wanted to ask the maid of honor out, but she was already dating a hockey player and suggested he go out with her roommate instead. He declined the offer, preferring to choose for himself who he would date. But when the wedding party went out together later that night he found himself gravitating to-

ward Suzy. It turned out that she was the maid of honor's roommate.

After he completed a degree in geology at the University of Colorado in 1958, the couple opted to move to Casper, WY, where both worked in the oil industry.

"At the time it was rather crude because we didn't really have computers," he recalled in a 2011 interview "We mapped the subsurface and tried to identify areas that would be conducive to oil accumulation."

Both were working for large oil companies but they really wanted to have their own business. So towing all of their possessions in a one-wheeled trailer, they moved to Utah where they opened their first drycleaning store in Roy in 1961.

"We surveyed Denver, Colorado Springs, Rapid City, Cheyenne, then we came to

Utah," he said. "We chose the One Hour Martinizing franchise. Our goal at the time was either to get larger or get out of the business within a couple of years."

Originally, the couple had a skeleton crew consisting of Jim, a couple who worked part-time and Suzy — at least whenever she could spare time away from her full-time job that kept a steady paycheck coming in.

"We were smart enough to realize that you can't just start a business and expect to draw an income right away," Suzy said in 2011 as the couple reflected on their 50 years in the business — and 55 years of marriage.

The strategy worked. Though the first two years were anything but easy, the business began to grow. It was eventually renamed to Your Valet Fine Dry Cleaning.

"At the end of the first two

years, we did buy out another store in Logan, UT," he recalled. "We also bought interest in a store in Bountiful, UT, so I took over the operations of that with a crew who was already there. Eventually, we bought the partners out."

In 1967, they bought an existing plant in Ogden, UT, that had been in operation for about 15 years, then in 1975, the couple bought two stores in Pocatello, ID. The final piece of the puzzle came in 1985 when they opened a drop store in Ogden that in time would become a complete plant.

A contributing factor to the business's success was the couple's willingness to embed themselves deep into the hearts of the local communities they served and generate a significant impact.

"We've become involved in the chambers of commerce in all of the cities that we have businesses in," he explained.

He served a president of the Roy Chamber of Commerce, was involved in the Ogden Chamber of Commerce as chair of the Military Affairs Committee and was the first civilian to be sent to the USAF War College.

One of the more significant organizations he aided is a group called Youth Impact. He served on its board of directors for 17 years. The program provides after-school activities for central city kids for several hours a day. The children, many of whom have no parents or stable home lives, are fed and taught to believe in themselves so that they have a better chance of succeeding at life.

"They are taught respect," he explained. "We get these kids out doing things like crowd control at various events. It gives them a chance to be a citizen, to be a good person. It's all run without government support. We run strictly on charitable grants and fundraisers and that sort of thing."

He was also a member of the Ogden Exchange Club and served as its president and in many other capacities.

He also became involved with DLI, then known as the International Fabricare Institute, which he served as a district director and then as president in 1988.

"We had some great experiences visiting and representing the cleaning industry," he said. "We attended 21 state conventions when I was president."

At the time, regulations were posing a threat to the industry so he worked to give cleaners a voice in Washington, DC. He also emphasized education and helped form the Rocky Mountain Fabricare Association, which honored him with Drycleaner of the Year in 2004.

Jim is survived by his wife of 61 years, Suzy; his daughter Alice and son-in-law, Gary Moe; and granddaughter Grace Anne of Park City, UT. He was preceded in death by his brother, Bruce, and son, Brent Patterson, who perished in a helicopter accident in 1993.

Donations in his name may be made to Youth Impact, 2305 Grant Ave, Ogden, UT 84401, or online at youthimpactogden.org.

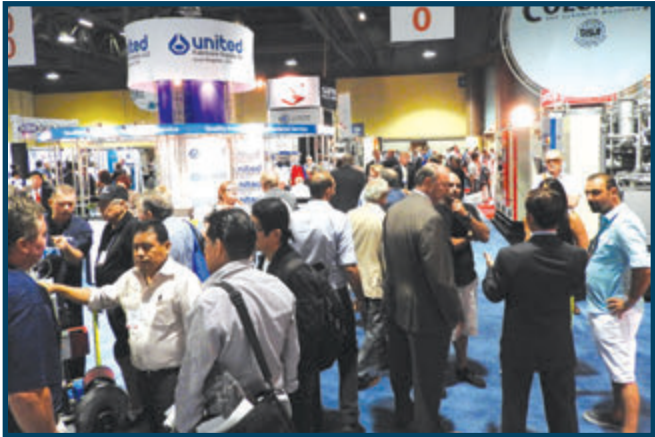
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SHIRT TALES



BY DON DESROSIERS

Evaluating the quality of your shirts

Just by reading the title of this month's article, you may have already formulated a firm opinion as to where you fit in.

