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New mindset for changing times

The drycleaning industry needs a change of mindset to match the changing times with a refocus on marketing.

That was the message of Kyle Nesbit, speaking at the California Cleaners Association's Fabricare 2018 in Long Beach in August.

Nesbit knows about change. He is the vice president for development for EDIT TX, the Texas company responsible for the transition of MW Cleaners into Tide Cleaners.

"We are not in the drycleaning business. We are in the marketing of drycleaning," Nesbit said. "You can't be flying by the seat of our pants in the back of the plant and not focusing on the front of the business."

Revenues have been declining for the drycleaning industry in the U.S., he pointed out, falling at about .5 percent a year and declining from \$11 billion down to \$9 billion since 2011. Nesbit said he expects that rate to increase.

In response to that decline, drycleaners need to aggressively market themselves to new customers and existing customers alike, he said.

Nesbit leaves no stone unturned when it comes to marketing, appealing to both current and potential customers and using every form of media available in this digital age.

A starting point, he said, is to develop a marketing calendar.

First, he said, list every service that you provide — comforters, drapes, gowns, leathers and suedes. Then make a list of major holidays that might be special to customers — Halloween, Father's Day, Mother's Day, Easter, Valentine's Day, etc. A glance at most calendars will reveal that every month offers one or more holidays.

Next, he said, try to match your services with those holidays and promote those services with specials based on those holidays. He discourages including common services in this list — no discounts on staples like dress shirts or regular drycleaning. The idea is to get regular customers to use more of your services.

"It costs five to 25 times more to acquire a customer than to sell something new to an existing customer."

Continued on page 14



Kyle Nesbit described marketing methods that help revenues keep growing despite an overall decline for the industry during CCA's Long Beach convention.

Mastering the craft



Lisa Porter from The Laundry Station, Jacksonville, FL, was among students attending the recent Introduction to Drycleaning and Advanced Drycleaning courses at the Drycleaning and Laundry Institute. The South Eastern Fabricare Association provided a scholarship that enabled her attendance. A new SEFA program will be bringing instructors directly to the plant — no need to travel.

Opportunities to master the skills of professional garment care abound and seem to be expanding.

Traditionally, novice drycleaners have attended courses sponsored by trade associations. The granddaddy of them all is the school maintained by the Drycleaning and Laundry Institute in Laurel, MD, which dates back to 1927. This summer DLI graduated its 373rd class from the school with students coming from all around the United States and several foreign countries.

The National Cleaners Association also offers classes at its New York headquarters and both DLI and NCA along with state and local associations provide localized, in-field instruction.

Now a new program by the South Eastern Fabricare Association will bring instructors right to the plant — no need to take time off and travel. SEFA's latest program offers scholarships for in-plant education, a program is designed to assist members in bringing educators into their plant for personalized training.

This addition to the SEFA educational program provides scholarships for up to \$300 a day or \$600 per event to help SEFA members defray the cost of in-plant training.

The scholarships can be used to bring in any of the approved educators listed on the SEFA's website. The initial list of participating trainers includes: Jane Zellers, Jim Groshans, Wash Respass, Don Desrosiers, and James Peuster. SEFA hopes to add to the list of participating educators in the future.

"This is a great initiative," said Rhonda Eysel, SEFA's education chairperson. "We are really excited about it. We recognize the challenges of sending people out for training, and also understand the benefits of having someone come into your own plant and train on your own equipment. This is really an incredible opportunity for all of us."

SEFA has provided \$10,000 to fund the program for its first year. After that, the board will reevaluate to determine its success and member benefit before committing to continuing the scholarship program.

"It's exciting to be part of this new program," said Jane Zellers, "I am really looking forward to working with SEFA members. I think this is an outstanding opportunity and I think SEFA has taken another tremendous step in their commitment to their members."



Sneak Peek

6 Cleaning house

Maggie Fox at first wanted to sell the business her late husband had started, but instead opted for revitalizing it.



8 Pricing for profitability

Prices need to be adjusted as business conditions change and that requires analysis and planning, says Deborah Rechnitz.



20 The dirt on shirts

Your shirts should come out of the wash ready to press. If not, try some of the fixes recommended by Don Desrosiers.



30 Wetcleaning denim

Dan Eisen says that customers with designer denims want a soft feel which can be obtained with wetcleaning.





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A going business or going out of business?

Unfortunately, it is becoming an all-too-familiar sight to see headlines announcing the closing of long-time drycleaning businesses. Just in the past couple of months on our Facebook page we’ve included links to stories about Ken’s Dry Cleaning of Connecticut closing after 62 years; Stott’s Dry Cleaners of New York announced its shuttering after 95 years; Denver-based chain Esquire Fabricare filed for Chapter 7 after 40 years of service; Kentucky’s Hinton Cleaners once used a Model-A Ford to deliver clothes during its 91-year history before hanging up its final garment; iconic Dixie Cleaners lasted 66 years in Michigan before shutting its doors recently; and in North Carolina, Leonard Cleaners’ run lasted over 90 years before the current owner decided to say goodbye.

True, some of these businesses closed up shop because the owners were ready to retire or had no interest in fighting a young person’s battle anymore, but others faced crippling debt or fell victim to dwindling piece counts, cultural changes and growing competition. When you consider how long some of these businesses have lasted — and all the tough times they recovered from — it doesn’t paint a rosy picture for much younger drycleaning companies struggling right now. The current business climate is especially brutal and it is more challenging than ever for drycleaners to remain successful.

For those of you not ready to press your last garment, there is some good news: we aren’t ready to go to the press for the last time, either. In fact, we are trying more than ever to keep you updated with the latest industry information and expert advice from people who have seen all the ups and downs that drycleaning has to offer and are here to help you reach your potential. Whether it’s keeping on top of expensive boiler-related problems (Bruce Grossman on page 24), avoiding running afoul of hazardous labor laws (Frank Kollman on page 22), planning price increases to keep profitable (Deborah Rechnitz on page 8), avoiding problems with wetcleaning designer denims (Dan Eisen on page 30), or properly cleaning shirts with no pre-scrubbing, stains or ring-around-the-collar (Don Desrosiers on page 18), we’ve got your back this month, just as we try to do every month.

Admittedly, following the best advice and trying to keep current with trends that directly affect you won’t be enough by itself to make sure your business doesn’t close like so many others, but it’s definitely an important first step that is in your control to take. For those ready to hang it all up, we wish you well on your new (hopefully much less stressful) life. For everybody else, well, there’s still a lot of work to be done and the first thing you can do is turn the page (or click the next link) and read on.

When they close, what about the clothes?

As mentioned above, we’re seeing quite a few media reports of drycleaning businesses closing. While it’s always a sad day when a business is forced to close, it’s also stressful for customers. This is especially true when a business closes suddenly and customers can’t readily retrieve their clothes. In fact, this is often the focus of media reports — frustrated customers understandably aggravated that their clothes are locked up.

These reports create a problem for the industry as a whole. It goes to one of the biggest fears and complaints that the public often voices about drycleaners — that they’ll lose their clothes — and creates negative publicity for the industry.

We recently read about one drycleaner who took this lemon and made lemonade. When Esquire Fabricare in Denver suddenly closed (as mentioned in the above editorial), customers were greeted by a notice on the door that said simply “If you have clothes, sorry we are closed.” Calls to the business were answered with a recording that said after 40 years of service, Esquire had closed. There was no information about how customers could get their clothes back

Revolution Cleaners, also in Denver, stepped up to help by purchasing the remaining inventory of Esquire and plans to reach out directly to everyone with items in the inventory.

“When Revolution Cleaners heard that customers had their clothes trapped at Esquire as the company closed, we wanted to help,” said Michael Poeschl, general manager at Revolution Cleaners. “We reached out to Esquire and offered to pay all the outstanding balances on behalf of those customers whose clothes hadn’t been returned. Revolution will be reuniting the clothes with their owners at no charge.”

A brilliant solution, we say. Customers will get their clothes back, Revolution Cleaners should be getting some new customers and the tarnish on the industry’s reputation is turned into a shine.

Contents

News & Features

- 6 **Crazy like a Fox** With no drycleaning experience, Maggie Fox took over her late husband’s business with big ideas
- 12 **Sankosha celebrates 25 years** In 1993, Mitsuyuki Uchikoshi decided to market his machines to the U.S.
- 14 **Revised rules in NY** Changes are in store for New York state cleaners including what alternatives are approved

Regions

- 10 **Northeast** “Invest in Your Success” will be the theme of NEFA’s Fall Fest 2018 Conference in Plymouth, MA
- 34 **Midatlantic** PDCA will soon be heading to the Baltimore Convention Center for 2018 Drycleaning and Laundry Expo
- 36 **Midwest** WFI to host its Drycleaning Expo in Milwaukee office; MCA met in Red Wing for State of the Industry event
- 42 **South** Keynote speaker for NCALC’s October convention will help drycleaners deal with industry changes

Columns

- 8 **Deborah Rechnitz** Take a long term approach to pricing to avoid negatively affecting your profitability
- 18 **Don Desrosiers** Perfectly clean shirts with no stains or pre-scrubbing is more achievable than you think
- 22 **Frank Kollman** Employers make the most mistakes in cases involving wage and hour laws
- 24 **Bruce Grossman** This month, it’s time to delve deeper into water impurities associated with boilers
- 30 **Dan Eisen** Dealing with designer denims becomes easier when you follow proven procedures
- 38 **James Peuster** Having an organized system for pickup and delivery can save you tons of aggravation

Departments

- 40 **Dateline**
- 40 **Newsmakers**

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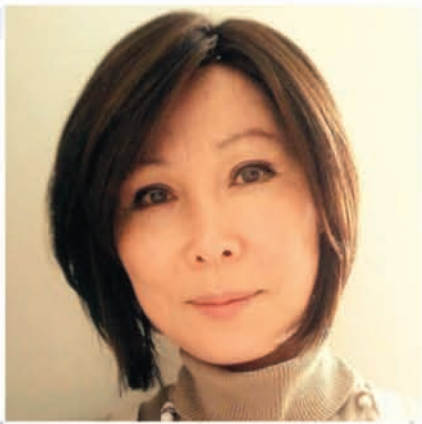


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Cleaning house

About two years ago, Maggie Fox faced a tough choice. At the time, she owned 25 percent of Fox Cleaners in Tulsa, OK, a business started by her late husband Tim in 1984.

She was convinced it was a good time to sell to her business partner outright; after all, she had zero experience in the drycleaning industry and most of her work experience came from the non-profit sector. On paper, she didn't look like a good match to be an entrepreneur, let alone a drycleaning business owner.

Her business partner had started to manage the day-to-day operations in 2007 when Tim passed away from pancreatic cancer after he and Maggie celebrated the birth of their second daughter only three-and-a-half months before.

"So, fast forward ten years later. My kids are in school. I'm remarried and I'm noticing the business isn't being given a whole lot of love," she noted. "It was the company that my husband built literally with his own two hands. Put in the plants himself. Slept in the buildings overnight when they were being constructed. He lived, breathed and ate the business when he was in it, like he did everything."

Fox Cleaners had shifted its focus and was on the decline. Selling seemed like the only logical solution. Then Maggie's current husband, Dean Smith, convinced her to reconsider.

"He said, 'Maggie, I think you've got something to give to this business. You care about it. You continually talk about it. You've got some great ideas. Why don't you give it a shot?'" she recalled.

The more she thought about buying the business, the more tempted she became. Besides, she had a lot of ideas on how to improve it.

"Everything in my bones told me it was the right thing to do for me and my family," she said. "Fox Cleaners has phenomenal employees with decades of experience. They have graciously welcomed me and are patiently working with me to understand all aspects of the business."

Perhaps it was appropriate that Maggie had no real experience in the drycleaning industry; after all, her late husband Tim could say the same thing when he started Fox Cleaners 34 years ago.

He had grown up working on a family farm in Western Kansas and learned to fly airplanes at a young age. He moved to Tulsa in order to attend the Spartan College of Aeronautics and Technology.

"He was amazing. He could fix anything. He was just one of those guys," Maggie recalled. "When he moved here and went to Spartan and started flying, he got a job as a freight pilot and then as a charter pilot. He flew freight. He flew people. He ended up working for an oil and gas company where he flew Lear jets."

He started a family with his first wife, Renee, and soon grew tired of being away from her and their children for long periods of time. He started Fox Cleaners with the help of his in-laws who were already in the industry.

"They opened and ran the first one and eventually bought the in-laws out. They ran it successfully for a couple of years and, unfortunately, the marriage ended not long after that," Maggie explained. "But, one of their first cars was a delivery van. That was their family car."

