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Giving new life to old gowns

Around 3,000 gowns got a chance for new life in the service of a good cause thanks to the Max I. Walker Ultra Chic Boutique event in Omaha last month.

The annual sale offers gently used gowns for just \$30 each, regardless of original value or brand, with all proceeds going to charity. Wedding, formal, prom and little black dresses were collected from Omaha and the surrounding communities throughout 2017, which Max I. Walker Cleaners' employees cleaned and pressed at no charge, then stored until the big day.

The doors opened at 9 a.m. February 3, at the event's new home, A View on State Street, to a line of several hundred excited shoppers. More than 100 volunteers manned the dressing rooms, rehung dresses and cashed out shoppers. Throughout the six-hour sale, \$20,000 was raised for the Ultra Chic Boutique's new partner, the Alzheimer's Association Nebraska Chapter. The proceeds will be used to further the association's mission of finding a cure for Alzheimer's Disease and other dementias.

It was the eleventh year for the event sponsored by the venerable Omaha cleaner. In its first 10 years, Open Door Mission's Lydia House emergency services program for women and children was the beneficiary with a total of \$125,000 raised. But the Walker family now has a personal tie to Alzheimer's, so the change in partners made sense at this juncture.

"Currently, five million Americans are living with Alzheimer's Disease. That number is expected to triple to 15 million by 2050," said Lisa Walker Sekundiak, vice president of Max I. Walker and creator of the Ultra Chic Boutique. "We need to find a cure for this terrible

disease, and the only way to move forward with that is through funding."

The Ultra Chic Boutique began in 2007 with just a few hundred donated dresses and a small space to sell

the gowns. The concept has evolved into an event housed in a 12,000-sq.-ft. venue, which includes fashion shows, The Dress Flip design competition, a dress raffle, vendors and thousands of gowns.



Local television personalities and pageant winners from Omaha and the surrounding communities volunteered to model some of the top donated dresses for the Ultra Chic Boutique Style Show. A chance to purchase each of the featured dresses was raffled off, with all proceeds benefitting the Alzheimer's Association Nebraska Chapter.

Photo by Chris Holtmeier of Foton-Foto

Zoots' 20-year run ends in bankruptcy

Once high-flying and aggressively expanding, Zoots Cleaners came crashing down in January when it filed Chapter 7 bankruptcy.

The sudden closure left creditors, customers and their clothes hanging while employees were left wondering what happened to their paychecks.

The company was founded in 1998 by Todd Krasnow and Tom Stemberg, creators of Staples office supply stores, and expanded steadily along the East Coast and as far west as Ohio, initially raising \$20 million in capital through private individuals and \$38 million in institutional financing.

The company made its mark with what at the time were cutting-edge and innovative ideas that since have been widely adopted in the industry. Its free-standing stores were open seven days a week with 24-hour pickup and drop-off available through secure personal lockers using personalized, bar-coded garment bags. Drive through drop-off and pick-up were also available at its stores.

Within a year of its founding, the com-

pany had established eight stores in Massachusetts and Connecticut, all served by a central cleaning plant, which the company called a cleaning laboratory. In 1999, Zoots purchased Widmer's of Cincinnati, OH, with its eight drycleaning locations, a 33,000 sq. ft. central cleaning facility and 15 drycleaning and pick-up and delivery routes in the Cincinnati area.

By 2004, the company had 54 retail drycleaning locations with 150 pickup and delivery routes in Massachusetts, Connecticut, New Hampshire, New Jersey and Virginia.

At that time, Zoots CEO Jim McManus said the company would continue to expand through new site development and acquisitions. Zoots purchased and integrated more than a half dozen large home delivery routes in southern Connecticut and northern New Jersey and a large retail drop store in the Boston area. More delivery route and retail store acquisitions were scheduled in northern New Jersey and southern Connecticut as well as new store openings in the Virginia Beach, VA, area.

At its height, the company had 78 retail

stores and more than 115 delivery routes in eight states. Services expanded to include carpet cleaning, water restoration, smoke and fire restoration and garment cleaning for premium hotels, military bases and sporting venues.

But after finally turning a profit in 2006, the company foundered on the rocky shoals of the recession in 2008. In 2007 Zoots set out to raise \$16 million to infuse the business with more capital to open more stores and pay off debts. But halfway through the fundraiser, McManus and Zoots' chief financial officer left for other jobs. The bank lending Zoots money then cut its line of credit because it did not have enough cash to pay debts coming due, forcing the business to sell off its assets.

"We had the chief executive and chief financial officer abruptly leave to take other jobs as credit problems across the industry happened," Krasnow, a co-founder and former chairman of Zoots told the *Boston Globe* at the time. "It forced the company's hand to sell off the business. We're all very frustrated because there was so much time and money that had gone into the business,

and it had finally turned a corner."

California-based U.S. Dry Cleaning Corp. acquired some former Zoots properties and continues to operate stores under the Zoots banner. A note posted in the company's website said, "We've received numerous calls from customers inquiring about the Zoots bankruptcy and store closures... U.S. Dry Cleaning Services Inc. and its stores, including those stores under the Zoots brand located in Massachusetts, are unaffiliated with the "Zoots" that is the subject of these media reports, and all of our stores are open for business as usual. Customers are welcome to pick up and drop off their clothes during our normal business hours."

The website lists eight locations in Virginia.

Two Zoots managers picked up the pieces of much of the Massachusetts operation. Rick Simoneau and Trish O'Leary purchased the rights to the company and moved its headquarters to Brockton, MA, where the company already had a 50,000-sq.-ft. production plant. Seven Massachu-

Continued on page 8



Sneak Peek

10 Get more out of it

Dan Eisen says many cleaners don't take full advantage of the potential of hydrogen peroxide.



14 A public impression

Your delivery van is out there for everybody to see. James Peuster wants you to take a good look at it.



18 Which law applies?

Figuring out which employment laws apply when and where can be tricky for business owners, says Frank Kollman.



32 Cut the sarcasm

Don Desrosiers warns that habitual sarcasm can leave people wondering if you mean what you say.





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Honoring the inventor of drycleaning

It’s a story that many people in this industry are familiar with and yet it bears repeating because the rest of the world seems much less knowledgeable about it. It was 197 years ago when drycleaning was officially invented, or more accurately, the first patent for the drycleaning process was awarded on March 3, 1821. However, that’s not even the interesting part. Surprisingly, the patent was the product of 30-year-old Thomas Jennings who became the first African-American to own the rights to his own invention.

They say timing is everything and in this case that could not be more true. Jennings’ process, which was called dry scouring and used solvents to clean clothes, became patented during a window of time when the United States patent laws recently had rescinded stipulations for slave owners to own the fruits of the labor of slaves “both manual and intellectual.” Though Jennings had been born free in New York City in 1791, it was still a largely unpopular idea for any black man to be awarded a patent, yet that hardly deterred a man who grew up learning the trades of tailoring and drycleaning and subsequently built his own business and became well-respected in his community.

The story does not end with the patent, though. In a way, that was just the beginning because Jennings used his early patent earnings on legal fees in order to purchase his family out of the shackles of slavery. In fact, his daughter Elizabeth Jennings was born free in March of 1827 and went on to become a schoolteacher and church organist. Meanwhile, Jennings persevered, not content with just helping his own family improve their quality of life.

He became a leader in support of abolitionism and African-American civil rights. When his daughter Elizabeth was once kicked off of a “whites only” streetcar in New York City against her will, he started a movement against public transit segregation allowing Elizabeth to win her court case in 1855. Ten years later, New York streetcar companies, which were privately owned, stopped separating cars by color. If that weren’t enough, he was also one of the founders of the Legal Rights Association that same year which championed the rights of minorities.

Jennings was a great man and his story should be shared freely and not just relegated to being an obscure answer to a board game trivia question. Recently, BeCreative360, a team of marketing experts with decades of experience in the drycleaning industry, has sent out emails and social media messages trying to start their own movement — one that celebrates March 3 (the day of Jennings’ patent being awarded) as National Drycleaning Day. It’s a smart idea and one that is long overdue. Perhaps we all should use the hashtag #NationalDrycleaningDay on and leading up to that day and share Jennings story on the anniversary of his patent. Share the story with your friends, customers and Facebook followers. It’s time to take back “being taken to the cleaners” to show that the roots of this industry are inspiring in their own right.

A casualty of grand ambitions

There’s an old joke among drycleaners that goes, “How do you make a million dollars in the drycleaning business.” The answer? “You start with \$2 million.”

Well, OK, if \$2 million is not enough, how about \$20 million? That’s what Zoots started with back in the late 1990s. And with the founders of Staples office supply stores at the helm, it looked like it could work. After all, they had built a successful company and had a good track record.

The problem, as Zoots learned, is that stocking store shelves and selling office supplies is not the same as drycleaning. But Zoots tried and in the process had some successes. They built a large central processing facility, which they called a “cleaning laboratory,” to serve stores and routes that may have been a bit too far flung. They tried to offer every convenience for customers, not only with routes and multiple stores but also implementing on-line ordering and 24-hour drop-off and pick-up lockers. They expanded their services into carpet cleaning and restoration work. The well-heeled company grew rapidly and for a brief time in the mid-2000s claimed to show a profit.

But that didn’t last. The recession hit. Zoots had to sell off assets to satisfy creditors. Two managers bought some of the Massachusetts properties and the processing plant. Other companies bought other pieces. Zoots as a brand name continued to exist but the grand dreams of its founders were gone.

With its bankruptcy filing in January, much of what was left of Zoots is gone now, too. There may be some who say good riddance, but at least give Zoots credit for inspiring others in the industry to implement routes and new technology to better serve customers. It was a costly experiment, but it was not all for nothing.

Contents

News & Features

- 6 **Last of the mom-and-pops?** Small cleaners may be closing down more, but not the Wannows of Wisconsin
- 40 **Turn buyers into believers** You need a message, a plan and follow through so your marketing efforts don’t fail
- Regions**
- 12 **Northeast** Four Seasons in Boston hosts Sanitone licensee gathering; LCI honors Hallak; NCA plans two March courses
- 16 **South** Rashid, Clive-Smith, Peuster and Groshans tapped to speak at SEFA’s Southern Drycleaners Show in June
- 20 **Midwest** Courses, convention comprise upcoming MILD schedule; WFI makes plans for golf and baseball outings
- 22 **Midatlantic** PDCA announces spring programs, plans for Fall convention; DLI to host three summer courses
- 24 **West** SCCA plans new workplace rules seminar in March; CCA makes return trip to Long Beach for 2018 convention
- 30 **Southwest** SDA’s Cleaners Showcase in Shreveport will feature keynote speaker Bruce Hamilton

Columns

- 10 **Dan Eisen** Most drycleaners do not use hydrogen peroxide to its full potential
- 14 **James Peuster** Your delivery van is a true reflection of how customers perceive your business
- 18 **Frank Kollman** Labor laws can change locally from state to state at any time and you need to keep current
- 26 **Bruce Grossman** The right devices can reduce water that can harm your compressed air components
- 32 **Don Desrosiers** Sarcasm in the workplace is absolutely the best thing ever (yeah, *this is sarcasm*)

Departments

- 38 **Newsmakers**
- 42 **Dateline**

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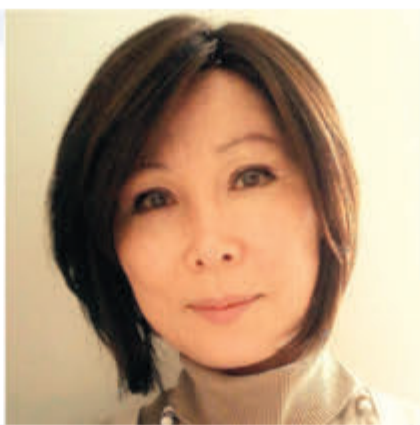


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The heart of Hartford

Most people might be happy to retire at the age of 65, but not Jerry Wannow, who owns Hartford Cleaners of Wisconsin with his wife, Carol. In fact, he estimates that he has worked in the drycleaning industry for about 65 years so far and he has no intention of leaving.

"I'll be 78 in April," Jerry noted. "We can still work ten hours a day. I can tell you, we're very fortunate — the two of us — as far as our health is concerned."

With no end plans in sight, it's hard to believe Jerry started in drycleaning about seven decades ago and he's loved it ever since.