I have clients who have done this well before I ever meet them. They usually have a number. That is, they have rated the shirts that come out of their plants on a scale of one to ten.

Many of them are actually quite conservative with their evaluations. That is a whole lot better than those who claim to produce a perfect shirt. It isn't likely that anyone can maintain perfection in this business.

If you, at times produce a "perfect" shirt, do not use that as your "poster child." Doing so is the equivalent of wearing blinders.

A manager's job is to look for trouble, find it before a customer does and fix it before it becomes a customer service issue. The better your operation, the harder it will be to find problems.

Look for quality issues and call them "opportunities" rather than problems. They are truly opportunities — oppor-

tunities to exercise your management skills and opportunities to improve your business.

Someone much smarter than me once said; "Many of us shy away from opportuni-

rating to a 6 within a couple of days and then raise it to an 8 within a week or two. In order to do that, I will need to show you a few new ways to check out your quality.

Second, it is remarkably difficult to inspect a shirt while you nonchalantly take it off the hanger and put it on

My business is shirts and I have found myself wearing a

Find a spot in your plant where you can see a particular machine. Let's say the sleeve press.

Ideally, from there you can see your presser, but your

Look for quality issues and call them "opportunities" rather than problems – opportunities to exercise management skills, opportunities to improve business.

ties because they are often dressed in overalls and look too much like work." Get over it.

I'll bet every one of you evaluates your quality. And you probably do it a few times a week. Maybe every day. As a result, you probably have, in your mind as you read this, a number from 1 to 10.

You may be saying, "My shirts are a 7." Most people say 7.

My mission this month is to get you to lower that number (sorry), with the hopes that you will work at the issues that you find and fix them.

Ideally, you will lower your

The typical ways to evaluate quality are OK, but not fool-proof. Many of you evaluate the quality of the shirts that you process by simply checking out the shirts that are your own personal shirts. If, time and again, you put on a shirt in the morning and it is acceptable, or perhaps even perfect, you settle for that as your rating.

Not a fair evaluation, I'm afraid. If you are a typical size, like 15 or 16 and wear polycotton blend oxfords, you are not fairly evaluating your shirts. No offense, but anybody can do a great job on those.

shirt with a gross horizontal crease across the back. How gross is that?

It is true that if you find a missing button on one of your own shirts, you can assume that others, too, have been missed. But you won't assume that every other shirt has a missing button.

If you are about to wear a shirt that has a gross horizontal crease across the back, you will not assume that every other shirt has one. So, given that, if your shirt is perfect do not make the mistake of assuming that every other shirt is perfect. Agree?

Just for fun, though, when you send your own personal clothes through the plant, use an alias on the invoice. This will help prevent someone doing an extra-special job because they know that it's the boss's clothes.

The least effective way to analyze quality is to watch a presser press. If they are bound to do something inappropriate, it is least likely to happen when you're watching.

presser can't see you.

If you suspect that this presser is, for example, hitting the stop button on the machine and thereby not allowing the shirts to fully dry, he or she probably won't do it while you're watching, but you may catch it if they don't know that you are.

That is about all that you can accomplish as an eye witness.

So, then, what is a better way?

The grossest thing that can happen to a pressed shirt is that it wasn't allowed to fully dry. In order to produce a top quality shirt it must be completely dry. That doesn't mean 99 percent dry or 97 percent dry or pretty close to dry. It means fully dry.

If you attempt to evaluate this at the plant, you will not succeed. When a shirt comes off the press, it will not feel damp because it is hot.

Furthermore, if there are damp areas, they may not be evident until later. Here's why:

Continued on page 32

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Don Desrosiers

Evaluating the quality of your shirts

Continued from page 30
Let's say that for whatever reason, your body press isn't fully drying the shirts. It could be

that your pads are spent or that your equipment is defective or that your presser is shortening the cycle.

The part of the shirt that is most likely to be damp is the button-hole band. But at first glance, it will appear perfectly

dry, always.

This is because the front surface of this thick band was, seconds ago, squeezed up against a very hot piece of steel.