After the divorce, Tim took full ownership of the company. Then, he and Maggie met in

Ultimately, she couldn't help but wonder what Tim would be doing with the business if he were still alive. She decided if she was going to take the plunge, she would need to clean house, literally.

"They were trying to keep up with the volume but nothing else," she remembered. "The stores weren't clean. The floors in the back weren't clean. It was disorganized. It was messy. The books were messy. The management

The recent upgrades at Fox Cleaners have been more than aesthetic ones, to be sure. Maggie is trying to appeal to her customers in other ways, as well.

"We really want to appeal to a younger demographic," she noted. "How do you do that? Well, you have to make it easy, right? So, to me that was an absolute no-brainer. All of that kind of went on in the marketing and branding. Then, on the back side, we weren't on the mark-in system so our



1997.

"His kids were grown and he'd been in the business a long time," she noted. "He'd always kept his pilot's license current and decided to get a broker's license so he could buy and sell the kind of planes he wanted to fly and work on."

As Tim started a business called Fox Flite to do just that, a family friend invested in 50 percent of Fox Cleaners that had grown to include five stores and 40 employees and he took over the day-to-day management.

The partnership worked well and Tim proved to be quite successful with Fox Flite with Maggie chipping in to keep the finances balanced. However, things changed dramatically when he was diagnosed with pancreatic cancer the day before the couple's second daughter was born.

Fox Cleaners had been a good business for the family for a long time, but Maggie just couldn't see taking it over two years ago until her second husband pitched a strong case to keep it.

"I thought he was absolutely crazy," she laughed. "I loved the service. I obviously had a lot of opinions about how it could be, but as far as actually implementing something to make things work better and be profitable, I had no idea."

Having been a lifelong Tulsan since the age of nine, Maggie knew the city well and it was booming. She engaged in research and took a hard look at the financials. She felt it was a perfect time to be a part of a business that was fresh and different.

The only problem was Fox had been on the decline for some time.

"We'd been fortunate enough that we put out a good product and that people didn't mind so much that the stores weren't all that fancy. None of them were even air conditioned in the front."

style was messy. Everything was messy."

One of the first big changes that Maggie instigated was a new tagline: "Life is better when it's clean."

"If we can't live that internally in our business, there's no way we can provide that to our customers," she emphasized. "We've remodeled three out of five of our stores. We replaced all of our fleet of delivery vehicles. It's the same name, but a different look. The logo we created, I feel, is a little more feminine. It represents women in business. We've got a lot of strong females in our company who are just amazing people... a lot of amazing people, period."

The long tenured staff was certainly the backbone of the business and Maggie had no intention of cleaning house that way, but there was a bit of a problem with some key management personnel.

"In the last year, we replaced our office manager and general manager, both of whom have been there 11 and 18 years. During the whole time after my husband passed away, these two really have been running the show. They did a great job with what they had," she said. "They kept the doors open, but not a lot else."

To fill the general manager spot, Maggie opted for what many might consider an unorthodox approach.

"Our general manager was just released from jail about a year ago," she said. "He worked for the company, except for a few years, on and off for the past ten. He was in the wrong place at the wrong time and ended up spending three years in jail. When he was released, two days later came back to work for us. He just had some really great ideas. He had been really studying and working on himself. He's an amazing guy."

clothes weren't getting flagged. We started using heat seal labels. Implementing that in and of itself was a huge task."

Then, of course, there was fine tuning the company's online strategy. Around Memorial Day weekend, they completely revamped their website, developed an app and amped up their visibility on the Internet with search engine optimization.

"For many years, we weren't collecting emails. We weren't on Google," she said. "Now, we're not begging customers to give us reviews and not paying to put us up at the top of the ranks on searches. I want that to happen organically. In fact, I insist on it."

Looking back, it's been a hard couple of years, especially the first one when Maggie thought she'd reached the end of her rope.

"That first year was a nightmare," she sighed. "There were many times when I really questioned what I was doing. I was very unsure. Without the love and support of my family and friends, including my employees, I don't know that I would have gotten through it."

These days, though, she thinks the hard work will soon reap rewards.

"It's all starting to come to fruition now. I see the light at the end of the tunnel and it's all paying off," she said, before reconsidering. "It will. It's not there yet."

Still, the real challenge is to keep her sanity through it all. It helps that she still feels Tim's presence at Fox Cleaners every day.

"He's still so present in the business for me. I have his picture on my desk. I look at it every day. Sometimes I see him rolling his eyes," she laughed. "Believe me, he's rolled in that grave a few times. This was never his intention for the business, either. It's funny how things work out sometimes, isn't it?"

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~Kurt and Drew Skasik, Skasik's Quality Dry Cleaners

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~Craig Ford, Owner/Operator, SeaBreeze Cleaners

"I've been in the drycleaning business for 28 years, always using perc. I have been searching for an alternative solvent for the past two years. After researching Sensene, visiting plants running with Sensene for the past few months, it has been beyond my wildest expectations. It's better than perc! As the owner of Ruthie's Cleaners, Owasso, MI, I am a hands-on operator and the one that has always done the cleaning. This solvent is just phenomenal. This is my second Columbia machine. In 23 years Columbia has always been the leading company in technology and my new Columbia is a testament to that fact."



~Robert Marks, Ruthie's Cleaners

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STRATEGIC MANAGEMENT



BY DEBORAH RECHNITZ

Planning pricing for profitability

We all know there is some correlation between pricing and profitability.

Generally speaking, as you set higher prices, profitability increases as long as quality and service remain constant.

Of course there are always mitigating factors. The frequency of the price increase, the size of the increase, the prices charged by others in the market, the demographics of the market, other costs remaining reasonable, and the list could go on. It is, of course, this very list that makes many operators hesitant to increase prices, and yet, the results of this strategy often tells a different story.

Historically, the basic pricing strategy has generally been a minimum increase of about three percent a year. This strategy often matches the historical inflation rate. The price rises provided enough money to offer wage increases to staff, offset supply cost increases and a similar increase to profits, flowing through to owners' income and reinvestment.

In addition, several studies show that in times of declining volume, the 1980s, the 1990s and even more recently, operators who maintained their price increase rates and frequencies experienced the same volume drops as those who froze their prices.

There is no doubt that the price increases during these periods did not impact the vol-

ume drops, but rather it was entirely based on the economics of the times.

This article is *not* about applying normal price increases in the ordinary course of business. This article is about an unusual movement in your cost structure that must be offset by pricing, volume increases and productivity improvements.

The cost of labor has risen dramatically in all markets over the last several years. A variety of causes explain the rise, including rising legal minimum wages combined with very low unemployment rates, and even current immigration policies.

We could discuss all of the reasons that these events are true, but that's out of our control. What we have is a higher cost structure and a situation that foretells even higher costs due to the continuing labor shortage.

In the short term, significant increases in volume and productivity are hard to come by. This may leave pricing as a short term strategy to maintain profitability and provide capital for the longer term opportunities.

Several revenue/cost samples from around the country in upper-middle market drycleaning operations have been collected and tell the story of this rising cost.

First, in all cases, drycleaners are paying more than the legal minimum wage for cus-

Wages, prices and profitability					
Area of the country	The legal minimum wage	Basic pants price	Average CSR wage	Ratio of price to wage	Profitability
Southeast	\$7.25	\$8.00	\$13.00	61.54%	Average
Southeast	\$7.25	\$6.30	\$9.50	66.32%	Average
Southwest	\$7.25	\$9.00	\$11.00	81.82%	Above Average
Midwest	\$9.25	\$14.50	\$12.20	118.85%	High
A Northwest City	\$15.00	\$10.50	\$18.00	58.33%	Low

Profitability is based on recast EBITDA taking into account market based rents and comparable executive/owner salaries.

Average profitability is between 10-15%.

High profitability is 20% or greater is central plant operations.

tomers service representatives and have been doing so for some time in many areas. In addition, the CSR is often paid less than pressers and other staff in the company, so it's quite possible that other wages have also risen disproportionately faster than other costs.

Second, although not usually discussed in these terms, there is a clear relationship in these examples between these wages, the base price of a pair of pants, and profitability.

As the ratio of price to wage increases, the profitability also tends to rise. No surprise here.

Above are a few sample data points reflected in a chart and the results are very troubling. In only one case the pants price is above the average CSR wage, but in most cases, just the opposite is true and, generally, around the country I would suggest that

many operations are in this position.

Each company can conduct its own analysis and reformulate its pricing strategy to accommodate this jump in wages.

Pricing strategy

Going forward, is it possible to significantly increase your price points and catch up for lost time? Not usually without negatively impacting volumes.

How else do you catch up? Below is a list of successful strategies that have been used over the years by others. Although not every strategy will work for every company, you can pick and choose what you think might work for you. None of these suggestions provide an immediate fix to a problem that has grown over time, but they provide a positive direction.

Keep in mind that most customers do not know the price of drycleaning as they rarely bring in the exact same items every week so it allows for some changes without a negative impact to volume.

1. Start today with a small increase.
2. Increase a small amount every month.
3. Increase your add on prices (upcharges) at the same rate as your basic prices.
4. Run a sale, such as 20 percent off or three for two, but increase the prices just prior to the sale.
5. Review and increase prices on your growing product lines such as wedding gowns and household, which are less price sensitive.

The longer term

Taking a longer term look at pricing, the rising drycleaning prices will not sustain a company with shrinking volume. An increase in volume from other sources will be required, such as wash and fold.

However, the growing product lines tend to have a higher labor content which then contends with the labor shortages and increasing costs. Productivity improvements will have to be aggressively addressed as these product lines grow. It is a never-ending cycle.

Deborah Rechnitz has been an independent management consultant in the drycleaning industry since 1980. She also was chief operating officer of one of the largest USA drycleaning operations in 2008. She holds a Bachelor of Science degree in Finance and Personnel Administration; a Bachelor of Arts degree in Interpersonal Communications; and an MBA in Operations Management from Case Western Reserve University. She can be reached by e-mail at drchnitz@gmail.com or phone at (253) 405-7043.



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SAL'S CLOTHING RESTORATION in Everett, MA, purchased a Union HL860 cleaning machine through M&R Machinery. Bob Carozza (left) of M & R is pictured with Maike Valverde of Sal's.

Fall Fest will focus on hiring, branding, customer service

The North East Fabricare Association has sent a call out to cleaners to “Invest in Your Success” this October during its Fall Fest 2018 Conference.

The event will take place at the Hotel 1620, Plymouth Harbor in Plymouth, MA, from Friday, Oct. 26 to Sunday, Oct. 28.

As usual, attendees can expect tabletop exhibits that will feature a variety of drycleaning and laundry technology and services, affording the chance to speak di-

rectly with representatives.

Additionally, there will be a full schedule of educational programming featuring experts that will focus on topics that are highly pertinent to those in the cleaning industry.

After the association gives welcoming remarks at 8:30 a.m. on Friday, the first speaker of the conference, Brian Rashid, will present a session on “Helping You Tell Stories That Sell.”

Rashid is a marketing and

branding expert who was recently featured at shows sponsored by the South Eastern Fabricare Association and the California Cleaners Association. He is the CEO of A Life in Shorts, a branding company that focusses on helping companies refine their message to customers.

Following the two-hour program, there will be a half hour break to visit the exhibits before the next speaker at 11:15 a.m.

Consultant James Peuster, known throughout the industry as the “Route Pro,” will then discuss “Eliminating the ‘I Can’t Find Good Help’ Paradigm.” His program will emphasize ways to find, recruit and retain good employees.

After, there will be a luncheon roundtable that convenes to explore “Industry Best Practices” by a panel of experts. There will also be time for one-on-one consultations.

More “Industry Best Practices” will be discussed from 2 to 3 p.m. featuring NEFA’s Drycleaner of the Year.

Following a break to visit exhibits, another panel of experts will meet from 3:20 to 4:30 p.m. to explore “Using New Technology to Drive Profitability.”

That evening, NEFA will host a cocktail reception and silent auction.

On Sunday, Trudy Adams of Blue Egg Consulting will present “Delivering on a Consistent Customer Service Promise” at 9 a.m. She will also look at the “Importance of the Customer Service Experience” at 10:45 a.m. She will examine the role counter personnel, managers and owners all play in establishing a consistent level of service.

Registration costs for the full conference start at \$250 per person for association members and \$300 per person for non-members. Additional registrations are discounted at \$220 per member and \$270 per non-member.