His father Herman worked as a presser for a plant in Evanston, IL, and also for the Sheraton Park Hotel in Chicago. When Jerry was seven he'd assist him by putting capes on hangers. Then, in the fourth grade, he was given a much bigger responsibility.

"They needed a couple of boys there in the hotel, like a valet service basically, to pick the cleaning up and deliver it... and also around the lake. We probably had a ten-block radius," he recalled.

Jerry's brother Bobby was in the fifth grade at the time. The two siblings alternated days where one would be in charge of the drycleaning delivery and the other would run a paper route; then, they'd switch duties.

"The thing of it was, what we did back then you could never do today. One of us would get out of school and then we jumped on a bus and we took the bus to the El," he added. "I remember we had a laundry bag and we'd pick the clothes up from the hotel, put them in the bag then we brought them down to the office."

"I made \$9 a week and then we had tips. At the end of the week, we probably made \$11 to \$12 each which was a lot of money in the early 1950s."

In time, the family moved back to Minnesota and Jerry's father decided to move a Chicago-based cleaning business that had closed with them.

"What he did was buy an old truck and he bought all of the old equipment, loaded it all up on the truck and we moved to Minnesota," Jerry explained. "This was in the heart of winter in January."

Originally, the elder Wannow planned on moving the family into a house with an outhouse and no running water, but that soon changed.

"My mother said, 'No. I'm not moving in there,'" Jerry added. "So, when my dad started it up, he started it up in an old fire barn up in Watertown, Minnesota. We didn't have any place to live there — and the barn was pretty big — so he divided the place up and we lived in the back."

"We had an old Prosperity cleaning machine and then he had a big boiler. As far as the cold, we were never cold. I would say we almost slept in the cleaning machine we were that close."

Living in the fire barn-turned-cleaning plant wasn't the ideal set of living conditions, but at least there was running water. After two years, the family began renting a house.

Looking back, living in the back of the plant was certainly another thing

that people may have done a long time ago that they'd never try today.

"That was a perc machine that he had in the barn, that he came back with. There were a lot of fumes there," Jerry noted. "I would say we are all very fortunate because we're all very healthy."

After high school, Jerry worked in the construction field for half a dozen years, still coming around to Watertown Cleaners to chip in and

Even while drycleaning business dwindled in the 1970s, Jerry and Carol managed to stay afloat with their extra efforts. Business picked up eventually and in 1989 they moved the cleaners across the street. That's when they found out just how big the small town's heart was.

"At that time when we decided we were going to move, we didn't ask anybody, but we had an awful lot of customers who came over and basically

small mom-and-pop drycleaning operations are slowly dying out. After all, it is not a venture for the faint of heart.

"The main thing I believe is you have to be hands-on," he said. "You have to be able to do it yourself. You can't depend on somebody else to do the work for you. I think in the majority of cleaners, the larger ones, it's a little bit different. But, the smaller ones like us, the big thing is they just have to be able to do it. I would say even mainte-



Jerry & Carol Wannow

maintain the machinery. After marrying Carol, they saved up enough money to buy a cleaning business in Cokato, MN. In time they bought the Watertown business, as well.

"Probably in the late 1960s, the business started to dwindle a little bit and that's when we moved to Hartford, WI," he recalled. "We bought out a place which we have today, which is Hartford Cleaners."

At the time, the population was much smaller than it is now, which is about 14,000. Making matters worse, competition was strong.

"We were like 5,000 people in Hartford and we had four drycleaners" he laughed.

To generate enough income to sustain the business, the Wannows had to be creative. They added a variety of services including custom draperies, carpet cleaning, tuxedo rental and even operated the ticket counter for the local Greyhound Bus station.

That led to some interesting encounters. One time a nun showed up at the Greyhound counter and Jerry recognized her as his first grade teacher at St. Alphonsus in Chicago. Additionally, there was always interesting freight being transported to and from the station, everything from deer hides to flowers to mysterious packages.

"I can remember... it was kind of an unusual thing. It came in a big tank," he said. "A farmer had to pick this thing up. It had dry ice in it. I asked, 'What in the world is in that thing?'"

Turns out it was the biological material needed for the farmer to inseminate a cow, which gave Jerry a perplexed look thinking it was big enough to hold ten gallons. However, the container was so big because of all of the dry ice needed to keep it cold.

"He thought that was really something," Jerry laughed.

they carried all of the clothes over for us. We had one who made chili and sandwiches," Jerry fondly recalled. "They got everything over on the other side. I actually did all of the plumbing for the whole thing, put all the lights up, put all the lines in — the steam lines, return lines, gas lines. I ran everything up there so when we moved the equipment all we had to do was hook it up. We did it all over a weekend, the whole thing."

A small community might mean a smaller volume, but it also means big loyalty, like the display of help from customers who were like family. Jerry credits Carol with building that bond.

"The biggest asset I have is my wife," Jerry admitted. "I would say that for 54 years we worked together almost every single day."

"She is very, very good with the customers. She knows them all, even if they only have come in once or twice, she knows who they are," he added. "She takes the time to talk to them. A lot of places don't do that."

Even when customers move away, they still bring their cleaning with them when they return to visit family and friends in Hartford.

Carol is no different with her approach to employees, either. Though they only have one part-time person to help them now, over the years they have hired a lot of young women to work the front counter and only had to let one go only because she was so busy with school that she could only work 15 minutes at a time.

"My wife was very good with the girls. She kept them going," Jerry noted. "I would say most of them started at about the age of 15. They were a little shy when they started. I'll tell you one thing, when they left none of them were shy anymore."

According to Jerry, the traditional

nance and everything. You have to be able to do a lot of things."

With Jerry and Carol now doing the lion's share of the work, they don't mind that the drycleaning volume isn't as much as it used to be in the business's prime. Still, they have seen it grow in the past couple of years.

"My wife and I have enough to do," Jerry noted. "We have customers who come in and say that it's amazing that they can find somebody who does everything on site and that you can talk to the people who are doing it. I think that's how we're surviving."

Jerry can still climb a ladder and fix all of the equipment and materials he installed when they first moved in almost three decades ago.

"Neither one of us has health problems at all. Basically, I can still do today what I could do when I was 50 years old," he said. "Everything in that place I've had to take apart or fix or had it replaced. The only thing I wish I would have done... I wish I wouldn't have been so strong 30 years ago because it's a little bit harder to get them apart today."

The couple do not shy away from taking on challenges every day, hence why they still enjoy what they do together as they approach their 57th wedding anniversary this summer. They've been a part of the drycleaning industry so long that there's not a lot of new things that come across the counter that surprise them anymore.

"There's a lot of things that I can do that a lot of other cleaners can't because I've been doing this so long," Jerry explained. "There are things that I can look at, that I can touch and they say 'dryclean only' and I know you can't dryclean them."

"There just aren't that many small operators left who have been around as long as we have," he added.

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Zoots’ 20-year run ends in bankruptcy

Continued from page 1

setts stores were closed, but all 350 local jobs were saved, including 200 in Brockton; 17 stores and 30 delivery routes in Massachu-

setts and Rhode Island were retained.

Krasnow told the *Boston Business Journal* that the sell-off was “disappointing personally.”

He said in the early days the

company grew too quickly, but had offset that early growth with a slower pace of expansion. The company had become cash-flow positive and in a better financial environment probably would have

been able to attract new funding.

In a 2010 interview with the *New York Times*, Krasnow said, “We underestimated what made it a truly challenging business. Even if you did a really good job, there are plenty of problems.”

Krasnow said he would get calls from investors or recent business school graduates who believed they had found a way to make a killing in drycleaning.

“People think it is easier to do it better,” he said. “And it’s very, very difficult.”

After buying the New England portion of the company, Simoneau and O’Leary, the new owners, said Zoots wasn’t “unsuccessful” and that the company had collapsed for internal reasons, not because it was unprofitable.

As employees of the original Zoots, they said they were able to pick the locations and pieces that were profitable and kept those.

That kept the slimmed-down company going until the bankruptcy filing on January 18 that led to closure of 18 locations across the state and left customers wondering where their clothes were and employees asking what happened to their paychecks. The filing by Sort LLC, Zoots’ parent company, listed estimated assets at less than \$50,000 and liabilities between \$1 million and \$10 million owed to an estimated 200 to 300 creditors.

“Please be patient as plans are being made to get your garments back to you,” the company wrote in a statement posted on its Facebook page. “You will get further information via e-mail and notices... posted at our stores.”

Zoots reopened its store locations for one day on Feb. 2 so customers could retrieve garments. But by mid-February, the company was still trying to reunite customers with their garments and had scheduled three days at its Brockton facility when customers could come retrieve their garments.

When employees might get paid is still not clear. Employees said the closure was abrupt. In some cases they were told to shut down operations even while clothes were still in the machines or were cleaned and waiting to be pressed.

A few days later, they found that paychecks that were automatically deposited to their accounts had been pulled back and they were surprised to find that money that was in their personal accounts on Friday was gone the next week.

After receiving numerous complaints from Zoots employees about unpaid wages, the office of Massachusetts Attorney General Maura Healey is now looking into the issue and is in contact with Zoots’ attorney and the bankruptcy trustee.

DLI updates Laundry Performance test

The Drycleaning and Laundry Institute has updated its Laundry Performance Evaluation (LPE) diagnostic tool to help member drycleaners improve their shirt cleaning quality.

The evaluation measures a wash formula’s ability to maintain whiteness, minimize fiber damage, and remove soils. It also measures the effectiveness of bleaches in the cleaning system.

Since many laundry operations no longer use chlorine bleaches, DLI’s Research Department updated the Laundry Performance Evaluation with a pink fabric swatch stained with red wine to measure the effectiveness of non-chlorine bleaches, including hydrogen peroxide, sodium perborate, and peracetic acid.

Member cleaners receive evaluation towels containing white and soiled fabric swatches to test their system’s effectiveness in several categories. Cleaners run the test piece in a regular load and return it to DLI for evaluation. After the DLI receives the processed test piece, researchers evaluate how well the system performed and offer suggestions for improving the cleaning quality.

“DLI is always updating and improving its services to be more useful to its members,” said Mary Scalco, DLI CEO. “This has always been a great, easy to use tool that was long overdue for an update. Now with the new bleach swatch this service will appeal to a greater number of our members.”

Questions or comments can be directed to Lorraine Muir at DLI, (800) 638-2627 or LMuir@DLIonline.org.



A pink fabric swatch stained with red wine to measure the effectiveness of non-chlorine bleaches has been added to DLI’s Laundry Performance Evaluation test kit.

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Marvel	2916	100 lb. Transfer Washer/Extractor	\$12,995
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Unipress	4770	Double Puff Iron	\$850
Forenta	4569	Utility Press	\$2,950
Hoffman	4721	Mushroom Topper	\$3,600
Forenta	4570	Triple Puff Iron w/Dual Pedals	\$1,200
LAUNDRY WASHERS & DRYERS			
Speed Queen	8142	120 lb. Gas Dryer	\$3,995
Speed Queen	3680	30 lb. Stacked Gas Dryer	\$2,500
Milnor	3689	45 lb. Washer	\$2,995
Speed Queen	3695	125 lb. Washer	\$7,500
LAUNDRY PRESSES			
√ Unipress	3749	Double Topper	\$3,595
Unipress	9833	NT2 Double Buck	\$18,500
Fujistar	2816	Double Buck w/unloader	\$14,000
Ajax	3746	Double Legger	\$3,600
Unipress	3761	ABS Sleever	\$5,995
Unipress	3812	DAYV Double Buck	\$6,500
OTHER			
Fimas	6903	Finishing Board	\$1,695
Superstarch	6922	Starch Cooker	\$2,995
√ Ingersoll Rand	6871	5 HP 120 Gal. Compressor	\$995
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DRY CLEANING			
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Forenta		Triple Puff Iron	\$1,849
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Latner		20 H.P. Boiler	\$12,995
LAUNDRY			
√ Forenta		Single Topper	\$5,999
Forenta		19VS Topper	\$4,450
Ipso		50 lb. Gas Dryer	\$3,195
Bantam		Body Press	\$3,995
Forenta		Double Legger	\$4,995
Wascomat		83 lb. Gas Dryer	\$3,525
Unimac		35 lb. Washer	\$3,995
Ipso		75 lb. Washer	\$9,800
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Hoffman		Double Topper	\$5,795
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Three chances to gain DLI certification this year

Three testing periods for the Drycleaning and Laundry Institute’s certification exams will be offered this year.