The surface dried by conduction. It's going to be dry, at least for now, but if there is significant moisture on the back side of the button-hole band, the front side will act like a wick. It will soften and even wrinkle with time as the remaining moisture is absorbed into the shirt.

This shirt can easily get by your inspector because it will still look fine then. Sometime later, however, it just may be an embarrassment to you.

The best way to catch this is to look at a friend's shirt. Invite him to dinner

Look at his shirt during that time. You will see your product in a completely different perspective. You will see the cuffs, the collar, the sleeves, the front and the back of the shirt.

How do you stack up now? Another way to do this and to get a bigger sampling is to go to your plant on a day that you're closed, maybe a Sunday. There won't be any distractions.

Look at shirts that are already bagged and ready to be picked up. Look at all sizes of shirts.

Promise not to be disappointed. Remember that this is an opportunity to improve your business.

Also promise not to come in to work in a bad mood on Monday.

The biggest cause of occasional inferior work is doing too good of a job most of the time.

Huh? I bet you read that sentence twice.

I did a work-flow engineering job recently where the pressers did a remarkable job of pressing shirts. The shirts came off the presses quickly and as close to perfect as I've seen. There were very few touch-ups required.

After I had spent a few days there, the owner asked me to rate his shirts on a scale of 1 to 10. I said a 7. Seven? The shirts were generally perfect.

The reason that I scored him that low (and I don't think that 7 is bad at all), is because the inspectors were so used to seeing shirts that didn't need touch-up that their job had become too, ah... mechanical. Shirt after shirt after shirt was excellent. When a really bad one came along, it was missed.

The inspectors had begun to assume perfection. Assume. Don't you just hate that word? Surely the remedy is not to do a poorer shirt right off the presses. The remedy is supervise, supervise, supervise. Don't expect what you don't inspect.

If you always do what you've always done, you will always get what you always got.

Don Desrosiers has been in the drycleaning and shirt laundering business since 1978. He is a work-flow engineer and a management consultant who provides services to shirt laundries and drycleaners through Tailwind Systems. He is a member of the Society of Professional Consultants and winner of DLI's Commitment to Professionalism award. He can be reached at 186 Narrow Ave., Westport, MA 02790 or at his office by fax (508) 636-8839; by cell (508) 965-3163; or e-mail at tailwindsystems@charter.net. The Tailwind web site is www.tailwindsystems.com.



Your Valet Cleaners in Logan, UT, purchased a Union HXL-8018 cleaning machine for GreenEarth solvent through Rhino LCDS. Pictured from left are Andy Lien, operations manager for GreenEarth, Valorie Mortensen, the store manager, and Ben King, the general manager.



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WRENCH WORKS

BY BRUCE GROSSMAN



Keeping compressed air clean

During the air compression process, moisture, oil, debris and other materials which from now on I'll call contaminants, are blown into the tank (sometimes called the receiver).

To prevent these contaminants from reaching the machinery, several methods are used. The first of these methods, and the subject of this article is the piping itself and components that are installed in this piping.

There are two physical forces employed used to aid in removing water and debris from the compressed air stream. Gravity, we all know what that is; and inertia, which is the tendency of objects to keep moving in a straight line at constant velocity.

Follow along using the accompanying illustration.

Gravity

Notice first that the large pipe called a header is connected at each machine by branches which are called drops, used to supply compressed air to each individual machine.

When designed properly, the drops are taken off the top of the headers. Since water is much heavier than air, it runs along the bottom of the header, pushed along by the flow of the air while the air flows along the top. Thus, gravity provides a very effective additional stage of separation.

I have seen many installations where the drops were taken off at the bottom of the headers, literally capturing and forcing water and other contaminants down into the machinery — a very unhappy situation, causing machine performance nightmares.

At the end of the airline it is always beneficial to have what is known as a "drip leg." A drip leg in its simplest form is nothing but a vertical piece of pipe used to collect and retain water and debris entrained in the compressed air system.

Inertia

Any remaining contaminants entrained in the compressed air are moving rapidly along through the headers and drops. Because of inertia they want to keep moving in a

straight line.