Attendees also have the option to register for Saturday’s sessions only (\$175 for members and \$200 for non-members) or Sunday’s sessions only (\$75 per member for the first four people and \$30/additional after that and \$100 per non-member for the first four people and \$50/additional after that).

Hotel accommodations for the Hotel 1620, Plymouth Harbor can be secured by calling (508) 747-4900 for reservations and mentioning your affiliation with NEFA Fall Fest 2018.

More information on NEFA’s conference, including links to register, can be found at www.nefabricare.com. There is also a link for show sponsorship options for those who are interested in contributing to the event.

MAKING CENTS OF THE DOLLARS

COMPARING WET CLEANING & DRY CLEANING COSTS

New technologies allow wet cleaning to significantly improve throughput production over traditional dry cleaning. This makes a strong case for the eco-friendly wet cleaning process. But what about the costs associated with wet cleaning versus dry cleaning? When compared — dollar for dollar — wet cleaning is thousands less.

INITIAL INVESTMENT

First, let’s evaluate the initial cost of each system. This is the amount required to purchase new alternative-solvent dry cleaning machines versus similarly sized Poseidon wet cleaning systems.

When the numbers are crunched, there’s a \$67,000-\$72,000 cost differential in favor of Poseidon wet cleaning. But that’s just the tip of the iceberg. Let’s dig deeper.

1) Additional Capital Expenditures

Often, there are additional costs associated with operating a new dry cleaning machine, including upgrading boilers, chillers, air compressors and electrical. If you have to upgrade any of these because of your new dry cleaning machine, you’ll fork out considerably more. Whereas, if you go with a wet cleaning system, you won’t.

For example, a customer is installing an 80-pound capacity dry cleaning machine at a cost north of \$100,000 list price. It’s going into an existing facility. To operate correctly, the dry cleaning machine will require the purchase of another chiller (\$16,000) and an 80 amp breaker. Additionally, the new chiller will require another 70 amp breaker. In the end, the new dry cleaning machine not only requires a new chiller, it demands a costly electrical upgrade. All this adds up.

By comparison, an 80-pound capacity Poseidon wet cleaning system, which operates on 15 amp breakers, doesn’t require anything extra. So, if you add a wet cleaning system, you’ll likely not have to purchase or upgrade anything else.

2) Operational Costs

We know now that the minimal initial investment of a 60-pound capacity dry cleaning machine is at least \$67,000 greater than that of a similarly sized wet cleaning system. We also know other capital expenditures and upgrades are also part of the installation and operational equation. Now, let’s compare labor, chemistry/solvent, regulatory/licensing fees and utility costs.

Chemistry — Initial start-up costs for chemistry for a 60-pound wet cleaning machine is around \$2,000. It’s \$6,000 for a 60-pound dry cleaning machine. From there on, there is not a huge difference.

Water — Water usage can vary. On the dry cleaning side, when a chiller is utilized to recycle water through a dry cleaning machine, very little water is used. But, a chiller costs between \$15,000 and \$30,000.

In general, a 60-pound wet cleaning machine uses 40 gallons of water per load, and over the course of a year, would go through as much water as a dry cleaning machine hooked to a water tower. A dry cleaning machine hooked to a chiller is the most water efficient. The only problem is that this scenario requires a costly initial investment.

Electricity — When it comes to electricity, wet cleaning comes out ahead. This is because a dry cleaning machine requires 60-90 amps to operate, whereas a wet cleaning system requires just 15.

Natural Gas — The boiler needed to operate a dry cleaning machine uses 670,000 BTUs, which dwarfs the wet cleaning requirement of 118,000 BTUs. Plus, a boiler will run until all plant production is completed for the day. A wet cleaning system dryer operates in 15-20 minute increments a dozen times a day. Again, wet cleaning wins.

Labor — When compared, labor costs are very similar in both dry cleaning and wet cleaning.

3) Regulatory & Waste Disposal Fees

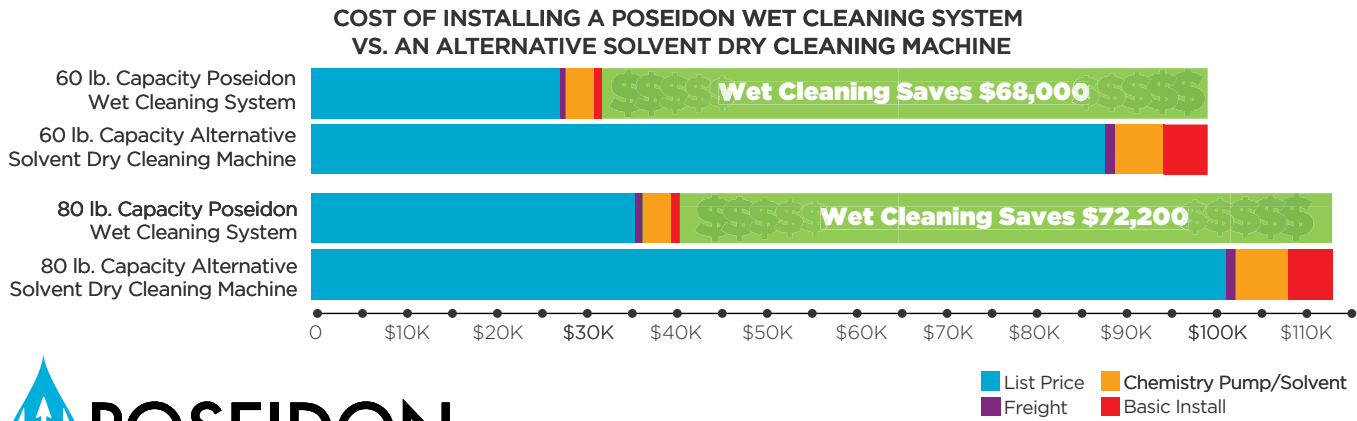
Finally, regulatory fees and waste disposal costs are not uniform across the country because each state has its own set of laws. Typically, it costs hundreds per drum for removal of dry cleaning still-bottom-solvent wastes.

On the flip side, there are never disposal or regulatory costs for wet cleaning.

WET CLEANING — A THIRD OF THE COST OF DRY CLEANING

At the end of the day — when all factors are considered — wet cleaning costs are thousands less than those of dry cleaning. Plus, wet cleaning delivers 50 percent more throughput. That’s a one-two punch that’s hard to reckon with.

Please contact Jeff Quail at jquail@poseidonwetcleaning.com with any questions.



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Sankosha marks 25 years in U.S.

Sankosha USA held its 25th year celebration with an open house on August 1 at its office in Elk Grove Village, IL.

Company founder Mitsuyuki Uchikoshi began as a drycleaner, but was interested in pressing machines and in ways that would make it easier for drycleaners to operate their businesses. After giving this much thought, he founded Sankosha.

Wanting to market his machines beyond Japan, he expanded the company into North America. While attending a local school in Japan to learn English, he met Wesley Nelson, the current COO and vice pres-

ident of sales for the company, who was his teacher. Nelson was born in Wisconsin but was living in Japan at the time.

With Nelson's help, he partnered with dealers across the USA who could sell and service the equipment.

Sankosha USA was established in 1993 and opened its first office in Elk Grove Village. In 2006, the company purchased a second building, and recently renovated the facility to house general offices, parts room, warehouse and a new showroom that features Sankosha's latest equipment.



Sankosha USA staff and guests celebrated the company's 25th anniversary in the U.S. at its newly remodeled facility.

Speakers lined up for DLI/NCA conference

Three speakers have been lined up with another yet to be named for the Five Star/Brainstorming conference cosponsored by the Drycleaning and Laundry Institute and the National Cleaners Association.

The Sonesta Ocean Point Resort in St. Maarten will be the site of the Jan. 17-20 conference, designed to give cleaners a mid-winter break and time to gather and network while hearing from top speakers.

Speakers lined up include Jeff Tippet, speaking on persuasive communications, John DiJulius, who will tell how to attract and retain millennial employees and clients, and Arthur Greeno, who will explain the secret to Chick Fil-A's success.

Tippet's goal is to uplift and encourage while also providing actionable content that creates change. He considers himself a motivational teacher. "Life can beat us down, so I want to lift peo-

ple," he said. "To accomplish this as I present, I bring lots of energy, humor, and heartfelt connection."

Attendees need more than just motivation because motivation fades, he said. "I mix in actionable content that can create lasting change in lives. I began my career teaching at a university; I guess once a teacher always a teacher." With 500+ presentations under his belt, he knows how to successfully weave these two styles together.



Tippet



DiJulius

DiJulius, who spoke at the conference in 2015, is the author of *Secret Service, Hidden Systems that Deliver Unforgettable Customer Service*, and *What's the Secret*. At this conference, he will share insights and answers to the key questions about attracting and retaining millennial employees and clients, a challenge he has been studying for some time.

Greeno is a long-time Chick-fil-A employee turned owner and is the author of two best selling books, *Dysfunctional Inspiration* and *Breaking Conformity*. He will discuss the growing fast-food brand's success in his Sunday morning program. He will give his best tips for attracting media exposure and connecting with clients and employees in creative ways.



Greeno

Chick-fil-A is the highest ranked fast-food restaurant in customer service and the fourth most-inspiring company, according to *Forbes*.

Such accolades might be expected among higher paying luxury service brands, however, attaining these service and culture heights, when relying primarily on minimum wage employees, makes these Chick-fil-A achievements more notable.

The venue is a boutique, all-inclusive resort that lends itself to connecting everyone. All rooms have an ocean view. Room rates for two people double occupancy range from \$500 to \$760 per night. There are only 129 rooms on the property so early sign-ups are encouraged.

For more information, call Ann Hargrove at NCA, (800) 888-1622 or (708) 205-7611 or email annhargrove252@gmail.com.

The conference registration is \$595. For registration details, call either NCA, (800) 888-1622 or DLI, (800) 638-2627.



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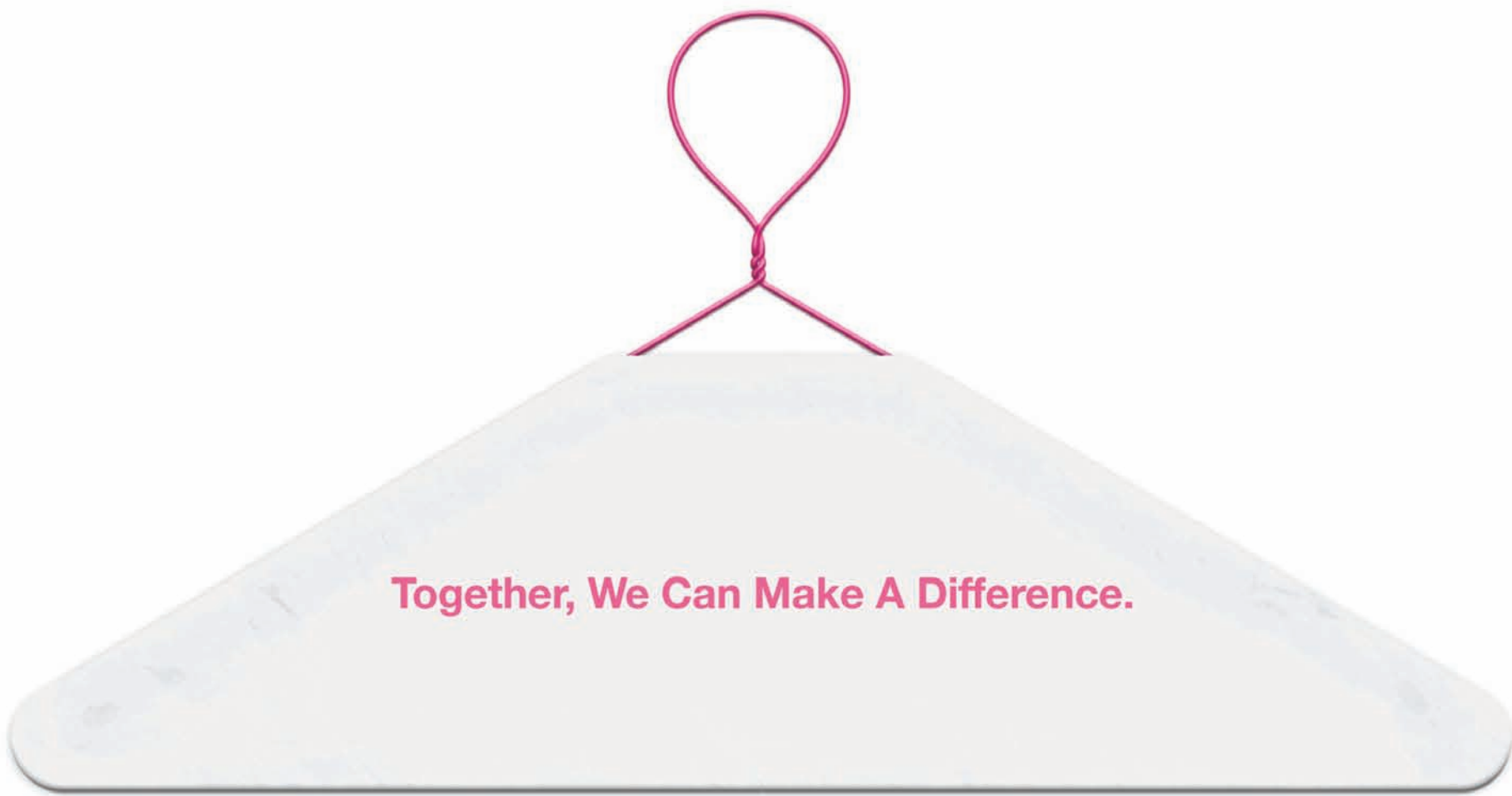
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New mindset for changing times

Continued from page 1

tomers,” Nesbit said. “You have to keep those customers and try to get more out of them as we see decline in the industry.”