Certification provides recognition for individual cleaners of their level of expertise in any of three areas: Certified Professional Drycleaner (CPD), Certified Professional Wetcleaner (CPW), and Certified Environmental Cleaner (CED)

Those who pass the standard examination can use the industry-endorsed title for a period of three years. Those who pass all three exams will also be recognized as a Certified Garment Care Professional (CGCP).

The first opportunity in 2018 to take the examinations will be April 7-18. The tests will also be given Aug. 11-19 and Nov. 10-18. Candidates can schedule one or more exams within the testing period. During the one-week exam period, the test may be taken on line at any convenient time, 24 hours a day.

Anyone who owns or is employed in an operating drycleaning business is eligible.

Depending on the exam, candidates must achieve a satisfactory score on a multiple-choice examination pertaining to business management, customer service, fibers and fabrics, stain removal, environmental regulations, proper waste handling, safe operating procedures, and the drycleaning and wetcleaning processes.

The Certified Environmental Drycleaner exam is tailored for various solvents, allowing candidates to take the exam created specifically for the type of solvent they use.

The time limits are three hours for the Certified Professional Drycleaner exams, 2.5 hours for the Certified Professional Wetcleaner exam and two hours for the Certified Environmental Drycleaner exam.

Upon completion of the exam, a status screen will display the final exam score and pass or fail status. Written status notification will also be sent from DLI to all test candidates and those who successfully complete the exam will receive certificates from DLI.

DLI advises registering as early as possible to allow time to prepare for the exam. The process starts by visiting www.dlionline.org/Certification and following the “Register Now” link. DLI members who log in with their member number will get DLI special pricing. Once the application has been processed and eligibility verified, usually within three business days, DLI will email information on how to access the test website.

Details on the topics covered in each exam can be viewed or downloaded in the Certification Handbook. While the study guides can assist in preparation for the exams, the tests are designed not only to test an individual’s ability to read and memorize DLI materials, but also to test knowledge gained through work experience. Thus DLI recommends a minimum of three years of experience in the industry before taking an exam.

For more information, call DLI, (800) 638-2627.

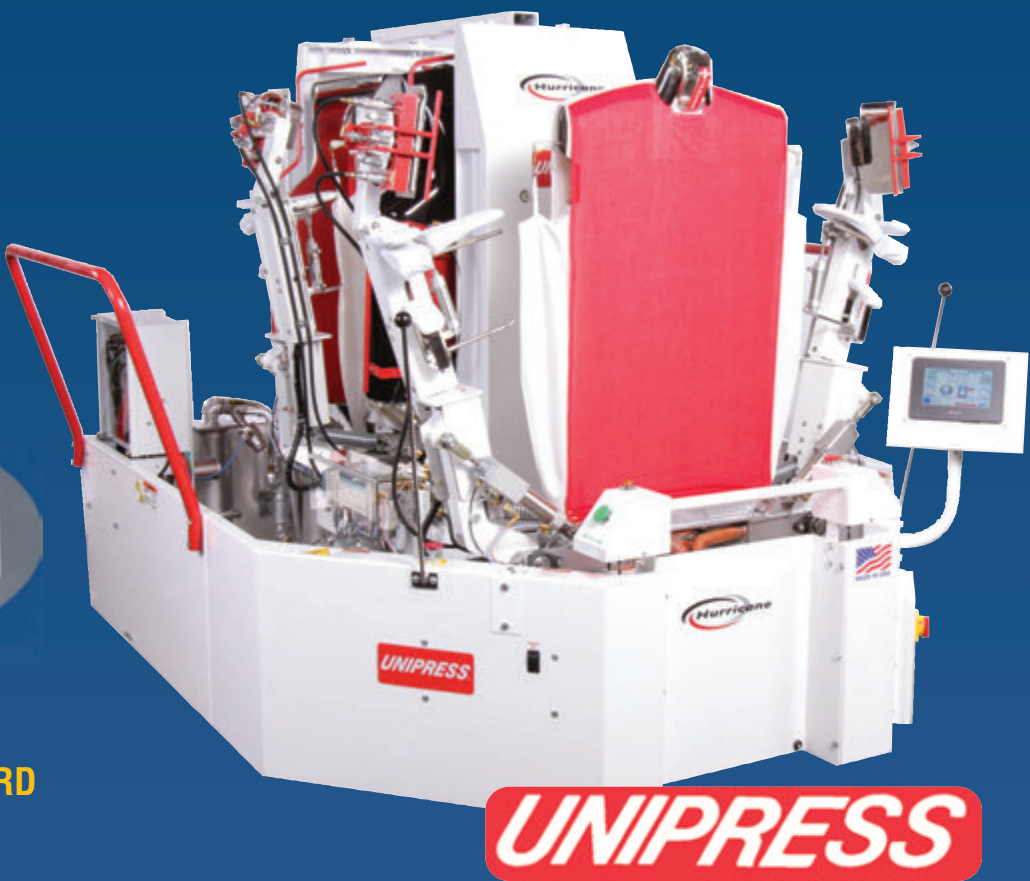
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THE SPOTTING BOARD



BY DAN EISEN

More ways to use hydrogen peroxide

Hydrogen peroxide is one of the most versatile chemical agents a drycleaner can use. In my consultations, I find most drycleaners do not use hydrogen peroxide to its full potential. They use it in a very limited way by applying it to a fabric, adding ammonia and

heating.

This is not the only way of using hydrogen peroxide, nor the best way. Hydrogen peroxide can be used more effectively

as a spotting board bleach, pre-spotting agent and a wetcleaning adjunct.

Facts about hydrogen peroxide

- It is slightly acid but very near to neutral. It decomposes into water and in mild concentrations does not have to be rinsed from the fabric.
- It is accelerated by ammonia and heat.
- It comes in various

strengths — 3% 10 volume, 6% 20 volume, 30%-100 volume.

• It can be used to remove last traces of tannin, protein, and dye.

• It can be used to remove scorch.

• 3% hydrogen peroxide is safe on fibers and dye when not heated. Stronger concentrations must be tested.

Spotting board bleach

3%, 10 volume. Apply to fabric, add ammonia, heat, flush, neutralize with acid, flush. Test dye and fabric for safety.

6%, 20 volume. Apply to fabric, add ammonia, heat, flush, neutralize with acid, flush. Test fabric and dye before using.

Spray method, 3%. Spray on fabric and hang. Repeat several times if staining is not removed. This does not have to be rinsed and is relatively safe on fabrics and dyes. This method is also effective for removing yellowing and oxidation.

Pre-spotting

Hydrogen peroxide can be added to pre-spotting mixtures for removing yellowing and oxidation on shirts and similar items. Mix one part 14% peroxide, 1 part detergent and 4 parts water. Brush on fabric before wetcleaning.

Wetcleaning adjunct

Hydrogen peroxide can be added to a wetcleaning formulation to increase the bleaching potential of the formula. The advantage of using hydrogen peroxide rather than alkali or more sodium perborate is that it reduces the amount of sour necessary to neutralize the load.

Bath bleach

Hydrogen peroxide can be very effective as a bath bleach especially for fabrics such as wool and silk. It is also useful as a color safe bleach on fabrics that might be affected by sodium perborate or sodium percarbonate. Add 2 ounces of 6% hydrogen peroxide per gallon of water. Add one ounce of a lubricant per gallon of water. Soak garment in solution for 45 minutes and then rinse.

Hydrogen peroxide can be used more effectively as a spotting board bleach, pre-spotting agent and a wetcleaning adjunct.



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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 cleandan@comcast.net. He offers garment analysis and consulting services. His website is www.garmentanalysis.com.

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~ Steve Grashoff

President of Peerless Cleaners and CRDN of Northern Indiana



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NORTHEAST

Sanitone licensees gather in Boston

The 73rd Annual Meeting of New England Sanitone Licensees was held January 25-26 at the Four Seasons Hotel in Boston, MA.

With five-star accommodations and unseasonably fair weather, Sanitone licensees from across the U.S. and Canada met to network, discuss the latest industry updates,

attend informative presentations, and enjoy some of the finest restaurants in the world. The event is hosted by a group of Sanitone licensees who plan, coordinate, and execute the meeting each year.

The morning kicked off with Fabritec International President John Jordan updating attendees with the latest news from Sanitone and around the industry.

Highlighting the updates were reports from the field about successes with heated hydrocarbon and the recognition of industry awards for Sanitone licensees Brothers Cleaners and MW Cleaners. Director of Research Amy Bartlett shared updates from the lab for future product development, including improved odor neutralizing power in Encore and static control in Sonata.

Boston-based restaurateur Garrett Harker offered his keys to providing world-class hospitality. Harker enlightened the group with stories featuring “service recovery” opportunities at one of his eight nationally-regarded restaurants.

Drawing parallels to the drycleaning industry, his tips for recovery after poor service delivery included listen, empathize, apologize, act decisively, and fol-

low-up.

“People will forget what you said, forget what you did, but people will never forget how you made them feel,” was his final advice for the group.

The morning concluded with an in-depth look into Classic Drycleaners courtesy of co-owner John Gribble.

Classic recently completed a \$1.2 million renovation, vastly improving his plant’s efficiency and cutting labor and energy costs. As the majority laborer and designer of the renovation, Gribble was able to give very detailed accounts of the changes, improvements, and savings from the project.

At the conclusion of his speech, Gribble fielded questions from inquisitive attendees and led a fruitful conversation, leaving them with a number of valuable takeaways for their own operations.

After lunch, Jeff Jordan, Fabritec vice president of Business Development, presented an overview of competency-based interviewing in his speech “Interviewing for Excellence.”

Focused on uncovering an applicant’s true skill level, competency-based interviewing aims to reduce inconsistent or poor interviewing practices and instead produce top-quality hires.

Following Jordan was Jim Phelps of Kendall Capital, sharing with the group how to evaluate a business’s worth. He highlighted methodologies for calculating its true value, as well as clarifying the “nice to know” and “need to know” factors.

The presentations concluded with Dave Troemel from Be Creative 360 bringing insight to the confusing world of online reviews and reputations. In partnership with Kona Cleaners in Orange, CA, he shared a case study of how they improved their revenue by focusing on improving their online reputation.

His takeaways included asking your top customers for reviews and being quick and courteous with your response, a theme he shared with Garrett Harker at his restaurants.

The meeting was book-ended by two social events at the Boston Four Seasons that allowed Sanitone Licensees and special guests to network and share insights. As one attendee said, “The presentations are fantastic, but networking with the top cleaners from across the country is even more valuable!”

The annual meeting of New England Sanitone Licensees takes place at the end of January each year and is open to all Sanitone licensees.



RANDI’S CLEANERS in Mineola, Park, NY, has installed an Innoclean AC600 drycleaning machine. Pictured with the machine are Cheol Kim, executive officer of KTE, Chul Joo, owner of Randi’s Cleaners, and Daniel Ro, director of InnoClean.

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Top LCI honor for Hallak

Hallak Cleaners earned first place in the 2017 Leading Cleaners Internationale Certification Ratings, an honor for both Hallak locations in Bergen County and Manhattan.

LCI is comprised of couture cleaners in the United States and Canada. Before becoming a member of the LCI, facilities must meet standards in areas such as: scope of services, product quality, customer care, presentation, management and citizenship. It is also mandatory to go above and beyond in operational practices.

Each year, cleaners are evaluated to ensure that they are still eligible for this honored position. Each new year brings new technology and techniques so it is important to stay up-to-date. For this exact reason, Hallak Cleaners’ employees are offered this on-going training.

Hallak Cleaners is a family-owned drycleaner that is well known in the New York Metropolitan area for its specialized services including couture, suede and leather, custom interior furnishings and wedding gown services. Hallak Cleaners offers complimentary pickup and delivery in Manhattan, Bergen County, Westchester and Greenwich. Visit the company’s website at hallak.com.

For information about LCI, visit www.leadingcleaners.com.

NCA slates two March courses

The National Cleaners Association will offer two courses on stain removal and bleaching this month.

A 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.

Advanced stain removal and bleaching 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.

The New York Department of Environmental Conservation course required for perc drycleaners will be offered in May.