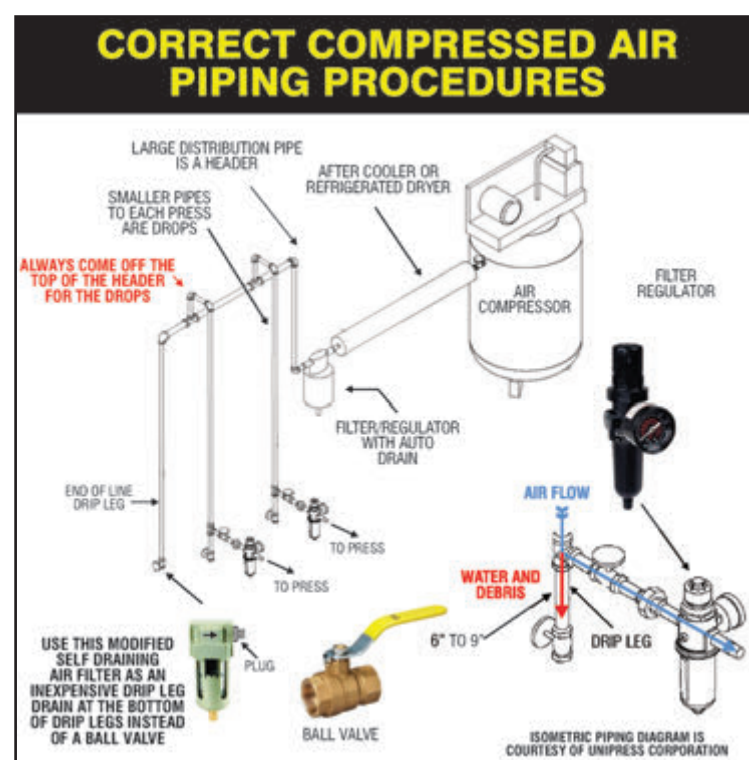
An abrupt change of direction in the drop is created by inserting a tee and piping the air flow to the machine from the side of the tee. The lighter compressed air makes the 90 degree turn out of the tee while the contaminants continue moving in a straight line and are captured in the drip leg.

A combination of components after the tee provide the remaining pathway conducting the compressed air to the machinery.

A ball valve is used to shut off the compressed air flow from the drop to the machine for maintenance and a combined filter/regulator provides another stage of contaminant removal along with filtration and air pressure regulation.

Draining the drip legs can be done manually with a simple ball valve or automatically using a device known as a "drip leg drain." I use an inexpensive air filter purchased from Harbor Freight, Item #68279 plugged at the outlet side as a drip leg drain.

I'm aware that in almost all cases the piping for the ma-



chinery already exists and you're not going to get into replacing it because of this article.

However, look at the diagram in the lower right of the illustration. It is very easy to just re-pipe the section at the end of the drop to the machine. Use soft copper tubing and compression fittings from the drop to the machine. Just having this section done properly will eliminate a great many problems.

Compressed air is dangerous!

Before attempting any maintenance on compressed air systems, be sure to bleed off any air in the compressor or piping until there is no air pressure left in the compressed air system.

That's it for now. Next is-

sue's article will be about removing moisture from the compressed air system.

Bruce Grossman is the Chief of R&D for EZtimers Manufacturing, maker of the new EZ Level return tank water level control. To prevent boiler scaling and other damage, the EZ Level return tank water level control replaces that troublesome ball float valve in the condensate return tank. The Sahara and Drop in the Bucket line of high purity separator water mister/evaporators provide a thrifty, legal method to get rid of the separator water generated by your drycleaning machine. For more information, visit www.eztimers.com Address any questions or comments for Bruce to bruce@eztimers.com or call (702) 376-6693.



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BUSY BEE CLEANERS in Regina, Saskatchewan, installed a 10-ft. Quicksort automated conveyor system. Brett McLeod (left) of Garment Management Systems is pictured with Larry Tessler at Busy Bee.