With a marketing program charted a year in advance, you can ramp up for promotion using every means available.

At MW Cleaners, the monthly specials are promoted with hang tags on every order, posters in the stores, Facebook headers, the website, Google Plus and the monthly newsletter.

“It has to be consistent across all media,” he said. “Know what you are going to do with the promo and make sure it goes as quick as you can,” he advised.

For MW Cleaners, that was no small order with more than 30 stores, each with its own Facebook page.

“Make marketing as automated as possible so you can make one post and it goes to all location pages. For that, Nesbit uses the services of BeCreative which makes sure everything gets done right and on time across all media.

Another of Nesbit’s initiatives is to attract Millennials by being as convenient as possible. The company offers home pick-up and

delivery and drop-off lockers and its website is mobile-friendly so it can be read easily on a cell phone while also allowing searches for the nearest store location.

Customers can drop off at the store and have the order delivered or vice-versa. Many people like to come in and drop off and have it delivered, he said. If that’s what they want, that’s what they get.

He said that the main reason customers resist going to home delivery is a safety concern. He hopes the mobile app will ease those concerns by finding out when the customer wants delivery.

Nesbit said that 40 percent of their \$32 million in retail drycleaning revenue comes from pickup and delivery even though the route customers represent just 20 percent of all customers.

To communicate with those customers, especially the Millennials, text messaging is most effective, he has found.

“If you are not text messaging now, you need to talk to your POS company and learn how to start doing it,” he said.

Most people won’t keep a drycleaning app on their phone, but text messages get noticed and read quickly. In fact, 98 percent of all text messages are read in



Kyle Nesbit and other speakers at CCA's Fabricare seminars had attentive audiences that took notes and asked questions.

the first two minutes of receiving them, he said.

Do customers need to opt in to allow you to send texts? In some cases, such as sending out coupons, yes.

However, you can send a text message to a customer after dropping off an order (ask if they received good service) or to confirm a ready order or a route pick-up, just be sure to include an opt-out on every text you send.

After checking out, customers receive a text message with a receipt and asking how the CSR performed.

“That’s the best thing we have ever done as far as customer service and bettering ourselves,” Nesbit said.

Since customers get the text right away, they are more likely to respond. CSRs who get high ratings from customers are rewarded with bonuses. The lower performing CSRs are sent to a “coaching club” to work on skills such as body language, tone of voice and smiling when dealing with customers.

Knowing that 40 percent of the company’s revenues come through pickup and delivery, Nes-

bit wants to build that area of the business. MW Cleaners launched in the Austin market several years ago with a purely pickup and delivery model and no store fronts. That business has grown without routes, he said.

“We know that some people will never do pickup and delivery,” he acknowledged. But those who do are the heavy users and represent a large portion of sales.

“I would like to push that number and reduce real estate,” he said. “I think that’s the future with what’s going on with the industry.”

NY adds Sensene to list of approved solvents

The New York State Department of Environmental Protection has added Safechem’s Sensene modified alcohol to the list of approved alternative solvents for drycleaners.

Sensene joins eight previously

approved solvents on the list. Under the revised New York rules for drycleaners, only state approved solvents can be used in New York after September 6.

Other approved alternative solvents include GreenEarth, Exxon-

Mobil DF-2000, Chevron Philips Ecosolv, Rynex 3, Sasol, R. R. Street’s Solvair and Ktex, Solvon K4, and Essential Solvent’s DC-142.

Safechem’s distribution partner for North America, Seitz, The

Fresher Company, based in Tampa, FL, has already delivered Sensene to customers in New York.

“Sensene is an outstanding solvent that was introduced on the North American market last year, and the decision to add it on the list of alternative solvents in New York State speaks to the great momentum this solvent is generating right now”, said Kurt Wickiser, executive vice president of Seitz.

The DEC said that approved alternative solvents have a flash point about 140°F, meet the criteria for a low or moderate toxicity air contaminant and have an acceptable batch-to-batch consistency as demonstrated in the laboratory analyses of five independent batch samples.

As part of its revising and updating Part 232, the 20-year-old set of rules for perc drycleaners, the state included a new section that governs the use of alternative solvents.

DEC said that of 1,590 drycleaning facilities in New York, about 1,030 use perc, 540 use one of the alternatives and about 20 use both.

Initially the state was considering phasing out perc entirely but decided instead to update its regulations for perc while adding regulations for alternative solvents.

New regulations on the use of perc include the required removal of all perc drycleaning machines from residential buildings by December 21, 2020 and replacing them with alternative solvent equipment.

All third-generation machines will be phased-out by December 31, 2021.

Other changes related to perc involve monthly drum testing for fourth-generation perc dryclean-

ing machines at co-located residential and commercial facilities. Drycleaners would have to purchase a colorimetric detector tube sampling pump or photo ionization detector to conduct this test.

Every perc drycleaning facility and each drycleaning machine must be tested at least once each year by an independent DEC-approved Part 232 Registered Compliance Inspector.

There are reporting and record-keeping requirements for both perc and alternative solvent drycleaning equipment. Inspection and reporting forms for perc and alternative solvent drycleaners can be obtained from any NYSDEC office or can be downloaded from the department’s website.

The regulations also require posting notices that inform building tenants and/or customers where perc or alternative solvent drycleaning chemicals are used in the facility. Separate notices are required for both types of solvents.

The notices tell where additional information may be found about the potential health effects from exposure to drycleaning chemicals. The notices, supplied upon request and prepared by the department with information provided by the facility owner or operator, must be posted in a conspicuous facility location that is accessible to the general public.

Posting notices for the use of perc has been required since May 15, 1997. The requirement to post notices for the use of an alternative solvent took effect September 6 of this year.

Full details of the current requirements are available on the DEC website, www.dec.ny.gov/chemical/8567.html.

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One of the first purchases I made in my business was the 24-hour drop box from Iowa Techniques. Sixteen years later, that drop box is still working great and has never needed any kind of repair or service.

-Mike Astorino, Fabricare Cleaners



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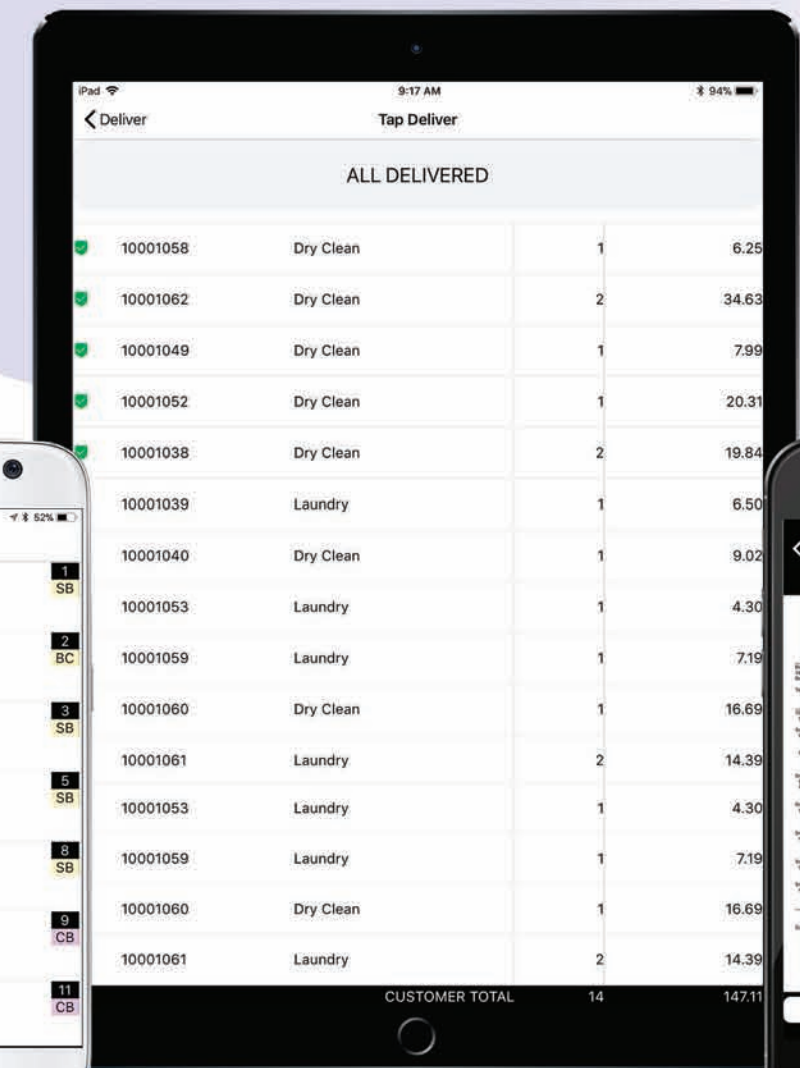
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SHIRT TALES



BY DON DESROSIERS

Are your shirts not getting clean?

Hey! My shirts aren't getting clean! Many shirt launderers either say this or should say it.

I am amazed at the varying levels of clean that are accepted as, well acceptable. In fact, some laundries have very clean shirts and accept that as normal while others barely seem to get their shirts clean at all and, yes, they consider that normal.

If you had a wish list, on that list would be, I'll bet, that you could get shirts perfectly clean, with no pre-scrubbing, no ring-around-the-collar and no stains. You want this first time, every time.

Well, believe it or not, this isn't very hard to accomplish at all. In fact, you can make this happen quick, maybe even today. Sound good?

Basically, there are two types of "stains" that need removing from your shirts.

Most common is "ring-around-the-collar." This needs a surfactant. It's in the soap that you buy.

Then there are "stains." This is what you buy oxygen bleach

for. It is almost true, but not quite, that if you have soiled collars, you aren't getting enough surfactant in your wash wheel and if you have stains, you need oxygen bleach or more of it. This is not always

of this is enzyme detergents. They alter the chemical action and you decrease the temperature.

Another example would be using rope ties versus washing shirts loosely. They improve

products that they supply. Some progressive distributors offer a similar free service for the same reason.

The coolest thing about being in the shirt business is that you can make shirt cleanliness

sizes.

In those cases, your wash person is liable to try to squeeze in more shirts than they should into a given washer.

Overloading the wash

If you had a wish list, on that list should be that you could get shirts perfectly clean, with no pre-scrubbing, no ring-around-the-collar and no stains.

true, as I said, but it can be, sometimes. It could be something more obvious, easier and cheaper.

In order to wash shirts, you need four things:

- Time.
- Temperature.
- Chemical action.
- Mechanical action.

It has to be all four things. How much of each, though, can vary, but it is still scientific.

We know that we can give a little more of one thing and save on another. But which ones and how much?

The most common example

mechanical action. Consequently, you can save on detergent or cut down on wash time.

Still, all this has to be done with professional help. You are only as good as your chemical rep. If you don't have one and you have issues with shirt cleanliness, then the problem is his absence or his qualifications.

Most brands of detergent have a service rep who will tour customers in a geographical region for the sole purpose of making sure that these customers are satisfied with the

their problem rather than taking it upon your shoulders. His job is to satisfy you and my job is to tell you not to be satisfied unless you get clean shirts without scrubbing collars and pre-treating minor stains.

Still, you may have quality problems. Your local chemical rep is not your washman. Or your maintenance man. He can tell you what you need, but will be unable to make it happen without your support.