This 16-hour class is offered on weekends throughout the year. The May course will meet on Sunday, May 6 and Sunday, May 20 in New York from 9 a.m. to 6 p.m.

The certification course required course for all perc drycleaners located in New York State. The cost is \$809 for members and \$1,309. non-members.

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

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THE ROUTE PRO



BY JAMES PEUSTER

What does your van say about you?

When we talk about route development, converting store counter customers to the route and the importance of marketing, one item that sometimes gets overlooked is your van.

We talk about the van of being a rolling billboard that provides numer-

ous opportunities for consumers to identify your brand, commitment, professionalism as well as information that a potential customer can quickly capture in order to get started on your route or even check out your store.

With that being said, it's unfortunate how often the van is overlooked, dirty,

and even embarrassing as it reflects your level of commitment to the customer service.

Look at it this way: When you walk into a restaurant or hotel lobby and you see chaos, dirt, a lack of trying, etc., you seriously doubt that you're going to get the quality product that you're looking for.

The van is a true reflection of your business and we sometimes take for granted the impression it makes while on the road. Keeping it clean is one thing, but failure to fix or repair of the body damage can certainly lower the perception of your brand.

The van is not only a rolling billboard, but an office for your route drivers. They should treat it with respect and care while they're on the road. Keep the dashboard organized and the van clean. Also, safe driving shows a conscientious effort that you respect your brand and image.

I know sometimes you're faced with the choice of repairing versus replacing your vehicles. No matter how you look at it, it's very important that you keep your van in ship-shape condition.

Do not take for granted how impor-

The van is a true reflection of your business and we sometimes take for granted the impression it makes while on the road.

tant your van is when it comes to marketing. Quite often your van is the very first impression a prospect gets of your brand. Don't ever forget that.

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 at www.theroutepro.com.



FLORA'S DRY CLEANERS in Sierra Vista, AZ, installed a Unipress shirt unit. The owner, Flora Castillo, is pictured with Richard Reese of Unipress Corp.

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SOUTH



METAIRIE CLEANERS in Metairie, LA, purchased a Columbia C240 CRT H cleaning machine through Mike Leto of JMK Service. Pictured with Chris Hogard (center) are Brenda DeLuane and Peggy Blades of Metairie Cleaners.

SEFA lists speakers for its June show in Birmingham

The South Eastern Fabricare Association has finalized its Southern Drycleaners and Launderers Show seminar and show schedule.

The event will be held at the Birmingham-Jefferson Convention Complex located at 2100 Richard Arrington Jr. Blvd. in Birmingham, AL, from June 8 to 10.

Things will kick off on Friday afternoon with a special tour of M&B Hangers factory to see how hangers are made. The tour will

take place from 3 to 5 p.m. and is limited to the first 70 people who sign up to take part in it.

Later that evening, SEFA will host a Welcome Cocktail Reception and a preview of the exhibits from 6 to 8 p.m.

Exhibit hours will run from 10 a.m. to 5 p.m. on Saturday, June 9 and from 10 a.m. to 3 p.m. on Sunday, June 10.

Exhibitors will be showing a all the latest equipment, supplies and other tools needed to successfully operate a drycleaning busi-

ness in this demanding time.

The educational programming will begin early on Saturday morning at 9 a.m. when Brian Rashid, the CEO of A Life in Shorts, will examine "Smart Social Media Spending." His modern-day branding, digital media and communication company focuses on telling a client's story like it's never been told before. He will discuss how you can employ digital marketing on a shoe-string budget.

Afterwards, Krista Clive-Smith, CEO of Clutch, will present "Get Noticed. Be Remembered" at 10:30 a.m.

Clive-Smith is a recognized expert in the fields of branding, organizing and business and her training and management consulting firm has helped business owners achieve high performance from their brands all throughout the U.S. and Canada. She will help attendees learn how to develop a personal brand strategy for success.

There will be another pair of programs on Sunday morning, starting with James Peuster of The Route Pro at 9 a.m. James will speak on "Breaking the 'I Can't Find Good People' Myth" by explaining how cleaners can prepare themselves and their companies for the right hiring mindset, as well as what to expect of candidates and the right interview questions to ask.

Finally, at 10 a.m., Jim Groshans of FabriCoach, LLC, will take to the podium for "Achieving Customer Service Excellence" that will emphasize defining and exceeding expectations.

In addition to the scheduled speaker programs each morning, there will be live shirt and pants finishing clinics on the floor as well as other demonstrations that will take place during show hours throughout the weekend.

All events are free to attend. Registration will open March 31.

Those wanting to procure hotel accommodations as early as possible can contact the Sheraton Birmingham Hotel.

The reservation link up on our website or call (800) 325-3535 or (205) 324-5000 for reservations. The cost is \$129 per night for single or double occupancy. You must mention the Southern Drycleaners and Launderers Show for the convention rate.

More information on the 2018 Southern Drycleaners and Launderers Show can be obtained by contacting show management at (215) 830-8467 or by visiting our website at www.sefa.org.

Site visitors can view an updated exhibit floor plan as well as sponsorship opportunities and a full prospectus for companies who wish to exhibit at the show.



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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KEEP IT LEGAL



BY FRANK KOLLMAN

Which labor laws apply? It depends

My home state, Maryland, recently enacted a mandatory paid sick leave law, basically five days a year.

Two counties already had their own sick leave requirements, but the state bill left one intact and voided the other. Baltimore City prohibits pre-hire questions about criminal convictions if your business is located there. There's talk about a statewide minimum wage of \$15.

There are 50 states and the District of Columbia, and all 51 have labor and employment laws, administered by the autonomous local government there.

There are employers headquartered in Virginia or Maryland that have employees who

regularly work in DC, Virginia, and Maryland, and every other combination imaginable.

Whose law applies from 9

Most of my clients, even if unhappy with a new state or local law, just want to know what to do. It is getting more

can be a kaleidoscope of different requirements from location to location.

It is therefore essential that

requirements, and discrimination requirements.

Even OSHA requirements at the state and local level can af-

Labor and employment laws can be a kaleidoscope of different requirements from location to location and county and city ordinances can be impossible to find.

to 11 a.m. when the employee is in Maryland, 11 a.m. to 2 p.m. when the employee is in DC, and 2 p.m. to 5 p.m. when the employee has assignments in those jurisdictions and Virginia? Did he get breaks under Maryland law not required by Virginia law?

Did I mention the employee lives in Pennsylvania?

and more difficult to answer that question, except to say "apply the law most favorable to employees across the board to be safe."

In other areas of law, courts have held that federal laws pre-empt different local rules, but with the exception of unionization rules and ERISA, labor and employment laws

you know the labor and employment law requirements in each state, county, and city in which you work or have a location.

You might be able to do that yourself, but county and city ordinances are impossible to find, even for lawyers. Hire a competent lawyer to tell you what you need to do.

In the current political climate, businesses can expect state and local politicians to "resist" federal law enforced by the Trump Administration by enacting more anti-business labor and employment laws.

Sanctuary cities are evidence that local governments are fully prepared to make local policy different from national policy. In the labor and employment field, it can become a nightmare for businesses, especially those with businesses in more than one jurisdiction.

As an employer, you need to know local wage and hour requirements, benefits requirements, time off requirements, break requirements, hiring re-

fect you. For example, federal law permits employees to work at certain heights without fall protection; those heights are different in Virginia and Maryland, and Virginia's is different than Maryland's.

In the area of discrimination, some local jurisdictions prohibit discrimination based on factors that are perfectly proper (and logical) in other states. In DC, you cannot consider that a job applicant is currently unemployed when she applies for a job.

Another trend in labor and employment law, speaking of sick leave requirements, is to require time off no matter how much hardship it causes a business.

The Family and Medical Leave Act requires unpaid (for now) leave; the Americans with Disabilities Act may require a flexible work schedule as an accommodation to a disability; and legislatures will undoubtedly come up with more reasons why an employee can skip work with no disciplinary or job consequences.

Do you know what your jurisdiction requires for jury duty, voting, and subpoena absences? You should.

I do not see the above situations getting better for business. Politicians want business contributions, but they want votes more.

Also keep in mind that some businesses may want these laws because it prevents others from starting a competitive business. It is either too costly, too complicated, or both for new businesses to comply. Those who fail to follow all applicable laws get sued and go out of business. Do not be one of them and make sure you are doing your best to get it right.

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.



CHRIS' DRY CLEANERS AND SHIRT LAUNDRY in Mt. Pleasant, SC, purchased a Realstar KM343 and two Realstar KM503 cleaning machines through Frontier Equipment. Pictured from left are Tom Medlin of Realstar, Phil Wagers of Chris' Dry Cleaners and Paul Cathey of Frontier Equipment.



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MIDATLANTIC

Spring seminars, Fall convention on PDCA schedule



PDCA's 2018 Expo will take place from Nov. 9 to 11 at the Baltimore Convention Center. The building was originally constructed in August of 1979 before undergoing major expansions and renovations almost 20 years later.

From Baltimore to Pittsburgh, the Pennsylvania and Delaware Cleaners Association will host events throughout the Midatlantic region in 2018 to help drycleaners find ways to improve their businesses.

First up will be a session on "How to Grow with Alterations and Tailoring" on Sunday, April 22 in Camp Hill, PA. The program will be headed by Dale Kaplan, vice president of government relations for PDCA and owner of Kaplan's Careful Cleaners in Camp Hill.

He will discuss how to develop this auxiliary service into a major profit center. Using his own experience and history he will detail the methods and techniques for success.

Also in the works is a program on "Maintenance for the Heart of Your Business" in the Pittsburgh area.

Attendees will learn how to take care of essential equipment in a drycleaning plant from top experts.

The emphasis of the program will be how to take routine steps that will save you time, money and aggravations by keeping your equipment running as smoothly as possible.

More details for the events will be made available when the time

for the event is closer.

Plans are also being developed for PDCA's Drycleaning and Laundry Expo 2018.

This year, the event will be held at the Baltimore Convention Center from Nov. 9 to 11.

Attendees will hear many outstanding speakers who will provide fresh ideas to help drycleaners improve their business profits.

Perhaps the biggest highlight will be the exhibit hall, which offers a wide range of products and services that are ideal for cleaners who will to upgrade their plants.

PDCA's headquarters hotel will be the Hyatt which is located adjacent to the Baltimore Convention Center. After years of holding the biennial show in Atlantic City, NJ, this new exhibit location will provide easier access for attendees coming from central and western Pennsylvania and Delaware.

Also, the proximity to BWI airport, about 8 miles away, will make transportation more convenient for people coming from greater distances.

The hotel and exhibit hall are located in Baltimore's Inner Harbor, giving visitors options for entertainment, sightseeing and restaurants.

For more information, visit PDCA at www.pdclean.org or call (215) 830-8495.

DLI schedules trio of signature cleaning courses this summer

Starting in June, the Drycleaning and Laundry Institute has planned to host three of its comprehensive drycleaning courses at its School of Drycleaning Technology in Laurel, MD.

First up will be an offering of its one-week Introduction to Drycleaning class for those who are new to the industry. It will take place the week of June 4-8 and will be a rare instance where it is not followed by the two-week advanced course. However, both the introductory and advanced courses are scheduled together the following month.

The Introductory to Drycleaning course will run from July 16 to 20 and the Advanced Drycleaning course, optimum for graduates of the introductory course or who have a few years of production experience, will be held from July 23 to Aug. 3.

Tuition for the introductory course is \$1,095 for DLI members or \$959 each for two or more from the same member plant; non-members pay \$1,449 each. The cost of the advanced course is \$1,549 for members or \$1,349 each for two or more from the same member plant; non-members pay \$2,795 each. There are discounts for those who take both classes concurrently. For information, visit www.dlionline.org.