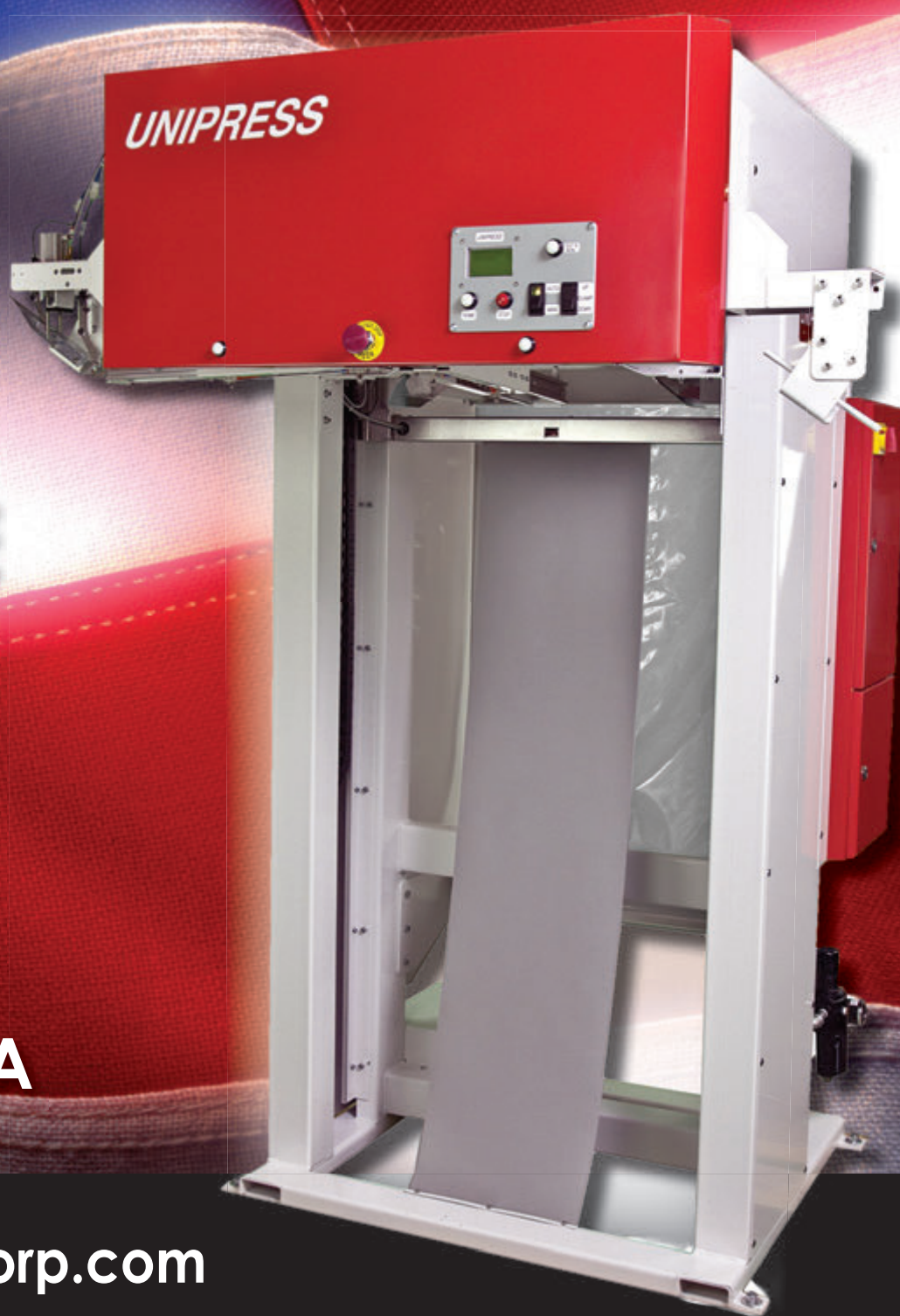
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SOUTH WEST



PRO CLEANERS in College Station, TX, purchased a **Union HXL-8018-C** using **Ktex** solvent through **Gulf States Laundry Machinery**. Pictured from left are **Greg Reinhardt** of **R. R. Street & Co. Inc.**, **Tony Le**, owner of **Pro Cleaners**, and **Matt A. Lipman** of **Union Drycleaning Products**.

Educational programs set for Cleaners Showcase

Attendees at the Southwest Drycleaners Association's 2018 Cleaners Showcase can expect a busy weekend during the first weekend of April.

The event, scheduled to take place from April 5 to 7, will be at the Shreveport Convention Center in Shreveport, LA.

The association has lined up an impressive array of guest speakers who will cover a lot of topics of interest to the drycleaning and laundry industries.

One of the highlights will be a

presentation called "No Bad Days" by keynote speaker Bruce Hamilton at 8:30 a.m. on Friday morning.

Hamilton is a motivational speaker who will inspire his audience to embrace a more positive attitude that is more than a mindset. He considers it a philosophy of life.

After the keynote speech, there will be two sessions that take place simultaneously at 10 a.m.

The first will feature James "The Route Pro" Peuster who will

share some of his coveted tips and tricks on how to hire employees and, more importantly, retain them.