Here are some reasons why you'll have cleanliness problems:

Overloading the wash wheel. This is probably the number one cause of inconsistent wash quality.

Some days, the shirts look fine, others, they don't. It is much easier to maintain the proper loading capacity with a system like Tailwind for example, that has a self-defining lot size rather than a piece system or a lot system that is either has lots that are difficult to identify or has lots of varying

wheel will not allow for the proper amount of mechanical action — one of the keys to getting clean shirts. If you wash shirts loosely, you will need to underload your machines by quite a bit.

While some people — but not I — think that washing loosely while underloading is the best way, keep in mind that this is very difficult to manage. It may require weighing every load (and making sure that it gets done when you aren't looking) to insure that you never put in more than 35 pounds in a 50-pound machine. I think that this is a problem waiting to happen.

Anyway, whatever your chemical rep has determined is the correct wash capacity and formula for your situation is what you need to stick with. Don't expect clean shirts if you go against his/her advice.

Low water temperature. This one is a killer. You must have hot water.

Let's say you need 120° wa-

Continued on page 20

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GK'S CLEANERS in Flower Mound, TX, purchased a Union HL860 cleaning machine with solvent heating through Gulf States Laundry Machinery. Matt A. Lipman (left) of Union is pictured with the owners, Jill and David Collins.

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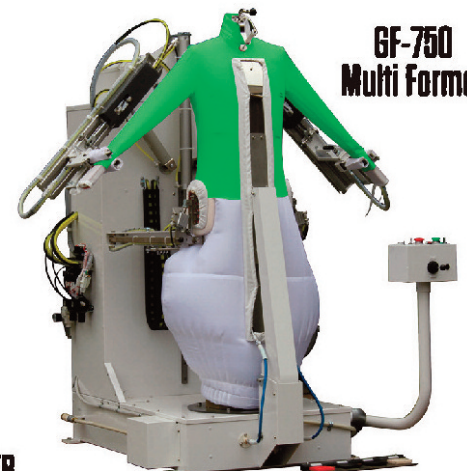
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Don Desrosiers

Are your shirts not getting clean?

Continued from page 18
ter for your particular formula. Many enzyme detergents need this temperature. Certain oxygen bleaches won't do a thing unless you have the required temperature.

What you set your water heater at, or what the gauge reads at the holding tank, means absolutely nothing to me. What is the exact temperature of the water five minutes into the wash cycle?

Use a laser trap tester to get this reading right through the glass. Do not rely on the washing machine's temperature indicator.

For some reason that eludes me, they are notoriously inaccurate. I have seen a 35° vari-

ance between the electronic readout on the machine and the actual temperature. That is the difference between clean

In some climates "cold" water can be 35° in the winter and 80° in the summer. If your washing machine calls for a

they are programmed, you simply select a temperature rather than "hot" or "cold." This leaves it up to the micro-

rate. Keep in mind, also, that when you inject hot water into a wash wheel full of fabric and cold metal, you will lose sev-

If you think that skimping on supplies is the way to stop using all that red ink, I assure you that there is something else that you've missed.

shirts and dirty shirts.

The setting that you select on your water heater will depend on several factors such as the distance between the hot water maker and the wash arena, how (and whether or not) the pipes are insulated and the type and condition of the washing machine.

mix of hot and cold water to arrive at a wash temperature of 130 degrees, it is incontestable that your water temperature will not be consistent year round.

The washing machines that have thermostatically controlled water temperature are far and away the best. When

processor to determine whether you need hot water or cold water at any given moment and will continue to monitor this throughout the wash cycle.

Still, the wash wheel temperature must be checked to assure that the electronic reader in the machine is accu-

eral degrees due to the ambient temperature of these things.

Mechanical/maintenance issues. This is often overlooked as a possible cause of substandard wash quality.

Be sure that your washing machine's drain valve isn't leaking. If your valuable hot water is leaking out of the wheel a little at a time, you may be doing all of the right things — the right water temperature and the right chemicals — but flushing them down the drain. Again, trust a laser temperature gauge or a pyrometer, not the setting on the water heater. You must have hot water to get clean shirts.

If the drive belt that connects the wash wheel to the drive motor is too loose, it is possible that the drum doesn't turn at the proper RPM. If the belt slips, the shirts will not get good agitation.

One thing that you can do is go to Sam's Club and buy a 40-pound box of El Cheapo detergent for eight bucks. Just don't expect it to clean your shirts. If you think that skimping on supplies here is the way to stop using all that red ink, I assure you that there is something else that you've missed.

Don't cut corners on proper chemicals. If you calculate your chemical cost on a per shirt basis rather than by the cost per pail or bag, you will see that the "expensive" stuff barely affects your supplies cost on a per shirt basis, but makes your life a whole lot better.

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

Don Desrosiers has been in the drycleaning and shirt laundering business since 1978. He is a work-flow engineer and a management consultant who provides services to shirt 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.

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KEEP IT LEGAL



BY FRANK KOLLMAN

Check your state employment laws

I have been practicing law for more than 40 years. The first 10 years were spent working for large, established law firms.

The last 30 have been spent practicing in the firm I established because I was unsatisfied working for others. Most of you reading this article will probably understand that motivation and sentiment.

Fortunately, my management labor and employment practice was large enough to sustain me in the early days. I was concerned, however, that I might have to consider representing “the other side,” namely employees, to make ends meet.

When I thought about the kind of plaintiff’s work I might

do, there was no question in my mind what the best choice would be: wage and hour law. Not wrongful termination or discrimination cases, but cases involving the right and wrong way to pay employees.

Why? Because this is the area where (1) employers make the most mistakes, (2) the law is most weighted against employers, and (3) employers cannot typically settle for any less than the employee is entitled under the law to receive.

With respect to item 3, imagine how settlement negotiations in commercial lawsuits would go if the party who owed the money settled for less than it truly owed, only to find out that the other party

could sue again for the difference despite a settlement agreement.

In other words, in most wage and hour cases, the philosophy of “I know I owe him \$100 but see if he’ll take \$50” will not protect the employer from being sued after settlement for the other \$50.

Making matters worse, individual states are jumping on the wage and hour bandwagon to make it easier for employees to sue and harder for employers to win. As I have written in this column, state law, if it is more generous to employees than federal law, trumps (sorry) federal law.

That’s one of the reasons why states and localities can have higher minimum wage requirements than the federal minimum wage. Or worse, a federal exemption from minimum wage or overtime requirements can be wiped out by state law for work being done in that state.

I have had employers come into my office with copies of federal regulations showing that their overtime policies were legal, only to burst their bubble by showing that Maryland, Virginia, Pennsylvania, or South Dakota does not recognize those practices under local law.

Recently, my home state of Maryland enacted a law in the construction industry that is wildly unfair and unmanageable.

As a backdrop, Maryland is

trying to eliminate the use of independent contractors in the state who probably should have been classified as employees. Perhaps this is a good time to remind you of earlier columns where I state: “If you have to ask whether a person is an independent contractor, he or she probably isn’t.”

Maryland has upped the ante, so to speak, by making companies responsible for the wages paid to employees of its subcontractors, its subcontractors’ subcontractors, and so on down the line.

Imagine being sued by an employee of the company that painted your building because he was not paid properly by the painting company, or because that company withheld some of his final paycheck for stealing, but without a “written authorization required by state law.”

Starting October 1, construction companies in Maryland have to take additional steps, whatever they are, to ensure that their subcontractors comply with state wage and hour laws or face lawsuits.

I have written what seems like countless columns on compliance with minimum wage and overtime laws. I will not bore you with another.

You are probably inadvertently or deliberately violating those laws in some way, and you should at least determine if your current practices are airtight. If not, change them, or be prepared for a lawsuit in

your future.

I am not sure, however, if I have discussed in any detail state laws on wage payment and collection. Each state, or most of the them anyway, have requirements for when and how employees must be paid for work performed in the state. Those are wage payment and collection laws.

Some states require terminated employees to be paid immediately. Most allow terminated employees to be paid in the ordinary course. Most do not allow deductions from pay without written authorization, and all have some sort of legal mechanism for employees to use to get paid if they are withheld.

I recommend that you find out what your state requires with respect to wage payment — an Internet search will eventually turn up the applicable state law or regulation. If your policies do not comply, change them.

While you are doing your research, notice how these laws punish employers by entitling employees to sue for double and triple damages, as well as attorneys’ fees. Wouldn’t it be easier to pay one time at the right time?

No matter how angry you are with an employee you had every reason to fire, you have to be extremely careful that you do not pay him or her improperly as a result of that anger. Triple pay to an employee fired for damaging an expensive piece of equipment because of stupidity is far worse than paying him one time, despite the damage to the equipment.

Finally, if you watch television, you know that the airwaves are full of commercials from plaintiffs’ lawyers telling employees and former employees how they can punish their bad employers for wage and hour violations. Despite my management bias, I have to admit that some of those lawyers understand the law pretty well and do a good job for their clients.

Make sure they are not doing that kind of “good work” for your current or former employees.

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. It has articles, sample policies, news and other information on employee/employer relations.



One Hour Martinizing in Santa Barbara, CA, purchased two Bøwe M40 hydrocarbon machines through Joven Sales and Service, replacing two Bøwe K25 units that had been in service for 20 years. Diane Honaker, owner of One Hour Martinizing, is pictured with Bill Morgal, owner of Permac Parts Depot.

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WRENCH WORKS



By BRUCE GROSSMAN

Boiler water treatment, Part II

Last month I concluded the article at the beginning of a discussion on the impurities associated with boilers.

This month we will delve deeper into what some of these impurities are, allowable limits for proper boiler operations, how to control them and the type of damage they cause.

The following are charts listing common impurities and allowable limits for Fulton boilers commonly used in drycleaning/laundry opera-

tions.

Similar charts are available from all boiler manufacturers although the allowable limits may vary from manufacturer to manufacturer.

“Wow,” you say. That’s quite a list of things I know nothing about. Lacking a degree in chemical engineering what can I do about it?

Well, the answer is not much as far as the chemistry of the new or make-up water is concerned. It depends on the

local water supply.

However, the good news is that commercially available boiler treatments, generically called “boiler compound” and water softening devices, do an excellent job in keeping your boiler in tip-top condition and are readily available.

In most cases providers of boiler compound and water softening services will take wa-

ter samples from your steam system and analyze them in order to set up the proper dosing schedule to maintain proper boiler chemistry.

Water testing should be done every few months minimum. If you own a water softener instead of using a service, most large swimming pool supply houses will be able to test for hardness, often at no

charge.

OK, we have reached the point where you are aware that boilers need the proper water chemistry and there are effective means to treat that water in order to provide that chemistry.

What could go wrong? Plenty, and the next paragraphs will suggest how to avoid the dreaded “Pitfalls of Boiler Water Treatment.”