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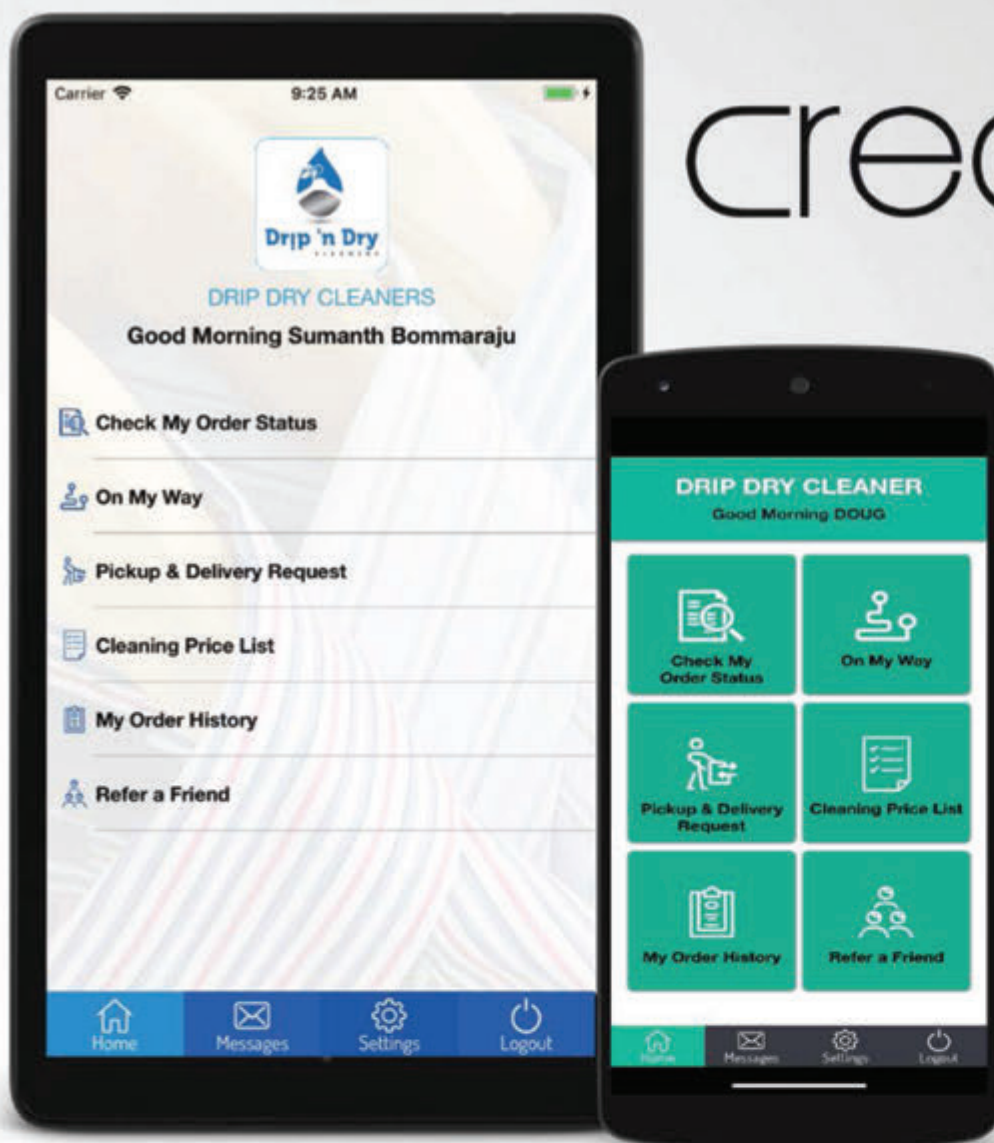


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WEST



NIPOMO CLEANERS in Nipomo, CA, purchased a Unisecc 402N no-distillation cleaning machine through Ted Kim of Blue Ocean Machinery. Linda Park, owner of Nipomo Cleaners, is pictured.

SCCA to help cleaners brush up on new workplace rules

It's hard to keep track of all of the government regulations pertaining to everything from wages and wrongful termination to harassment and discrimination in the workplace, but the Southern California Cleaners Association will help drycleaners stay on top of the law with a special seminar coming next month to Commerce, CA.

The event is scheduled to be held at Stevens Steakhouse at 5332 Stevens Place on Wednesday, March 14.

Attendees can gather and so-

cialize at 6:30 p.m. before enjoying dinner at 7 p.m.

The program will be called "New Workplace Rules: It's the Law!" and will be headed by Jibit Cinar, co-owner of View Cleaners who currently serves on the Executive Committee for the California State Bar Solo and Small Firm Section.

Cinar has experience in representing employers in litigation involving wage and hour claims, wrongful termination, misclassification of employees, workers'

compensation and discrimination in the workplace.

She will explore many hot topics for 2018, such as harassment in the workplace, no more salary history information, workplace cannabis and what employers need to know and the new parental leave act affecting smaller employers.

She will also open up her discussion to the audience to allow them to ask their own questions on concerns about keeping lawful in the workplace.

The cost is \$45 for SCCA members, which includes the cost of the meal; non-members must pay \$75 to attend and eat.

For more information or to make reservations, call (714) 494-9350 or visit the association's website online at www.socalcleaners.org.

Fabricare 2018 comes to Long Beach in August

During its last Fabricare Show, the California Cleaners Association drew in over 1,100 professional cleaners from six countries and 30 states to Long Beach.

This year, the association is hoping to eclipse that success with its return offering to the seventh most populous city in the state of California.

The program will be held Aug. 18 and 19 at the Long Beach Convention Center, located at 300 East Ocean Boulevard.

Fabricare is an excellent opportunity to view new cleaning products, technology and services down in the exhibit hall. This year, it is set to be open from 10 a.m. to 5:30 p.m. on Saturday and from 10 a.m. to 4 p.m. on Sunday.

Additionally, CCA has plans to offer educational sessions designed to help drycleaners be more profitable and stronger for the future.

Now is a good time to consider making reservations at one of the event's host hotels.

Options include the Renaissance Long Beach, CCA's host hotel, located across the street from the convention center. CCA has secured a block of rooms at the rate of \$189 per night. Call (562) 437-5900 for reservations.

A small block of rooms is also available at the Hyatt Regency Long Beach, located adjacent to the convention center. The special show discount rate is \$210 per night. To make reservations, contact the hotel at (562) 491-1234.

When making reservations, mention the CCA Fabricare Show to obtain the special rate.

For more information on the show, visit www.calcleaners.com or call CCA at (916) 239-4070.

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

Finally, a solvent that is comparable to perc in cleaning strength, but gentle enough to handle all of the beads, sequins and faux finishes that adorn today's clothing. **intense**® is clean smelling, incredibly reclaimable and easy to use. We are 10 weeks+ in a new Union hydrocarbon machine with **intense**® solvent and extremely satisfied with the results. We still haven't had to change the filters or have the waste picked up because there is so little of it, but we look forward to the savings there as well. Probably the wisest decision we've made yet. Thanks Ken for all your help.

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

I've been waiting for a solvent alternative to PERC. I look for companies that have a proven track record of longevity. What's important to me is to partner with a company that believes in constant innovation, technology advances and unparalleled support. I have always found this with SEITZ, which gave me the confidence to embrace and convert to their new solvent. It is performing fabulously and will allow me to make the necessary changes to continue to improve my service and my business.

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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WRENCH WORKS



By BRUCE GROSSMAN

Methods for drying compressed air

Last month I covered the correct piping for compressed air systems. This month I'll be talking about other components in the compressed air system which remove water from the compressed air stream.

First a quick note about air and temperature. Put simply, the hotter the air the more water vapor it can hold. As air cools, this water vapor condenses out in the form of liquid water.

Liquid water in compressed air systems is a contaminant stripping away helpful lubricants, degrading rubber and plastic parts as well as corroding and rusting metal components. It has been my experience that liquid water is the leading cause of failure for air operated machinery.

There are several devices available which are applicable to the drycleaning industry used to reduce the amount of water that gets to the compressed air components of machinery.

Often compressors are located in boiler rooms and boiler rooms characteristically

have high levels of heat and humidity. If possible, locate the air intake of a compressor as close to an outside vent as possible. Usually, it is fairly simple to provide the compressor air intake area with a vent line to the outside of the boiler room, providing cooler dryer air at the compressor air intake.

1. Drains and auto-drains. Somewhere, usually at the bottom of the tank on which the compressor pump is mounted, there is a drain valve of some sort. Water which has condensed out of the hot compressed air as well as fugitive oil from the compressor pump collects in the tank.

When this drain valve is opened, this water-oil mixture is blown out of the tank removing it from the compressed air system. *This water and oil may be considered a hazardous waste.*

Opening the drain valve and draining the compressor tank should be done on a regular basis, at least once a day. There are very effective, inexpensive and easily installed automatic drain valves widely available. These auto-drains

contain an adjustable timer that regularly opens an electric solenoid valve allowing the tank to drain.

Besides the obvious advantage of knowing your compressor is being drained regularly without you having to squat down in a hot boiler room to open, wait and then close a hot greasy valve, you're also spared the maintenance on this hard to reach area. Even a small leak in the compressor drain valve will have a big effect on your compressor cycling more often thus incurring greater wear as well as higher electric bills.

2. Aftercoolers and refrigerated dryers. Compressed air exiting the compressor pump is extremely hot and therefore capable of holding lots of water vapor. As this air cools some of the water vapor condenses out as liquid water in the compressor tank, requiring the draining procedure discussed in paragraph 1.

However, the air is still hot and lots of water vapor remains in the air stream which will later condense in the cooler air lines and equipment.



In the drycleaning plant, the most effective way to reduce the remaining water vapor before it condenses and travels into the machinery is to further cool the airflow.

The simplest method of achieving this is using what is termed an after cooler. An after cooler is usually a finned coil with a fan mounted on it. Compressed air leaving the compressor pump enters the tubing with the fins attached while the fan blows air across the coil cooling the compressed air. This condenses out much of the remaining water vapor.

A variant of this method uses a water-cooled heat exchanger instead of a finned air cooled coil.

Refrigerated dryers are the most effective device to remove troublesome liquid water from the compressed air stream. They apply the same principal as the aftercooler, but a refrigeration system is used instead of using air or water for cooling the compressed air.

This provides a much lower condensing temperature, hence lower levels of water va-

por in the compressed air stream to later condense into liquid water.

Keep in mind you still are going to need some type of drain on any system used. Aftercoolers and refrigerated dryers need to be properly sized to the air compressor.

Well that's about it for this month, I'll be continuing compressed air next month with more easily accomplished tasks that save big bucks.

Bruce Grossman is the Chief of R&D for EZtimers Manufacturing, make 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 ball float valve in the condensate return tank. For saving money on handling waste, 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 the drycleaning machine. For more information, visit www.eztimers.com. Address any questions or comments to bruce@eztimers.com or call (702) 376-6693.

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MARTINIZING BY STEPHEN CLEANERS in Calgary, AB, installed an 18-ft. Quicksort automated assembly system. Pictured from left are Brett McLeod of Garment Management Systems, Ken Tailleir, the general manager, and Mark Stephen, the owner.



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SOUTH WEST



Oak Park Cleaners in San Antonio, TX, installed a Union HL-890 ACS cleaning machine using Ktex solvent. Erika Paine, the owner, is pictured with Matt A. Lipman of Union Drycleaning Products.

SDA sets programs for Showcase in Shreveport

Over 100 exhibit booths are expected to fill the halls of the Shreveport Convention Center when the Southwest Drycleaners Association hosts its 2018 Cleaners Showcase event.

The program will be held from April 5 to 7.

While registration for the event is free to SDA members, non-members are running out of time to take advantage of a pre-registration discount. The cost is \$35 now for non-members, but it will increase to \$50 after the April 2 deadline.

This year's special keynote speaker is Bruce Hamilton who has experience as a professional speaker, sales trainer, business owner, general manager of a television station and host of an internationally syndicated children's show.

His presentation on "No Bad Days" is designed to motivate and inspire his audience to take control of their lives.

Those who attend can expect to laugh while they learn the key principles of success, achievement and happiness.

He is scheduled to speak on Friday morning from 8:30 to 9:30 a.m. After that, at 10 a.m., SDA will offer a pair of classroom programs simultaneously.

The first will feature James Peuster of The Route Pros and 21st Century Dry Cleaners. He brings with him more than 15 years of industry consulting. He will discuss "Hiring and Retaining Employees — Tips and Tricks."

At the same time, Coin Laundry Association CEO Brian Wallace who has been a leader in the self-service laundry industry for over two decades will offer a "Laundromat Industry 2018 Forecast" for his audience.

Once those programs conclude, SDA will host a ribbon cutting ceremony to open up the exhibit hall with all of its products and peripherals for all type of cleaning technology and services.