At the same time, Coin Laundry Association CEO Brian Wallace will be on hand to offer up his 2018 laundromat industry forecast.

SDA has also scheduled an afternoon educational program on the show floor later on Friday afternoon.

At 1 p.m., Kermit Engh, a member of Methods for Management for over two decades, will share some of his knowledge on acquiring and merging businesses as well as his expertise in plant design and layout.

On the following morning, the sessions will begin at 9 a.m. when Kyle Nesbit, vice president of business development for MW Cleaners, will share his strengths in creativity, leadership, planning and organization, brand management, information technology strategy and marketing.

An hour later, Jon Meijer, director of membership for the Drycleaning and Laundry Institute, will take his turn at the podium. Meijer has become a popular industry speaker, has written numerous articles and bulletins for DLI's Fabricare magazine and has won a national award from the America Society of Association Executives (ASAE) in the "Best Overall Federal Regulatory Program" category for his work with Environment Canada.

Throughout the day, attendees can expect some live floor shows out in the education area of the exhibit hall.

SDA has also set aside time for special social events, beginning with a member breakfast at 8:30 a.m. on Thursday morning followed by an SDA Board and General Membership meeting at 9:30 a.m.

They will also offer a tour of the Shreveport Hilton's new laundry facilities that afternoon from 2 to 3:30 p.m.

Later that evening, there will be a sneak peek at the exhibits from 5:30 to 8:30 p.m. The exhibit hall will officially be open from 11 a.m. to 5 p.m. on Friday and from 10 a.m. to 3:30 p.m. on Saturday.

For more information about SDA's 2018 Cleaners Showcase, visit www.sda-dryclean.com or contact the office directly at (512) 873-8195.

On the site is a link for making reservations at the headquarters hotel, the Shreveport Hilton.

Additionally, the site also contains links to a floor plan of the exhibit hall, a full schedule of events and a page where those interested in showcase sponsorships can view several options that are available.

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Bob Hamila (*Lighthouse Cleaners / Palm Beach Gardens, FL*)

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Stephanie Barrero (*Door2Door Drycleaners / Bluffton, SC*)

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Bill Wright (*Royal Fine Cleaners / Northport, AL*)

For as long as I've been in dry cleaning, I've been using Seitz products. From their spotting chemicals to dry cleaning detergents, all performed beyond my expectations. So when it came time to make the switch from Perc to an environmentally friendly solvent, I turned to SEITZ. Their answer was **intense**®. It's cleaning and grease cutting ability made my transition from Perc very easy. I'm glad I chose SEITZ. Thank you for another quality product!

Julian Bulsara (*Prestige Cleaners / Lauderhill, FL*)

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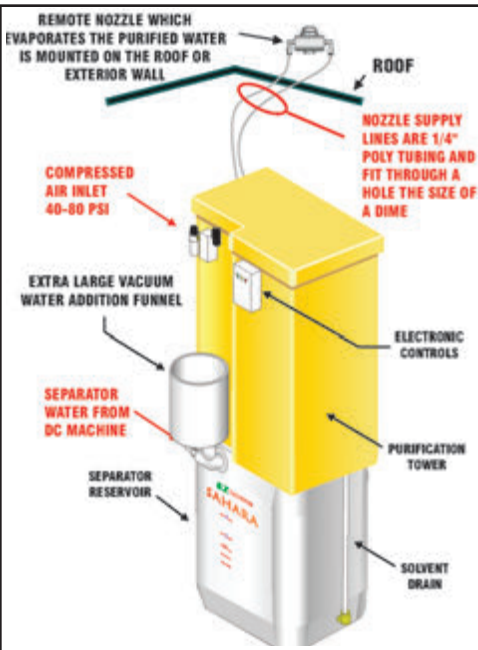
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INFORMATION CENTRAL

Products and Services for Drycleaners



Larger capacity mister for multiple machines

LAS VEGAS, NV — EZ Timers Manufacturing has added an extra large water volume processing capability for the popular Sahara Mister/Evaporator line.

The Sahara Plus model boasts a processing volume of three gallons per hour of separator water, enough for several drycleaning machines even in humid areas.

Bruce Grossman, chief of R&D for EZ Timers, said that by scaling up pump and filter capacity there is a significant increase in processing volume without sacrificing the extraordinarily high level of purification before any mist enters the environment.

The Sahara connects directly to the drycleaning machine separators of most brands of equipment, so contaminated water never needs handling. Automatic level controls switch the unit on only when required.