Here’s two most common bad actors found in makeup water that you have the ability to control:

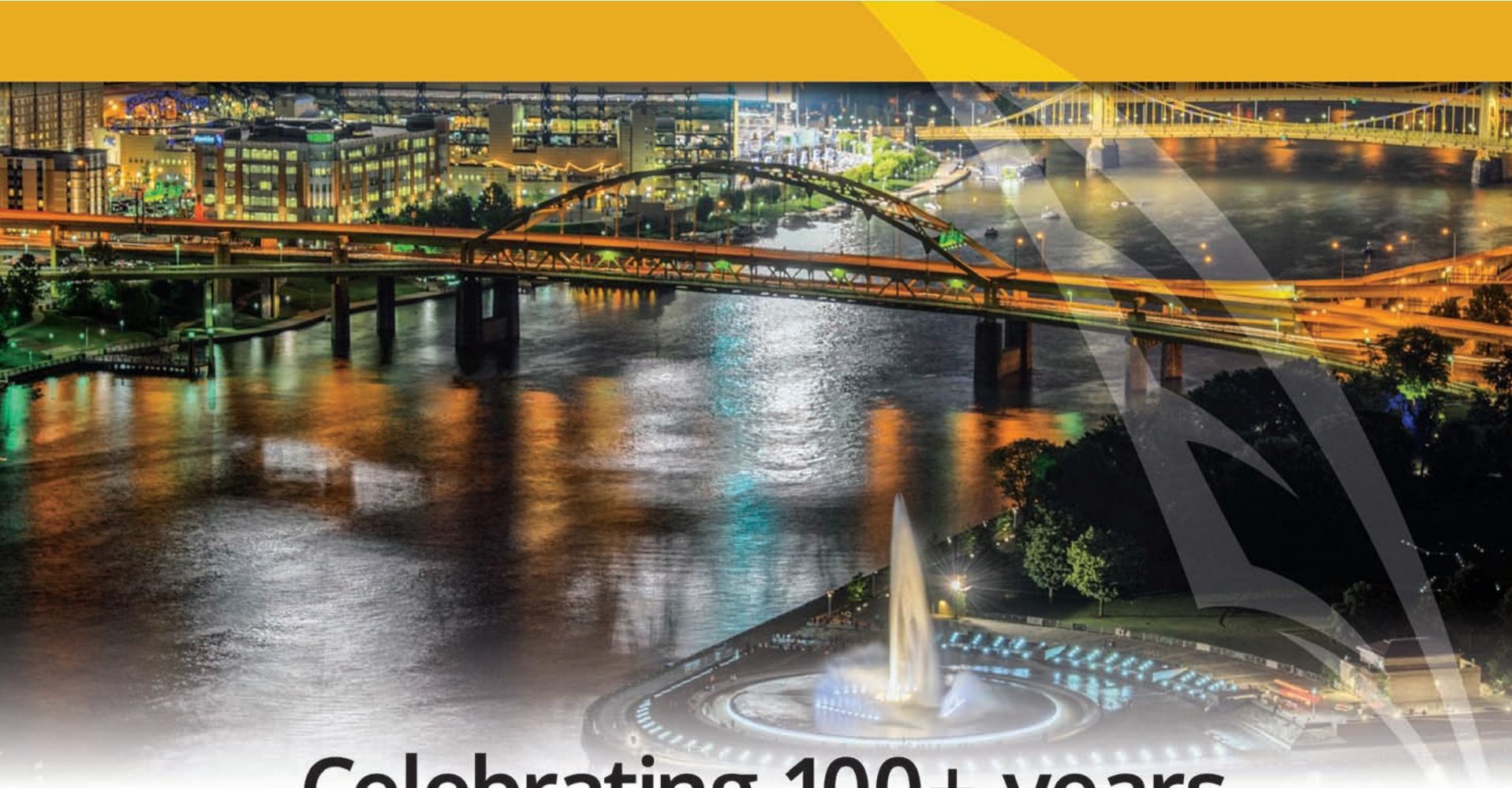
Dissolved oxygen. Oxygen which is dissolved in feedwater attacks the steel in the boiler and the feedwater system and causes a condition described as “pitting.”

The pits that are produced can vary from tiny depressions to holes large enough to penetrate the boiler metal and are usually covered with pimple-like bumps of rust.

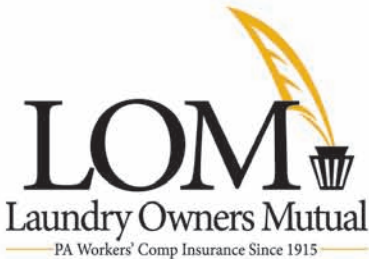
Continued on page 28

Feedwater	
Combination of fresh makeup and condensate returning to the return (condensate) tank.	
Dissolved Oxygen	less than 0.05 ppm.
pH Value	9-11 (tested at room temperature).
*Hardness	less than 70 ppm in the form of CaCO3.
Oil	one.
Suspended Solids	none.
Organic Matter	less than 5.0 ppm.
Chloride	less than 50.0 ppm.
Total Dissolved Solids	less than 300ppm.

Boiler Water	
Water contained inside the boiler itself which will be converted to steam.	
Phosphate	30 to 50 ppm in the form of PO4.
Alkalinity	less than 300 ppm in the form of CaCO3.
Chloride	less than 500 ppm.
pH Value	9 to 11 (tested at room temperature) .
Total Dissolved Solids	400 to 2,000ppm.
Iron	1 ppm maximum.
Silica	180 ppm max. as SiO2.
Hardness	less than 50.0 ppm.
Dissolved oxygen	none



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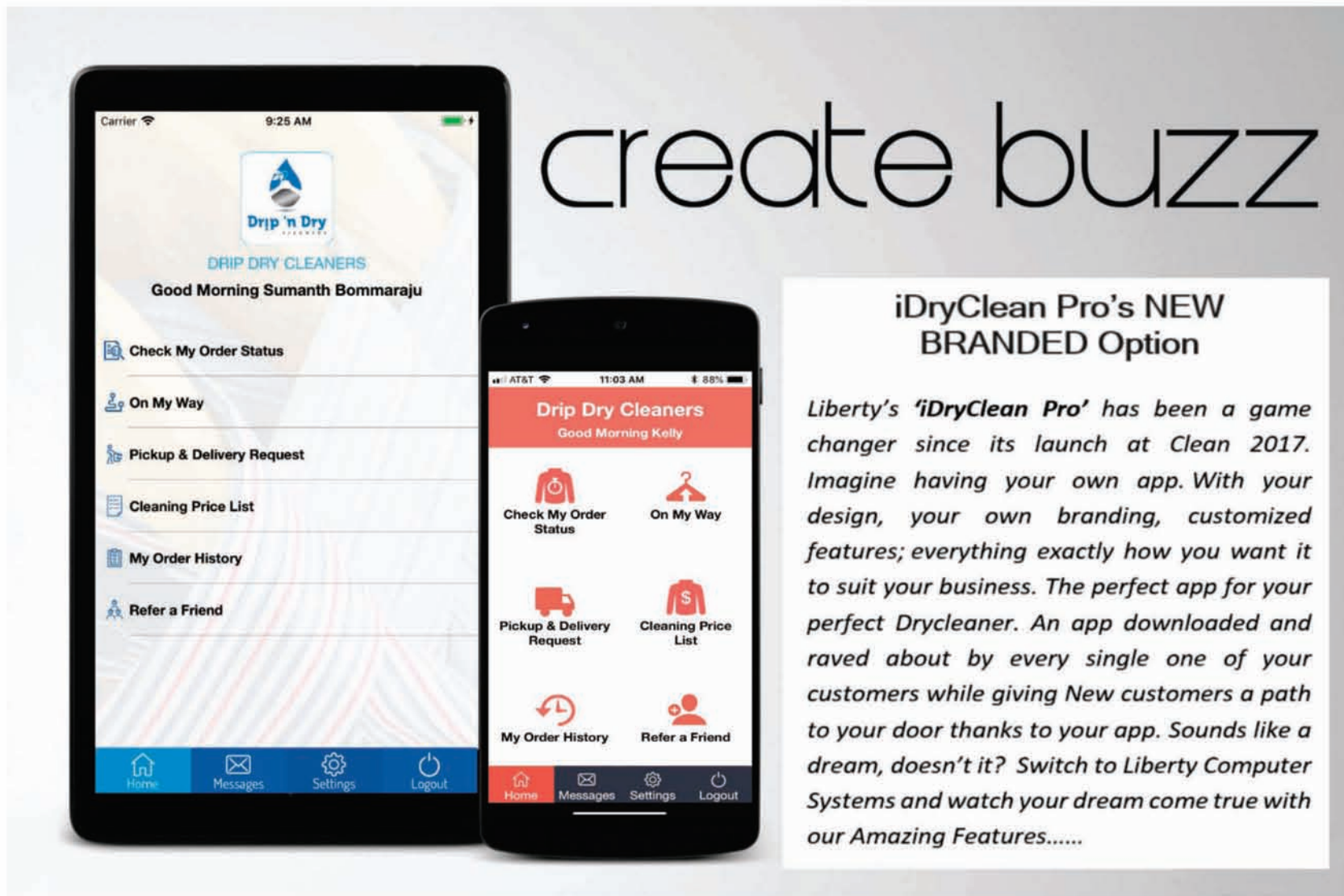


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Bruce Grossman

Boiler water treatment, Part II

Continued from page 24
Once pitting starts, it may be extremely hard to arrest and can proceed at a rapid rate. Sodium sulfite is used to remove the dissolved oxygen left in the feedwater. It reacts chemically with dissolved oxygen binding it so it is not available to destroy metal. Dissolved oxygen control is based on maintaining a level of sodium sulfite in the boiler water therefore it is important

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that the feedwater and make-up water are mixed as thoroughly and as quickly as possible so that sodium sulfite binds feedwater oxygen before the oxygen can cause damage to the boiler.

With this in mind, it is far better to add compound to the return tank using a metering pump when new make-up water is added to the return tank or when the return pump is pumping water into the boiler than it is to add the compound manually a couple of times a day.

When water is heated, the dissolved oxygen is driven off therefore condensed steam (condensate) flowing back to the condensate return tank is essentially oxygen free.

Only new, untreated make-up (city water) water adds the damaging oxygen.

Constant addition of new water caused by leaky ball float valves (Roberts Valve) found in almost every return tank is a boiler killer.

In order to prevent pump cavitation caused by high return tank water temperature, uninformed operators sometimes run a stream of new water into the return tank to cool it.

Leaky ball float valves (Roberts Valve) and return

tank water cooling using this method will *kill boilers* by overwhelming the capacity of the boiler compound to treat the water — both by adding large amounts of oxygen and also diluting the boiler treatment chemicals.

Water hardness. Water hardness is the measure of calcium and magnesium content. Calcium and magnesium carbonates are the major components of scale, which is the hard layer that forms on the metal surfaces inside of boilers and pipes.

Its formation is controlled by:

- Removing as much of the scale-forming carbonates before they enter the boiler which is called “water softening.”

There are water softener services which routinely replace the active components of the softening system, or you can own and maintain your own water softener.

Either requires the replenishment of the softening media (most often salt,) based upon the original “hardness” of the incoming water and the volume of water treated.

Hardness levels should be monitored regularly by sampling, then testing the water.

- Chemicals in the boiler compound which keep the car-

bonates from hardening on metal surfaces.

Both of the methods listed above are defeated by excessive volume of new untreated water entering the return tank. Once again the culprit is usually the fault of the ball float valve (Roberts Valve) leaking.

That leaking ball float valve is so common, unnoticed and destructive that I designed an electronic level control that replaces this relic of the 18th Century. The electronic level control is called the EZ-Level control (see below).

Bruce Grossman is the Chief of R&D for EZtimers Manufacturing, maker of the new Return Tank Sentinel, a device that essentially ends lost production by boiler shut down caused by most boiler return pump failures. Also, the EZ Level return tank water level control that replaces the ball float valve in the return tank and the Sahara Drop in the Bucket line of high purity separator water mister/evaporators and the Tattler steam trap tester, an accurate and easy to use device. For more information on EZtimers products, visit www.eztimers.com. Address any questions or comments for Bruce to bruce@eztimers.com or call (702) 376-6693.



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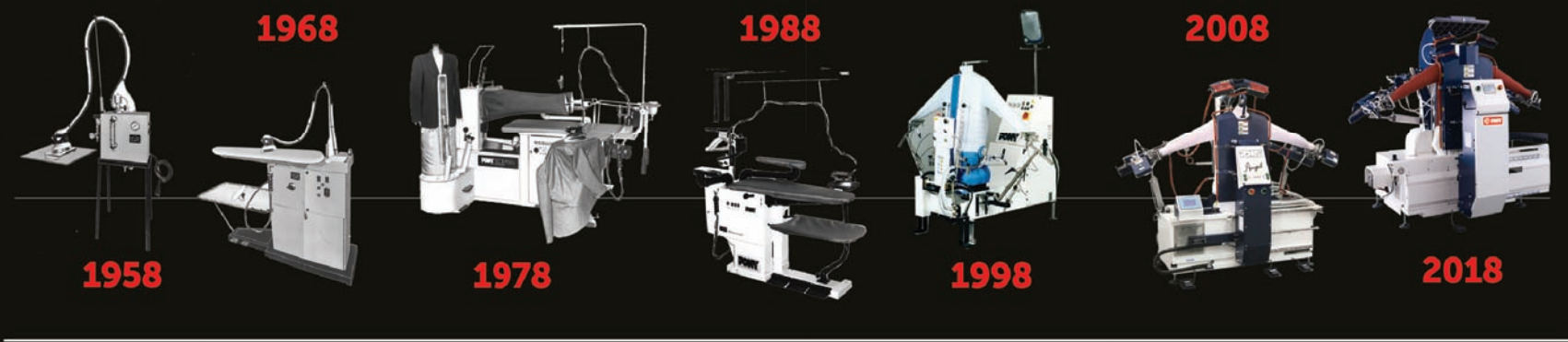
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Denim is a popular fabric both in casual wear and high style designer fabric. The basic construction of all denims are similar and the difference is due to the expense, label and the customers preference in look and wear.