The official exhibit hall hours will include: 11 a.m. to 5 p.m. on Friday and from 10 a.m. to 3:30 p.m. on Saturday.

In addition to the exhibit booths and live demonstrations, there will be many live show floor education programs on Friday and Saturday afternoon.

Presentations are planned for 1 p.m., 2 p.m. and 3 p.m. on Friday and 11 a.m., noon and 1 p.m. on Saturday with presenters such as Kermit Engh, a member of Methods for Management for over 20 years and managing partner since 2014, Kyle Nesbit, vice president of business development for MW Cleaners, Jon Meijer, director of membership at DLI, stain wizard Jeff Schwarz of A.L. Wilson Chemical Co. and a representative from R.R. Streets.

On Thursday, SDA will host its Member Breakfast at 8:30 a.m. followed by the SDA Board and General Membership Meeting from 9:30 to 11:30 a.m.

There will a three-hour Sneak Peek Exhibit Extravaganza beginning at 5:30 p.m. later in the evening.

Hotel room reservations are available at the host hotel, the Shreveport Hilton located at 104 Market St. in Shreveport, which is adjacent to the convention center. It also offers a complimentary shuttle service to the airport and within a two-mile radius of the hotel.

To make reservations, contact the hotel at 1-800-Hiltons or click on the link available from the SDA website. Don't forget to mention the Cleaners Showcase 2018.

The average nightly show rate is \$119 plus taxes and fees. That rate is good between the nights of March 31 to April 12.

For more information or to register online, visit www.sda-dryclean.com OR contact the SDA office directly at (512) 873-8195.

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SHIRT TALES



BY DON DESROSIERS

The damage of habitual sarcasm

I have a busy professional life. That must be obvious outwardly because I am very often asked, “When do you find time to write your columns?” The answer is “On airplanes.”

I usually have three or four columns in the works at the same time and on occasion an idea for a column comes to me and I defer the completion of the articles in progress and favor my latest brainstorm.

The works in progress are often general shirt related subjects like “How to press a better shirt” or “Why aren’t my shirts getting clean.” The brainstorms usually come from a particular incident that has recently occurred at someone’s drycleaning plant.

There is a third type and they tend to be more philosophical. They tend to be ideological webs that are far easier for me to think than to type. There have been two on my computer for well over a year. I am committed to completing them because I think that they are important.

Today, I’ll carry on more about these philosophies that are more on the general side rather than specific to shirt laundering. Still, they have value in your shirt department as well as your

general day-to-day duties of running a drycleaning business.

A great deal of our day-to-day business lives has to do with customer retention. Sure, we want to get new business and we may often say to ourselves that we do a “good job” so that this level of quality breeds new customers via the word-of-mouth advertising medium.

As true as that surely is, in fact the only reason to do a good job is so that our particular level of profitability continues into perpetuity. Otherwise, business life would be more like “take the money and run.”

So we work at doing a good job and adopt procedures and policies that are a means toward that end. The list of these things is endless. They range in scope from something as cosmetic as remodeling a storefront and buying new counters to buying a videotape that will help your pressers do a better job of pressing shirts or pants or any other garment. But there is a something that we often neglect.

We will spend thousands of dollars to visit the Clean Show — a very worthwhile investment — so that we can see the latest and the greatest that

this industry has to offer. Maybe the secret to our success is that one piece of equipment that we have long managed to get by without. With that, we may hypothesize, we will finally be able to cut out overtime, trim back on the payroll and get out a bit earlier on Fridays.

What I think is missing doesn’t cost a red cent. It is truly free.

We adopt company policies that theoretically enrich the bottom line. You know the type; greet each customer by name to make them feel remembered, needed and important, for example.

We actually do lots of things like that to enhance our image. You might have a policy that requires someone who answers the phone to say “Good Morning! Thank you for calling Don’s Fine Cleaners. How may I help you today?”

Hmm... before a customer gets a word in edgewise, you have greeted her (perhaps no one else has today), thanked her for her patronage and/or for recognizing you as the person to call, thrown in an adjective that describes Don’s Cleaners as a cut above and then you remove all doubt that you “can” help by saying (in effect) “Of course I ‘can’ help you, duh, but in all

of the ways that I ‘can,’ which of those ways works for you at this moment?”

You probably already do something like that now. No, that isn’t what I think many managers forget about or fail to do altogether. Sure, this isn’t going to cost you a penny either.

Professionalism is key, to be sure. Anything that you can do to enhance the way that the public perceives you is important. It is cosmic and intangible and maybe even too snooty for you, but the less you look like Don’s Cleaners and Live Bait and more towards Don’s Professional Dry Cleaners the better your public image will be. Don’t you agree?

So you decree that all of your managers will wear business clothes and your customer service reps will wear clean crisp uniforms with a name tag and a “I’m thrilled to be here” smile. You probably do something like that now, but it’s important to be reminded why.

And we do things to keep employees in line. We must have rules so that the inmates don’t run the asylum. Be on time. Respect each other. Maintain production standards.

Continued on page 34

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Don Desrosiers

The damage of habitual sarcasm

Continued from page 32
Ah! There's a good one. Maintain production standards. Hey, that's pretty important. Push the work out,

but not to the "bang and hang" level. So, as a means towards that end, we have a couple of other rules. No iPods. Or maybe we

want them to have personal entertainment, but you must have headphones so that the hip-hop fan doesn't drown out the soft rock fan.

These kinds of rules exist so that workers work. That's not so cosmic an idea. In fact, we may prohibit cell phones in the plant. That makes sense to me.

It's important to have all of these rules. Rules are what we adopt to live in a civilized society. Otherwise, chaos would prevail.

With those thoughts in mind, how about prohibiting (here it comes...) something that so many of us do and I believe is not only counter productive, but a waste of time, energy and sound waves.

Why don't we prohibit (get ready) sarcasm?

The use of sarcasm has no place in business. I hope that as you read this you feel that this doesn't apply to you. The more I write for this publication, the more plants that I visit, the more drycleaning and laundry employees I meet, the more I marvel at the power of words.

When I approach a shirt presser and say, "Hey, Betty, great job on this shirt," how often do you think that I get a quizzical look? How often do you think that I get "What's wrong with it?" as a response.

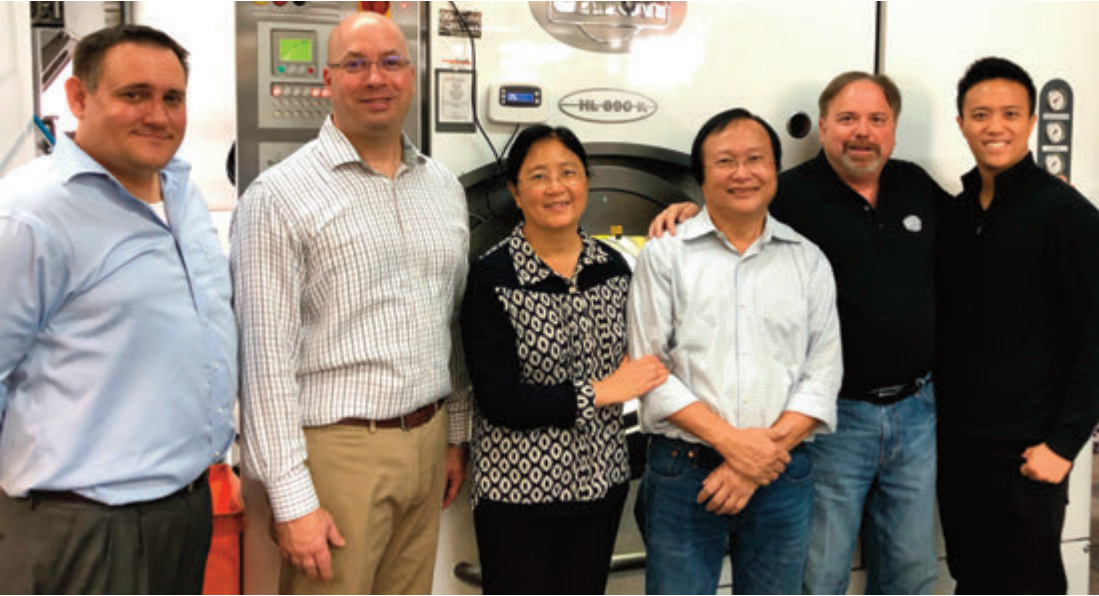
I don't understand this. How do you pay a compliment? How do you really say, "Hey, Betty, great job on this shirt?" How do you encourage employees to continue to do a good job when your very words make them wonder if they're doing a good one or a bad one?

I understand that sarcasm can be a form of humor, but my statement stands: It has no place in business.

The answer to my rhetoric is simple: How do you say, "Hey, Betty, great job on this shirt?"

Try English. It works. You will learn to marvel at the power of words. You will learn, once you break the cyclical hell that is a "yes" when you mean "no" and "good" when you mean "bad", that employees thrive on encourage and support. You will get startling results. You probably don't think that your employees would respond like they will because they have never understood your words before. Well, actually, maybe they have. But I'm not convinced that you used the right ones.

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 launderers 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.



West U Cleaners in Houston, TX, installed a Union HL-890-K running solvent K4 solvent. Pictured from left are Daniel Cripe of Kreussler, Richard Fitzpatrick, vice president of Kreussler, Lananh and Hoa Do, owners of West U Cleaners, Matt A. Lipman of Union Drycleaning Products and Andrew Do, manager of West U Cleaners.

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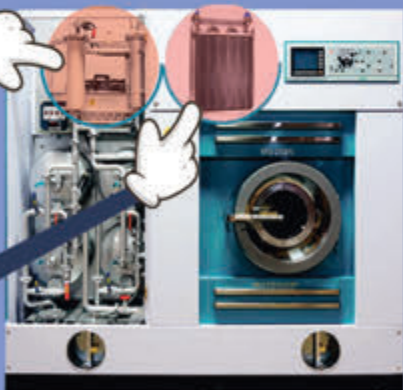


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NewsMAKERS

The Cleaners of Ruston was named the Business of the Year for 2017 by the Ruston/Lincoln Chamber of Commerce, LA, at its 98th Annual Awards Banquet on January 16.

The Cleaners of Ruston has been owned and operated by **Jim Shepherd** since 1991, when he moved to Ruston and purchased the business from the Hedgepeth family. Shepherd has been in the drycleaning business for more than 50 years, having previously managed two other cleaning businesses before coming to Ruston.

Shepherd is a past president of the Southwest Drycleaners Association and, prior to that, the Louisiana Drycleaners Association and the Louisiana/Mississippi Drycleaners Association.

On hearing his business was to receive the award, he said, “Oh, my gosh, you have got to be kidding. To me, it’s a great honor that I have been included in an exceptional list of business that have won that award in the past.

“I just can’t believe that a drycleaners was chosen because it is a very difficult business to satisfy everyone. We try hard, but it is a difficult challenge.”

Things have happened to him in Ruston that never happened when he was in Shreveport or Monroe, he said.

“I have actually been stopped in my car at a red light and had a customer jump out of his car to give me his cleaning.

“Then another time I came out of a restaurant to find another good customer’s cleaning on the hood of my car.

“I can’t imagine doing business anywhere but here.”

Since coming to Ruston, he built a new state-of-the-art building on Monroe Street. There is a second location in the Pinecrest Shopping Center.

With 21 employees, the company’s services include drycleaning, laundry services, alterations, and cleaning and heirloom wedding gowns.

He said it was the entire team at the Cleaners of Ruston that earned the award.



Jim Shepherd, owner of The Cleaners of Ruston, is shown receiving the Business of the Year Award from Judy Copeland, president of the Ruston-Lincoln Chamber of Commerce, in January.

The Tuchman Advisory Group held an informative and successful meeting in Orlando, FL, Jan 31-Feb. 2

The highlight of the meeting was touring the Walt Disney World Textile Services & Costume Processing Facility that cleans 30,000 pieces per day and approximately 220,000 pounds per week.

Meetings were held in the conference facilities and restaurants at the Disney Boardwalk Hotel and Disney Yacht and Beach Club Resorts. Each TAG member gave a presentation to the group on the latest status of their company. Topics addressed during the meeting included health-care, insurance, payroll/bookkeeping issues, 2016 vs. 2017 financial comparisons, status of 2017 goals, and setting 2018 goals.