To learn more, visit www.eztimers.com.

Wetcleaning machine with 80-lb. capacity

TROY, MI — Poseidon Textile Care Systems has added a new 80-pound capacity Poseidon wetcleaning machine to its line of soft-mount wetcleaning machines. The soft-mount line now boasts 20-, 30-, 40-, 60-, 80- and 90-pound capacity models, all of which bring highly programmable controls, superior efficiency, up to 400 G-force extract and unrivaled production per linear foot.

Unlike hard-mount wetcleaning machines, which require 18 to 24 inches of separation between machines for bolt-down maintenance and foundation stress re-

quirements, Poseidon soft-mount models are installable right next to each other, according to Poseidon co-owner Jeff Quail.

“The new 80’s small footprint and soft-mount design allow fabric care specialists to greatly enhance wetcleaning throughput within a smaller space,” he said.



All Poseidon soft-mount wetcleaning machines feature the highly flexible Inteli Control with 20 pre-programmed cycles and up to 79 individually modifiable cycles. Advanced programmability ensures Poseidon Wetcleaning Machines properly clean virtually any fabric type.

Operators can program water temperature by degree, wash rotation speed and duration, water levels, bath cool-down by degree, and up to six extract speeds. Also, the SmartLoad system automatically tells operators when the machine is loaded to 25, 50 or 100 percent capacity.

Poseidon soft-mount wetcleaning machines slide easily into place without the need for reinforced concrete foundations, grout and bolt down, allowing for future relocation and lower installation costs. When compared with most hard-mount machines, which generate 75-200 G-force extract, soft-mount Poseidon wetcleaning machines generate extract speeds up to 400 G-force which improves wetcleaning productivity and decreases natural gas and electricity usage.

Designed for efficiency, the new 80-pound capacity Poseidon wetcleaning machine features a sump-less design to save up to three gallons of water per fill.

AquaFall and AquaMixer systems further curb water usage. AquaFall releases water into the load via holes in the drum lifters. As the drum turns, lifters release water from above to better penetrate fabric. Laundry is saturated from above and below, cutting water usage and rinse cycle times while improving wash quality.

AquaMixer further improves efficiency by mixing hot and cold water before entering the drum. This achieves very precise water temperatures and offers greater control over hot water consumption.

To learn more, visit www.poseidonwetcleaning.com

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NewsMAKERS

Scott Graham has joined the engineering team at **Leonard Automatics**.

As an automation engineer his duties will include designing equipment controls to help Leonard improve machine functionality as technology advances. In addition, he will use his skills and experience to assist the company's technical support and IT department as well as help Leonard's engineering and fabrication division, Leonard Fabrication and Design.

Graham came from a major manufacturer of automated screw driving equipment, where he was the OEM support manager for all OEM's in the U.S., including Ford, GM, Tesla, Mercedes Benz, Audi, and BMW. He wrote the software for the flow drilling equipment for Ford Motor Company's F150, F250, F350 and Navigator platforms.

His experience made him a technical expert for all flow drilling and thermal setting technology in the U.S. His projects also included support and process programming for the C7 Corvette; interface, recovery, and software programming for Ford Motor Co.; support and process programming for Tesla Model S; material testing for BMW EPP fastening; and process programming and material testing for Alcoa. In addition, he managed the IT infrastructure for the company.

Graham's education includes a BS in computer science from Mercy College in New York.

"I look forward to helping Leonard Automatics and Leonard Fabrication Design expand and excel into the future and I am excited to be part of the team," he said.

Jacob Frushtick, vice president of Leonard Automatics' LFD division said "We are excited to welcome Scott to the Leonard team. His automation background will help us continue to deliver cutting edge technology in our products in this ever-evolving electronic world."



Scott Graham

Gurtler Industries, Inc., manufacturer of detergents and chemicals for commercial and industrial laundries, has finalized the purchase of **Metro-Chem, Inc.** of Kearny, NJ.

Metro-Chem, founded in 1980, is a regional manufacturer and supplier of specialty laundry chemicals, providing service to commercial laundry markets in the Northeast and Mid-Atlantic US.

"We are pleased to add the Metro-Chem team to the Gurtler family as we enhance our support to our existing and new customers in the Northeast," **Greg Gurtler**, president of Gurtler Industries said. "Metro-Chem has a tremendous reputation and we are aligned in our commitment to support our employees and customers."