Customers who are wearing designer denims usually prefer a soft, well-pressed fabric while others in casual wear may want a stiffer and more firm fabric.

Denim is a cotton twill weave with a blue indigo dye woven lengthwise with natural white yarns, giving the fabric a blue and white effect.

Some manufacturers may piece dye the denim to give a uniform color.

Although denims are usually cotton, they can be blended with polyester and also spandex to give a better fit.

Wetcleaning programs for designer denims

Manufacturers can program the wetcleaning system using different detergents and softening agents. Some manufacturers' products may work better than others. Some manufacturers' may program the wetcleaning system better than others.

There are manufacturers who prefer using anionic detergents with softening agents while others prefer using cationic detergents with softening agents.

In my on-site consultations, I have found both systems work equally well if programmed properly. It is also known that quality of product may differ from one manufacturer to another.

Objective

The designer denim you wetclean should have a soft feel, press easily and have depth of color. The proper addition of detergents, softening

agents and mechanical action used prevent the denim from losing color.

The detergents should be slightly acid-based for setting colors and should contain enzymes for effective stain removal.

The following is one of the wetcleaning programs that many drycleaners have used successfully using cationic detergents with cationic softening agents.

- Five minute wash with cationic detergent, one ounce per ten pounds.
- 90° F.
- 20RPM.
- Drain.

- Cold rinse.
- Two minutes RPM.
- Drain.
- Intermediate extraction.
- Final rinse with softener.
- Three minutes.
- 20RPM.
- Drain.
- Final extraction.
- Dry on a heat cycle for permanent press. Remove after 90 percent dry.

Additives for soiled denim

- Hydrogen peroxide with a nonionic detergent.
- Citrus-based degreasers for heavily soiled denim.

Denims with spandex

- Avoid hot water — 90°F.
- Do not add citrus based degreasers to washing formula.
- Do not dry in temperatures designed for cottons.
- Dry on heat used for permanent press.

Spotting denims

The key to successful spotting is limiting mechanical action. If you use only a tamping action rather than brushing you will lose less color from the denim.

Denims will tend to lose more color using oily type paint removers and citrus based spotters. The less aggressive spotting formulations are anionic detergents, protein formulas and tannin formulas with anionic detergents.

Things to watch for

Some denim may have a yellowish discoloration and weak areas. This condition may be caused by the stone washing and acid washing process used in manufacture to create a worn and distressed look.

The acid washing process uses bleaching agents which may not be properly rinsed and neutralized. The stone washing process uses pumice stones and other abrasive material which may also weaken the denim.

Correcting color loss on denims

- Apply a little blue ink on a cloth and gently rub affected area.
- Tamp area with a white pencil which would create the denim effect.

Dan Eisen, former chief garment analyst for the National Cleaners Association, can be reached at (772) 340-0909 or (772) 579-5044, by e-mail at cleandan@comcast.net or through his website is www.garmentanalysis.com.

A true state-of-the-art wetcleaner

Bridgestone Drycleaners in Brooklyn, NY, is one of the few cleaners who meet my criteria for being a state-of-the-art wetcleaner. There are many drycleaners

who profess to be state-of-the-art but in reality are not. If you can meet the criteria, you can truthfully declare yourself as an elite state-of-the-art wetcleaner.

Criteria

- Able to wetclean wool and silk without a change in feel and texture from drycleaning.
- Able to wetclean 99 percent of silk wedding gowns successfully.
- Able to wetclean cottons without complaints from presser.
- Able to successfully wetclean shirts without pre-spotting cuffs, collar and stained areas.

A successful wetcleaning program requires state-of-the-art wetcleaning machines with controlled mechanical action and temperature, moisture controlled dryers, proper wetcleaning chemicals and programming, state of the art finishing department and a properly trained staff who is knowledge in fabrics.

— Dan Eisen



The crew at Bridgestone Cleaners, from left, Zach Kinzer, owner, Ein Esar, head spotter, Dan Eisen, trainer, Ken Kinzer, owner, and Ramiro Garcia, spotter.

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MIDATLANTIC



FESTIVAL CLEANERS in Upper Marlboro, MD, installed an InnoClean cleaning machine. At left is Kim Chul, deputy from InnoClean, with Chang Bom Park, president of Festival Cleaners.

PDCA provides chance to see it all in Baltimore

As the end of the year draws near, so does the date for the Pennsylvania and Delaware’s Cleaners Association’s 2018 Drycleaning and Laundry Expo.

The event will take place from Nov. 9 to 11 at the Baltimore Convention Center in Maryland, a change in venue from the Atlantic City Convention Center that has hosted the show in years past.

The Baltimore Convention Center is located in Baltimore’s Inner Harbor, which is home to the Maryland Science Center, the National Aquarium, the Babe

Ruth Birthplace and Museum and Camden Yards, where the Baltimore Orioles and Baltimore Ravens host their home games.

The Expo will be one of the last times of 2018 when drycleaners can travel to see all of the latest industry technology and services under one roof.

It is also a convenient way to ask questions directly to representatives from various allied trades companies and see the equipment running up close in demonstrations.

The exhibit hall is scheduled

to be open from 11 a.m. to 7 p.m. on Saturday, and from 10 a.m. to 4 p.m. on Sunday.

In addition to the exhibit hall, PDCA has gathered up various experts to speak during its morning educational sessions.

They will cover a wide series of topics including social media strategies, labor law issues and utilizing teamwork to achieve superior customer service.

Sunday’s keynote speaker will be Brian Rashid, the CEO of A Life in Shorts, who will lead a discussion on “Smart Digital Marketing.” He will demonstrate how easy it can be to digitally market your business on a shoestring budget.

Just as important as getting new customers through the door is finding a way to keep your good employees from leaving you.

Route Pro James Peuster will be on hand to cover that dilemma with “Breaking the ‘I Can’t Find Good People’ Myth.”

He will examine how business owners and plant managers can expand their search for hiring new staff and how to keep your best employees once you have hired them.

Of course, even the best employees need to learn how to work together, which is where FabriCoach Jim Groshans comes in. He will present “The Team Approach to Building Customer Service Excellence” during his presentation.

Lastly, attorney Frank Kollman will help attendees navigate through a complicated maze of state and federal labor laws in order to cut down on lawsuits and legal issues. His program will be called “Keeping on the Right Side of Employment Laws.”

There is still time to secure reservations at this year’s headquarters hotel for Expo 2018, the Hyatt Regency Baltimore Inner Harbor. It is located only 15 minutes from BWI Airport.

There is a special room rate of \$159 per night for single or double occupancy for attendees who contact the hotel for reservations at (410) 528-1234 and mention their affiliation with Expo 2018.

There is also a direct link to make reservations online by visiting PDCA’s website at www.pd-clean.org and clicking through from the main home page.

There are still sponsorships available for Expo 2018. Options include \$500 Bronze Sponsor, \$1,000 Silver Sponsor, \$1,500 Gold Sponsor and \$2,000 Platinum Sponsor. An application form and breakdown of each category can be found inside the 2018 Drycleaning and Laundry Expo prospectus, also located on the web site.

For more information, visit PDCA online or contact them at (800) 822-7352.



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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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THE ROUTE PRO



BY JAMES PEUSTER

Organize or agonize. It's your choice

Today's world is chaotic enough and the fact that we are literally in a hot/cold industry makes it ever more important to stay organized.

We strive to ensure that we set up systems that are geared to make our lives easier and make it so that our employees can follow a strategy for effi-

ciency and effectiveness.

That is why routes, if planned out effectively, can make sure your world is easier to manage and definitely more profitable.

Let's look at some basic organized elements of routes.

First of all your manifest is the lifeblood of your daily grind. Failure to keep in order proper info entered and drivers utilizing it will only slow down the process.

From morning prep, to stop-to-stop operations and data collection, the manifest organizes every aspect of the pick-up and delivery routine. It is the ultimate fire-prevention element while being the management component. Not utilizing a manifest is non-negotiable.

Your van also needs to be kept clean and in order. Some of the best drivers I have ever seen have vans that are like a freshly cleaned office. From their operating supplies to the marketing pieces, keeping the van in order makes you more efficient and looks good every time you open your doors for a delivery.

The staging area for routes is super

important, too. The more space you allocate for routes, the less likely you are to have mistakes.

Quite often I notice a tight area with limited rail space for drivers to prepare their orders. Z-racks are a great option.

Finally, organizing your day is just as important.

Knowing how long it takes to run a route prepares you for sales and customer service.

The best developers know exactly how much time they have in the field to sell.

The bottom line is organize or agonize. Routes can make your life easier when run right. But not staying focused or prepared sets you and your crew up for failure. We all work hard to get customers; don't make it easy to lose them.

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.



VISTOSO CLEANERS in Oro Valley, AZ, purchased a Unisec MS-402N through HK Arizona Machinery. Owner Hang S. Lee is pictured with the new machine.

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Paula Kostick
Owner, Classic Drycleaners

"My company, Classic Drycleaners, completed a one million dollar plant renovation in 2017. Our goal was to purchase and install the best equipment we could while staying within our budget. We chose QuickSort as our automated assembly system after much research and plant visits to see not only QuickSort, but two other well-known assembly systems. I highly recommend this system to be reliable, employee friendly, and affordable."



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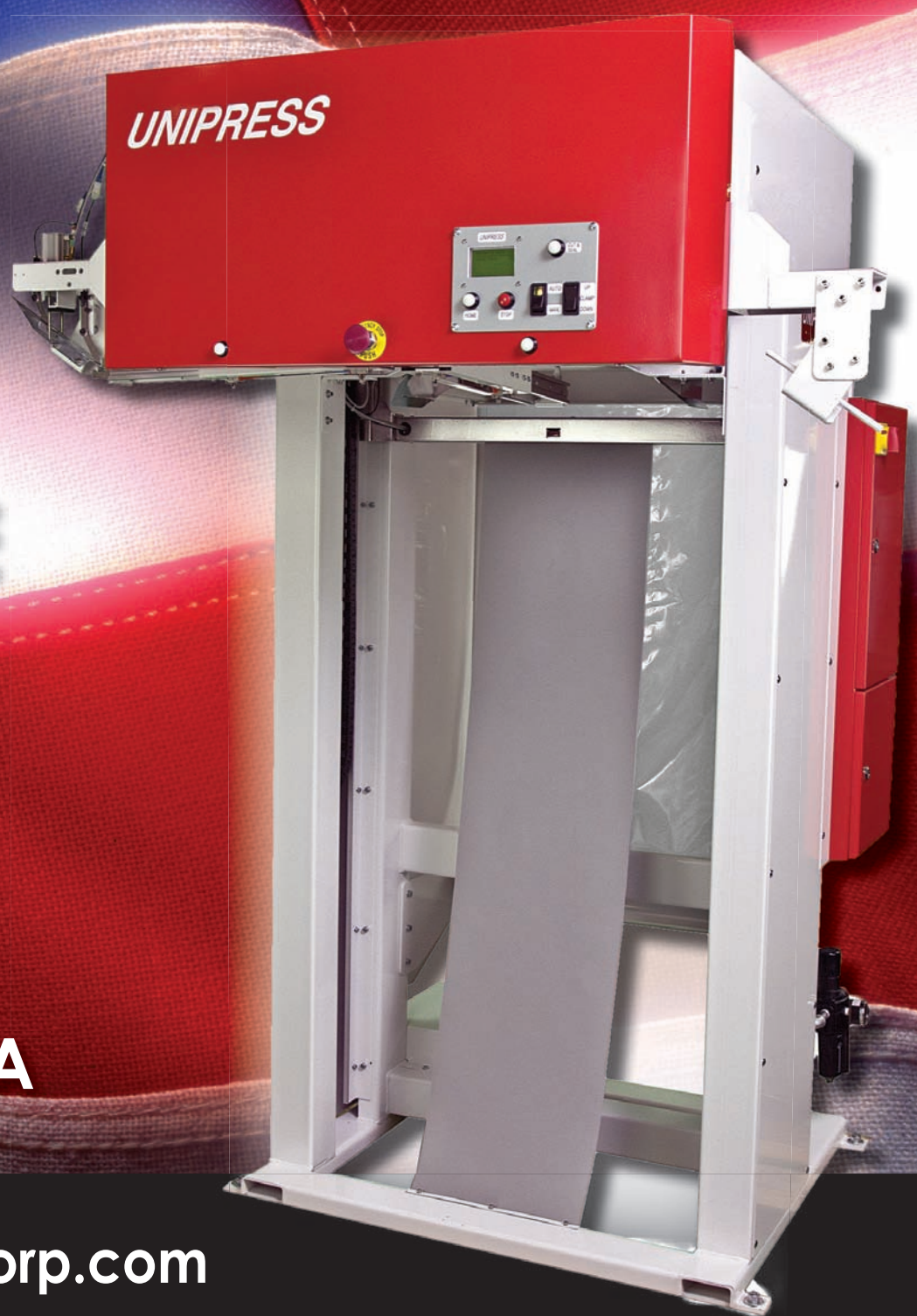
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NewsMAKERS