The group will next meet in Buffalo, NY, in June, hosted by Colvin Cleaners.

For more information on the groups, visit www.tuchmanadvisory-group.com.



Tuchman Advisory Group members meeting in Orlando included, in front from left, Chris Billoni (Colvin Cleaners), Ed Pizzarello (Revolution Cleaners), Tracey Wilson (Martinizing Green Earth Cleaners), Jana Janssen (Martinizing Green Earth Cleaners), Paul Billoni (Colvin Cleaners), Cyndee Billoni (Colvin Cleaners), David Makepeace (Medlin-Davis Cleaners, North), Lee Makepeace (Medlin-Davis Cleaners, North), Lauren Houston (Crest Cleaners and Ellen Rothmann (Tuchman Advisory Group) and Bev Futterman (Flair Cleaners). In back are Brett Allen (Medlin-Davis, South), Keith Houston (Crest Cleaners), Dave Coyle (In the Bag), Heath Bolin (Sparkle Cleaners), Gary Futterman (Flair Cleaners), Ron Garrett (MW Cleaners), Kevin Houston (Crest Cleaners), Chuck Haddox (MW Cleaners), and Michael Jones (Highland Cleaners).

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Two drycleaning franchises scored spots in *Entrepreneur* magazine’s annual **Franchise 500** list published in the January-February 2018 issue.

ZIPS Dry Cleaners claimed the No. 135 spot on the magazine’s list. Additionally, the company was ranked as the top franchise in the “Drycleaning Services” category.

Lapels Dry Cleaning, headquartered in Hanover, MA, ranked 382 on the magazine’s 2018 list.

ZIPS has improved by 190 spots since its inaugural ranking in 2012.

“ZIPS continues to grow as a franchise because we’ve created a business that works for our franchisees and the clients we serve. Being ranked by *Entrepreneur* as the top drycleaning services franchise speaks to the success of the ZIPS model and the strong team we have in place,” said ZIPS CEO **Drew Ritger**. “This recognition, coupled with the brand loyalty from both our franchisees and customers, will no doubt continue to drive our business forward and propel our brand to new heights.”

Founded in 1996 and franchising since 2006, ZIPS’ business model is based on drycleaning that is ready for pick-up the same day it’s dropped off for a flat-rate. At ZIPS, a customer can have any item of clothing drycleaned for \$2.29.

ZIPS has more than 50 locations open and operating throughout the Midatlantic region and in Texas and California. The company also has a total active franchise pipeline that stands at more than 325 stores which are slated to open over the next several years.

Lapels Dry Cleaning made the list for the third consecutive year. The company has more than 100 locations nationwide.

“Making *Entrepreneur* Magazine’s Top 500 is quite an accomplishment, one that represents the hard work and dedication of our franchise owners and our staff at corporate. We are truly honored to receive this recognition,” said **Kevin Dubois**, CEO of Lapels and co-author of *Entrepreneurial Insanity in the Dry Cleaning Business*. “As we approach 100 franchise locations, we are anxious to improve on our ranking with a stellar 2018.”

Lapels plans for growth include new franchise locations in the greater Nashville area scheduled to open in the first quarter of 2018. Franchise locations are also planned in Memphis, TN, later in the year.

The full 2018 Franchise 500 ranking can be found online at www.entrepreneur.com/franchise500.

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Strategy, not just tactics

Making marketing work

BY JOHN GRAHAM

Marketing rarely fails because of a lack of interest, ideas, or even adequate resources. However, it always fails when it doesn't turn prospective buyers into believers. Marketing derails when it's little more than a series of loosely strung together and uncoordinated "tactics" — email campaigns, promotions, presentations, blogs, social media engagements, charitable support, newsletters, collateral pieces, webinars, events, and all the other stuff intended to "get the message out."

While this is a high activity picture, it's also a fruitless one. It helps explain why marketing budgets are cut and market managers last a year or two and move on. Then, the story is repeated, once again.

There's another way to look at marketing: helping customers en-

hance their lives and fulfill their aspirations. When someone makes a purchase, large or small, it's as if they're saying, "I believe." Far more than spending money, they are putting their trust in a business or a brand.

So, what will make marketing work? What should a company do to get its marketing on the right track and keep it there? The answer is in asking the right questions:

#1. What's your message?

Or, do you have one that everyone in the company can verbalize if asked? Most importantly, could your customers express it? Like so many other companies, you may be letting others define your message. If so, it's time to take charge. That begins with asking questions and gathering information. Here are a few starters:

- Why should anyone want to do business with you?

- What sets your company apart from the competition, if anything?
- What are your customers' complaints? What do they like about you?

How do you know what your customers think about you? Ask them. Get on the phone, use surveys, or, better yet, talk to them. That's right, in person.

By now, you may have figured it out. Marketing has nothing to do with your company or what it sells. Marketing is 100 percent about what customers want and what's in it for them. To put it bluntly: if you talk about your company, visitors will run. Why? They care about themselves. We can learn from companies with a customer-focused message:

- **Walmart.** Save money. Live better.
- **Toyota.** Let's go places.
- **Burger King.** Made to order.

- **Coca-Cola.** Taste the feeling.
- **Capital One.** What's in your wallet?

Now, take it a step further. Focus on what's important to your customers: responsiveness, transparency, ease of access, keeping promises, helpfulness, and caring.

Next, come up with four or five customer-focused messages. Then, survey your customers and prospects, asking them to select the message that best represents your company. Along with obtaining valuable information, you are letting them know you care.

#2. What's your strategy?

Then, with a compelling marketing message, the next task is deciding how to deliver it to customers and prospects. In other words, how do you go about pulling them closer, so they want to do business with you?

Here are possible components of a marketing plan. Each one

should have its own strategy and customer-focused content:

- **Social marketing.** Choose and nurture the social platforms that work best for your business. Don't dilute your efforts by trying to be everywhere. Explore Facebook, LinkedIn, Twitter, Pinterest, Instagram, YouTube, and Yelp.
- **eNewsletters.** Capture interest by sharing your knowledge and experience, as well as customer testimonials, along with periodic helpful alerts.
- **Events, webinars, and podcasts.** Make sure the content is always customer-focused.
- **Group presentations.** Identify and contact relevant groups, along with asking customers for suggestions.
- **Charitable support.** Partner with a charity where you can leverage your company's capabilities and make it your corporate mission.
- **Advertising.** Both online and print ads do well if your choices are well researched. Consider Facebook advertising.
- **Website.** Think of your website as a resource for attracting customers. Focus the content on what interests them, what they want to learn not what you want to sell.
- **Bylined articles.** Demonstrate your competence with both short pieces and longer articles. Post on LinkedIn, and send to trade and general online and print publications.
- **Videos. 45 to 90 seconds.** Demonstrations, customer testimonials, but no talking heads.

If you think such a list is daunting, you're right. So, first, tackle those tactics that are most critical. Then, set realistic deadlines for implementing new initiatives, but always think excellence.

#3. How can you keep your marketing on track?

Watch out! Marketing tactics often begin with enthusiasm but quickly fade away. This happens when the purpose isn't clear. Keep asking, "Why are we doing this?" and "Is it helping us pull customers and prospects closer?" If the answer is no, evaluate and make changes. More than anything this is what helps keeps marketing on track.

But there's one more thing: The effects of marketing are cumulative, not instantaneous. Sure, early adopters are quick to jump aboard, but it takes more time for others. They want to be sure before they buy. Unfortunately, too many marketers fall into the trap of quitting too soon. What's important is being there when customers are ready to buy.

There's no magic to marketing, and there are no gimmicks. Marketing delivers the right results when it pulls customers closer so you can understand them and they can appreciate why doing business with you makes good sense. John Graham of GrahamComm is a marketing and sales consultant and business writer. He publishes a free monthly eBulletin, "No Nonsense Marketing & Sales." Contact him by email at johnrg31@me.com or by phone at (617) 774-9759 or visit www.johngraham.com.

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**Welcome Cocktail Reception**
Preview of Exhibits
6:00 - 8:00 PM

Saturday, June 9

**Smart Social Media Spending**
Brian Rashid, CEO of A Life in Shorts
• Digital marketing on a shoestring budget
• How easy it can be
9:00 AM

**Breaking the "I can't find
good people" Myth**
James Peuster, The Route Pro
• How to prepare yourself and your
company for the right hiring mindset
• The right interview questions to ask
10:30 AM

Sunday, June 10

**Achieving Customer Service
Excellence**
Jim Groshans, FabriCoach, LLC
• Defining and Exceeding Expectations
9:00 AM

**Get Noticed. Be Remembered**
Krista Clive-Smith, CEO of Clutch
• Branding Yourself
• Create a Personal Brand; Strategy for Success
10:00 AM

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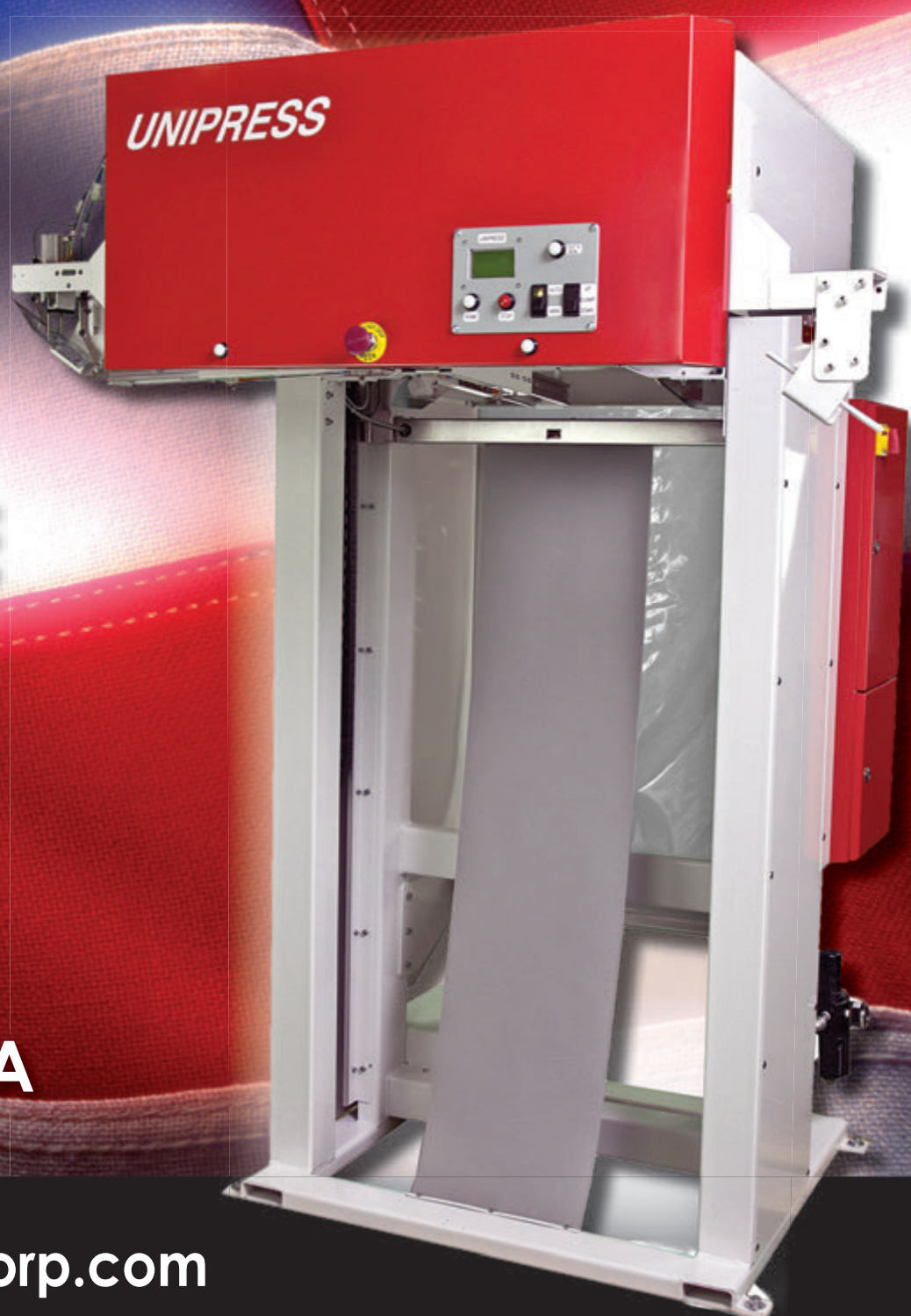
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JUNE 2018

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DATELINE

2018

March 5-16 Advanced Drycleaning course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

March 9-10 "Management Bootcamp" with Don Desrosiers, sponsored by the South Eastern Fabricare Association, Atlanta, GA. Call (877) 707-7332.