"My sales team and I are excited to partner with Gurtler as they are the premiere company in the industry," said **Peter Potocki**, owner of Metro-Chem. "Metro-Chem customers will be receiving tremendous support during the transition and the added benefits that Gurtler provides will only enhance our relationships. We look forward to the future with great confidence."

Gurtler, based in South Holland, IL, produces chemicals for markets across the U.S., Canada, Mexico and Australia. The Metro-Chem sales and service team will join with the Gurtler team in providing coverage across the Mid-Atlantic and Northeast.

ZIPS Dry Cleaners announced the retirement of **Reid Bechtle** as chief executive officer on November 30, 2017. The board of directors elected **Andrew ("Drew") Ritger, Jr.** as the company's new CEO, effective December 1, 2017.

Bechtle had served as CEO of ZIPS since April 2013, when he was brought on to move the company through its next phase of growth, including improved execution of the existing system and further geographic expansion of the concept.

Under Bechtle's leadership, ZIPS grew from 36 to 52 locations across the country, and now has an active franchise pipeline that stands at more than 250 stores.

"We are grateful for the accomplishments and results that ZIPS has achieved under Reid's leadership and we wish him well in his retirement and the next phases of his life. He has put a solid foundation in place on which to build the next level of ZIPS success," said **Jim Bolduc**, senior managing director for JPB Capital Partners, the majority owner of ZIPS.

Commenting on his retirement, Bechtle said, "I have thoroughly enjoyed and appreciated my time as the steward of the ZIPS brand. The company is larger, stronger, and more sustainable than it was five years ago when I first arrived, and I believe now is the time for a new leader to further refine the ZIPS way and make ZIPS the national brand that I know it can be. I am grateful for the opportunity to lead ZIPS during this phase of its maturity."

Ritger becomes CEO of ZIPS after nearly 22 years with Sonic Corporation. In his most recent role as the senior vice president for development, he led Sonic in adding over 1,850 new stores, increasing revenue by 95 percent, and improving operational performance by focusing on key customer performance measures.

Ritger noted, "I was excited and intrigued by the ZIPS story from the moment I was introduced to the company. As I learned more, that excitement grew. Reid has done a great job of laying the foundation and I believe that my experience and expertise will increase the rate of store openings, improve our commitment to operational excellence, and continue driving revenue and profit growth."

ZIPS began in 1996 with eight drycleaners in the Baltimore-Washington metro area. Those locations joined in October 2002 to become the largest chain of retail drycleaners in the area.

Seeking to grow at an accelerated pace, the company partnered with **JPB Capital Partners** in 2013 who invested growth capital into the business.

Franchising since 2006, ZIPS Dry Cleaners is known for its same-day, one-price business model. ZIPS stores are operating in seven states with more than additional locations in various stages of development. For more information, visit www.321zips.com.

Lapels Dry Cleaning, headquartered in Hanover, MA, has introduced its Lapels Express Drop Zone offering that gives franchise owners a mechanism to install drop-off spots within local establishments.

The concept is for Lapels Dry Cleaning owners to negotiate with local businesses to essentially rent out part of the store as a drop-off zone. A typical drop zone would require around 100 square feet to accommodate a drop-off container.

Customers can drop off their clothes in a Lapels Dry Cleaning garment bag, which can either be purchased at the local Lapels Dry Cleaning store or at the drop-off location itself.

When clothes are ready for pickup, customers can either pay at the store's cashier or pre-pay via Lapels' app. Pick-ups and drop-offs would take place two days per week — probably Monday/Tuesday and Thursday/Friday, depending on the store.

The price point for the build-out for a Lapels Dry Cleaning Drop-off Express is up to \$5,000. To be eligible, a Lapels franchise owner must own and operate a drycleaning plant; Lapels Dry Cleaning owners with just a satellite location are not eligible.

White Conveyors, Inc., headquartered in Kenilworth, NJ, announced the promotion of **Bob Davis** to vice president of sales. He will lead **White** and **Speed Check Conveyor's** North American sales effort.

Davis is a 25-year veteran of the company who has worked his way up the corporate ladder from engineering design, project design and management, industrial sales and, most recently, as sales director for the commercial laundry market.

He has represented both White and Speed Check at organization events and looks forward to participating in future gatherings and meeting more of the great people of our industry.

"I am excited to work with our talented market directors and regional sales managers to grow the White Conveyors and Speed Check Conveyor market share," Davis said. "We have a real opportunity to assist our partner customers and offer outstanding solutions to their needs."



Bob Davis

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