March 11 Stain Removal and Bleaching, one-day course by the National Cleaners Association, Sun Country Cleaners, Largo, FL. Call (212) 967-3002.

March 14 New Workplace Rules, meeting sponsored by the Southern California Cleaners Association with discussion led by Jibit Cinar. Social begins at 6:30 p.m. followed by dinner and discussion, Stevens Steak House, Commerce, CA. Call (714) 494-9350.

March 14 Online advertising

course sponsored by the Michigan Institute of Laundering and Drycleaning, Spartan Hall of Fame Café, East Lansing, MI. Call (870) 390-6453.

March 25 Advanced Stain Removal and Bleaching, one-day course by the National Cleaners Association, Bronx, NY. Call (212) 967-3002.

March 30 Deadline to register for DLI certification exams to be offered April 7-15. Register on line or call (800) 638-2627.

April 5-7 Cleaners Showcase trade show sponsored by the Southwest Drycleaners Association. Shreveport Hilton and Convention Center, Shreveport, LA. Call (512) 873-8195.

April 7-15 Exam period for DLI certification tests. Register on line in advance or call (800) 638-2627.

April 14 Customer service course with NCA's Alan Spielvogel, sponsored by the Michigan In-

stitute of Laundering and Drycleaning at the MILD office, Okemos, MI. Call (870) 390-6453.

April 15 Advanced pressing course with NCA's Alan Spielvogel, sponsored by the Michigan Institute of Laundering and Drycleaning, Jan's Professional Dry Cleaners, Clio, MI 48420. Call (870) 390-6453.

April 22 Alterations and tailoring seminar sponsored by the Pennsylvania and Delaware Cleaners Association, Camp Hill, PA. Call (215) 830-8490.

May 2-5 Textile Care Allied Trades Annual Management and Educational Conference. Wyndham Grand Mar Beach Resort and Spa, Puerto Rico. Call (813) 348-0075.

May 6 & 20 Department of Environmental Conservation classes, 16-hour course on two Sundays by the National Clean-

ers Association. Call (212) 967-3002.

May 16-17 Excellence in Laundry 2018, conference sponsored by the Coin Laundry Association, Naples Grande Beach Resort, Naples, FL. Call (800) 570-5629.

May 18-20 North Carolina Association of Launderers and Cleaners spring meeting. Courtyard by Marriott, Carolina Beach, NC. Call (919) 313-4542.

May 19-20 Midatlantic Association of Cleaners management conference and board meeting, Virginia Beach, VA. Call (800) 235-8360.

June 4-8 Introduction to Drycleaning course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

June 8-10 Southern Drycleaners and Launderers Show, sponsored by the South Eastern

Fabricare Association. Birmingham-Jefferson Convention Center, Birmingham, AL. Call (215) 830-8495.

June 19 Fitzgerald scholarship golf outing, sponsored by the Wisconsin Fabricare Institute, at the River Club, Mequon, WI. Call (608) 743-9696.

July 16-20 Introduction to Drycleaning course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

July 20-22 Michigan Institute of Laundering and Drycleaning summer convention, Boyne Highlands Resort, Harbor Spring, MI. Call (877) 390-6453.

July 23-August 3 Advanced Drycleaning course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

August 3-4 Midwest Drycleaning and Laundry Association annual convention, French Lick Resort and Convention Center. Call (765) 939-6630.

August 11-19 Exam period for DLI certification tests. Register on line in advance or call (800) 638-2627.

August 17-18 Fabricare trade show sponsored by the California Cleaners Association, Long Beach, CA. Call (215) 830-8495.

September 21-24 International Drycleaners Congress annual convention, Jakarta, Indonesia. Call (403) 685-4755.

October 3-4 Midwest Drycleaning Expo, sponsored by the Wisconsin Fabricare Institute, Lake Lawn Resort, Delavan, WI. Call (608) 743-9696.

October 4-6 Success 2018 conference sponsored by Methods for Management, Hotel Boulderado, Boulder, CO. Call (253) 851-6327.

October 12-13 Ontario Fabricare Association annual conference, Holiday Inn Yorkdale, Toronto, ON. Call (416) 573-1929.

October 15-19 Introduction to Drycleaning course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

October 15-17 Annual conference or the Textile Rental Service Association, Napa, CA. Call (877) 770-9274.

October 19-21 North Carolina Association of Launderers and Cleaners annual convention. Raleigh, NC. Call (919) 313-4542.

October 19-22 Expo Detergo International trade show, Fiera Milano, Italy. Call +39 024997.6214.

October 22-November 2 Advanced Drycleaning course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

November 9-11 Drycleaning and Laundry Expo, sponsored by the Pennsylvania and Delaware Cleaners Association, Baltimore, MD, Convention Center. Call (215) 830-8495.

Clean Show hires Shepard as contractor

Shepard Exposition Services will be the general contractor for the Clean Show at the Ernest N. Morial Convention Center in New Orleans June 20-23, 2019.

The announcement was made by Joseph Ricci, Clean 2019 chairman of the Clean Executive Committee and president of TRSA, the association for linen, uniform and facility services.

Shepard, an Atlanta-based nationwide exhibition service provider, served as general contractor for the Clean Show in 2001, 2005, 2007, 2011 and 2015.

"After reviewing proposals from three qualified contractors, we felt that Shepard was the best fit for the Clean Show in New Orleans," Ricci said. "Its experience with previous Clean Shows, and its unique concierge program that gives individual attention to the needs of each exhibitor are definitely a plus."

Exhibit booth sales for Clean 2019 will open in late spring 2018.

The Clean Show is the world's premier exhibition for equipment, products, supplies and services for all segments of the textile care industry, and is one of the country's top 200 trade shows. Clean 2017 in Las Vegas drew more than 11,000 people from around the world and 481 exhibiting companies. The show also offers educational seminars on technology, business management and

environmental issues. The first Clean Show was held in Chicago in 1977.

The top executive of each of the five Clean Show sponsoring associations comprise the Clean Executive Committee, which sets policy for the show. In addition to TRSA, sponsors are Association for Linen Management, Coin Laundry Association, Drycleaning and Laundry Institute, and Textile Care Allied Trades Association.

For more information on Clean 2019, visit www.cleanshow.com, or contact the show's management company, Riddle & Associates, 2751 Buford Highway, Suite 100, Atlanta, GA, 30324; phone (404) 876-1988; or email info@cleanshow.com.



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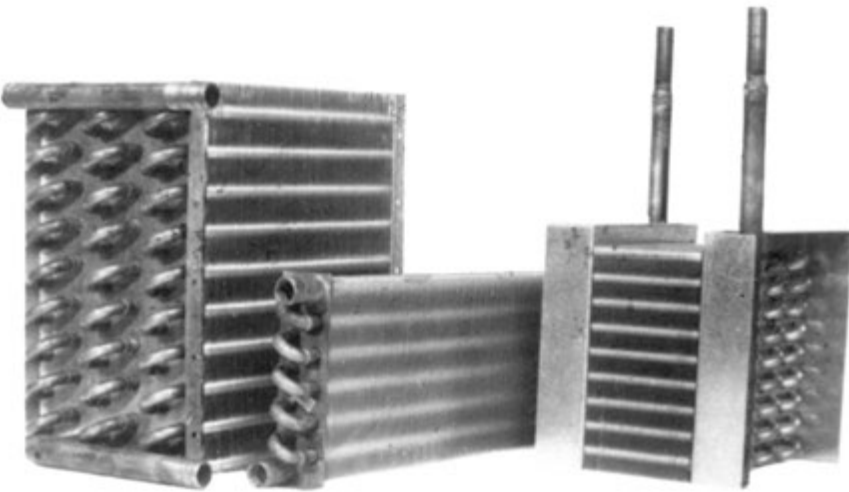
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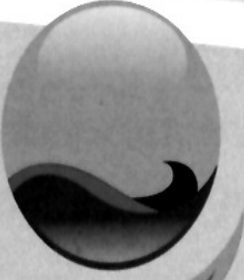
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December 2016
National Clothesline
So, Santa Claus calls. The truck back of regulations that drycleaners in New York must follow could be getting closer. **CLAUDE'S DILEMMA**. After three decades in the corporate world, Ray Nelson decided he'd give drycleaning a try. **PLANT, SANTA**. Santa Claus has come through for Ben Deane's in the past, here's the year's wish list. **GET READY FOR CLEAN**. Registration for Clean '17 and hotel reservations in Las Vegas is now open at the Clean Show's website. **BEHOLD, AN OLYMPIAN**. Likely the most courageous of all subjects related to better, leaving down the ladder is Bruce Grossman's top. **GETTING STARTED**. An extra session of the Introduction to Drycleaning course will be included in the Drycleaning and Laundry Institute's related source schedule for 2017. **IS A MISTAKE FOR 2017?** Evaluating some previous efforts is important for learning what your return on investment is. **TRUDY ADAMS** tells how to do it. **DO YOU?** Many lawsuits turn on one word or document. Why-ready words and legal documents are an invitation to a lawsuit, warns Frank Kullman. **Complete table of contents of this issue**. **Download a pdf of the current issue in the printed format**. **Read the Facebook version here**. **Facebook**
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He's a true amigo to these orphans

For children at the El Estero orphanage in Mexico, Columbia's cleaner Ray Rangel (in back, center) has become a familiar face and good friend over the years.

It certainly has been a time-consuming commitment. In fact, Ray Rangel, owner of Estero Cleaners in Pasadena, CA, estimates that he's made special trips to Mexico "about 10 or 15 times" in the past 20 years, but it's all been worth it for something he calls "the best thing that has ever happened to my life."

He travels to a small village near Toluca, Mexico, in Baja wine country between four and six times a year to visit those who live at the El Estero orphanage. He helps provide money and food to improve the quality of life for those who suffered the early life experience of abandonment. Rangel is grateful for the support his efforts have received from several industry members.

"Jackie Smith from Henderson Insurance Agency and Bobby Patel of Kona Cleaners have come to the orphanage a few times and spent weekends with all their families," he said. "They have helped with buying essentials."

For his November trip, Gordon Shaw of Hangers Cleaners in San Diego, David Suber of Perfect Cleaners in Los Angeles and Bob Gibson of Sankosha helped with financial support. "There is a constant need," he explained. "Over the years - it used to be a money pit sink. Now, it's really nice."

El Estero 28 currently has approximately 75 children residents, but at times that number has exceeded 100. It was originally founded back in 1957. (BCL)

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Index of Advertisers

March 2018

A.L. Wilson.....	30	HSIA.....	21	Renzacci.....	45
Blue Ocean Machinery	10	Innoclean	14	Route Pro.....	44
Cleaner Business System	29	Iowa Techniques	26	Royaltone.....	44
Cleaner's Supply.....	36	Itsumi	31	Sankosha	11,34
Columbia/ILSA	7	Liberty Computers.....	23	S&W Equipment.....	46
Commercial Coils.....	44	M & B Hangers	19	SDA Cleaners Showcase.	45
DLI	17	Memories Gown Preservation.....	33	SDLS.....	40
European Finishing....	18, 28	Mustang Enterprises	8	Seitz The Fresher Company.	25
EZ Timers.....	20	Newhouse Specialties.....	46	Sonozaire.....	46
EZProducts	44	New York Machinery	24	Stamford, a Division of Fabritec.....	13
Fabricare Manager.....	35	NIE Insurance	5	Steiner Atlantic	3
Fimas	42	North American Bancard..	43	Tailwind Systems	38
Firbimatic	39	O'Mara Brothers.....	10	Trevil America	48
Forenta.....	15	Parker Boiler	47	Trolley Bearing	12
Frankford Machinery	3	Patriot Business Advisers	46	Union	27
Garment Management Systems.....	32	Poseidon Textile Care System.....	16	Unipress.....	2,41
Gulf States Laundry Machinery	9	Realstar.....	22	Unisec	37

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