Graduates of DLI's Introduction to Drycleaning course held in July are, in front from left, Yoshio Villegas, Gwynnie Bee, Groveport, OH; Kathryn "Katie" Gleason, Craft Dry Cleaners, Winston-Salem, NC; Lisa Porter, The Laundry Station, Jacksonville, FL; Nikki Cozzi, Verlare Cleaners, Elmhurst, IL; Kelley Walcott, Sandy Lane Hotel, Bridgetown, Barbados; Sharon Forde, Sandy Lane Hotel, Barbados; and Veronica Moeai, Henries Dry Cleaners, Salt Lake City, UT. In the middle row are Amanda Green, Classic Cleaners, Indianapolis, IN; Vicki Evans, Classic Cleaners, Indianapolis, IN; Maitham Rajab, Maundry Laundry, Bahrain; Destiny Adam, Lake Mills Cleaners & Dyers, Lake Mills, WI; Omari Legg-Washington, OTG Management, Springfield Gardens, NY; Esteban Corona, Greenes Cleaners, Inc., Napa, CA; Patrick Parris, Sandy Lane Hotel, Bridgetown, Barbados; Dallas Sanner, Admiral West Cleaners, Westminster, MD; and Joseph Zimring, New York, NY. In back are Brian Johnson, DLI director of education and analysis; Mia Marino, Gwynnie Bee, Groveport, OH; Ishmael Wilson, Fresh Dry Cleaners, Hyattsville, MD; Martinizing Dry Cleaning, Austin, TX; Detria Legg, OTG Management, Springfield Gardens, NY; Kamran Choubak, Cleaners4less, San Jose, CA; Liliana Battista, Puritan Cleaners, Richmond, VA; Rito Mayorga, Glyndon Lord Baltimore, Glyndon, MD; Daniel Letsch, 417 Dry Cleaners, Marshfield, MO; and Brian Kelly, Dallas, TX.



Graduates of DLI's Advanced Drycleaning class are, in front from left, Paige Green, Glyndon Lord Baltimore, Glyndon, MD; Elizabeth Zimmerman, Sew Clean, La Crosse, WI; Kathryn Gleason, Craft Dry Cleaners, Winston-Salem, NC; Kelley Walcott, Sandy Lane Hotel, Bridgetown, Barbados; Destiny Adam, Lake Mills Cleaners & Dyers, Lake Mills, WI; Sharon Forde, Sandy Lane Hotel, Bridgetown, Barbados; Lisa Porter, The Laundry Station, Jacksonville, FL; Meredith Reeves, Chickasaw Laundry Services, Ardmore, OK; and Dallas Sanner, Admiral West Cleaners, Westminster, MD. In back are Patrick Parris, Sandy Lane Hotel, Bridgetown, Barbados; Maitham Rajab, Maundry Laundry, Bahrain; Oscar Marin, Prestige Cleaners, Milwaukee, WI; Jason Pardi, Best Cleaners, Schenectady, NY; Brian Kelly, Dallas, TX; Kamran Choubak, Cleaners4less, San Jose, CA; Brian Johnson, DLI director of education and analysis; and Ishmael Wilson, Fresh Dry Cleaners, Hyattsville, MD. Class members not pictured were Detria Legg, and Omari Legg-Washington, both of OTG Management, Springfield Gardens, NY.

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2018

- October 4-6** Success 2018 conference sponsored by Methods for Management, Hotel Boulderado, Boulder, CO. Call (253) 851-6327.
- October 10** Midwest Drycleaning Expo, sponsored by the Wisconsin Fabricare Institute, WFI headquarters and training facility, Milwaukee, WI. Call (414) 488-1692.
- October 12-13** Canadian Fabricare Association annual conference, Holiday Inn Yorkdale, Toronto, ON. Call (416) 573-1929.
- October 15** National Cleaners Association Coats for Kids golf outing, White Beeches golf Club, Haworth, NJ. Call

(800) 888-1622.

- October 15-19** Introduction to Drycleaning course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.
- October 16-18** Annual conference of the Textile Rental Service Association, Napa, CA. Call (877) 770-9274.
- October 19** Southwest Drycleaners Association board and members meeting. Courtyard by Marriott Gulfport Beachfront, Gulfport, MS. Call (512) 873-8195.
- 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.
- October 27-28** Fall Fest '18, sponsored by the North East Fabricare Association, Plymouth, MA. Call (603) 635-0322.
- November 9-11** Drycleaning and Laundry Expo, sponsored by the Pennsylvania and Delaware Cleaners Association, Baltimore, MD, Convention Center. Call (215) 830-8495.
- November 10-11** Two-day advanced spotting course sponsored by the Michigan Institute of Laundering and Drycleaning.

Jan's Professional Dry Cleaners & Laundromat, Clio, MI. Call (877) 390-6453.

- November 10-18** Exam period for DLI certification tests. Register online in advance or call (800) 638-2627.
- November 12-16** Introduction to Drycleaning Course, presented by the Drycleaning and Laundry Institute and the California Cleaners Association. Washbox, 2066 Mountain View Rd., South El Monte, CA. Call (800) 638-2627.
- December 1** Western States Drycleaners and Launderers Association, annual holiday social, Bluewater Grill, 1720 E. Camelback Rd., Phoenix, AZ, 6:30 p.m. Call (877) 342-1114.

2019

- January 17-20** Brainstorming and Five Stars conference, sponsored by the National Cleaners Association and the Drycleaning and Laundry Institute. Sonesta Ocean Point Resort, St. Maarten. Call (800) 888-1622.
- January 25-27** North Carolina Association of Launderers and Cleaners winter meeting. Pinehurst Resort, Pinehurst, NC. Call (919) 313-4542.
- June 20-23** Clean Show, New Orleans, LA. Call (404) 876-1988.
- July 31-August 3** Textile Care Allied Trades Association annual conference. Ojai Valley Inn & Spa, Ojai, CA. Call (813) 348-0075.

Two-day CFA conference set for Toronto

Canadian Fabricare Association will hold a two-day industry conference at the Holiday Inn Yorkdale in Toronto, ON. "Diversify and Grow" will be the theme of the Oct. 12-13 conference. Speakers at Friday's sessions will cater mostly to the laundry industry while Saturday will be devoted to cleaners looking to grow into the laundry sector — linen supply, coin laundry, etc. A laundry consultant from American Laundry Systems will speak on both Friday and Saturday on how to add laundry services to current cleaning operations. How to secure customer data will be also be discussed both Friday and Saturday. A variety of additional topics will be addressed by various speakers on Saturday. These include pickup and delivery sales

promotions; handling solvents; environmental regulations; the benefits of wetcleaning; small business obligations, risks and opportunities; and expanding abilities for pickup and delivery. The conference will end with a cocktail party and dinner Saturday evening. The full registration package, which includes all meetings, breakfast, lunch and the Saturday evening dinner, is \$231.65. Partial registrations are also available. For details, visit the association's website, www.fabricare.org. Hotel rooms at the Holiday Inn Yorkdale are available for \$159.95 plus taxes for a single or double. Reservations should be made directly with the hotel by calling (866) 586-0046 and mentioning CFA to get the special room rate. For more information, call (905) 881-5906.

SOUTH



KARNS CLEANERS in Knoxville, TN, purchased a Furbimatic Saver SE cleaning machine through Forenta with installation and start-up provided by James Smith of Knoxville and Ronnie Reed of Forenta. Tony Shin, the owner, is pictured.

Dealing with change will be a main topic for NCALC

Change may be inevitable, but dealing with it is often unenviable. Still, drycleaners who want to be successful in the future should be preparing for it and the North Carolina Association of Launderers and Cleaners will be emphasizing that notion at its annual convention.

The event is scheduled to take place from Oct. 19 to 21 at the StateView, Autograph Collection Hotel in Raleigh, NC.

The keynote speaker of the weekend, Denise Ryan, will de-

liver a Friday night presentation called “Dealing With Change Without Going Up in Flames.”

Ryan is a magna cum laude graduate of the University of South Carolina who holds a Master’s Degree in business and is often referred to as a “motivational pyromaniac” for her abilities to inspire and fire up her audiences. She also holds the title of Certified Speaking Professional, a designation awarded to only 10 percent of professional speakers.

She will examine all the dif-

ferent styles people use when reacting to change, something drycleaners can certainly relate to having to deal with new technology, tougher competition and new consumer preferences of recent years. Additionally, she will also offer actionable tips to overcome such obstacles.

On Saturday morning, attendees can learn about “Budgeting — You Know You Should, But Do You Know How?” presented by Nick Kolbenschlager and David Makepeace.

Kolbenschlager is the director of Personal CFO services at GCG Wealth Management. Makepeace has been involved with NCALC and several different cost management groups and is a part owner of Medlin-Davis Cleaners.

Also on the educational programming schedule will be a session called “All You Need to Know About the Drycleaning Solvent Cleanup Act” by Pete Doorn and Chris Edwards.

Doorn has been with the North Carolina Department of Environmental Quality for almost 29 years and is the head of the Special Remediation Branch in Superfund Section. Edwards is a 36-year drycleaning industry veteran who is president and CEO of A Cleaner World Dry Cleaners located in High Point.

Also on Saturday morning, NCALC will host a “Best Practices” panel with three veteran cleaners who will talk about specialty aspects of their businesses.

Rita Foley, owner of Regency Cleaners in Durham, will discuss how to “Enhance Your Bottom Line By Offering Fluff and Fold.” Martin Young, one of the first cleaners to earn the Drycleaning and Laundry Institute’s Award of Excellence, will look at wedding and other gowns as a service option. Finally, Jimmy Lee who has spent several decades in the industry, will examine “Route/Delivery Service at the Next Level.”

Full registration packages cost \$445 each. Attendees can also opt for a la carte packages to attend only the sessions they prefer, which includes the weekend’s social events such as the Saturday evening President’s Reception and Banquet.

A full list of pricing options can be found on NCALC’s site at www.ncalc.org by clicking on the “NCALC 2018 Annual Convention Information and Registration Form” link from the “Events” page.

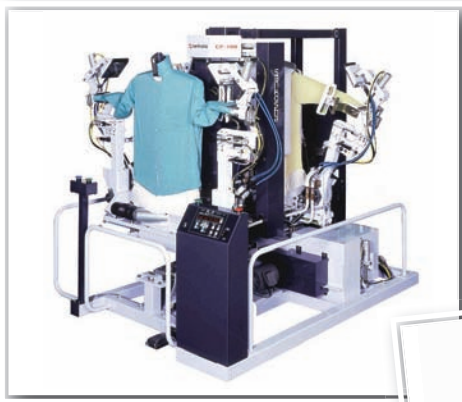
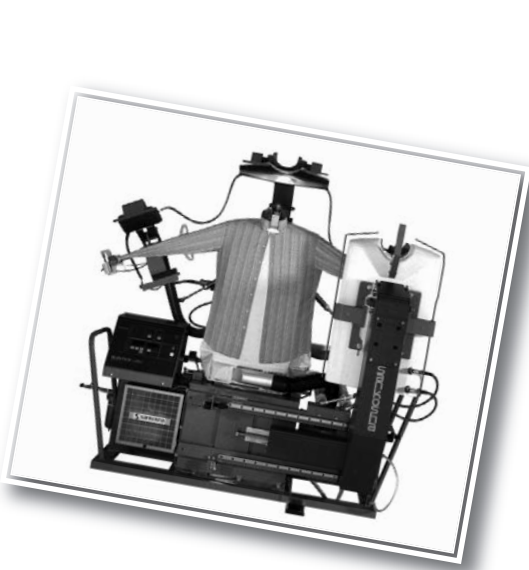
Hotel accommodations can be reserved at the StateView, Autograph Collection Hotel, which is centrally located on North Carolina State University’s Centennial Campus, by calling them directly at (888) 312-8002 and mentioning your affiliation with the NCALC group.



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Exhibit Hours: Saturday: 11 am - 7 pm • Sunday: 11 am - 4 pm

Friday, November 9

3:00 - 5:00 pm

Special Event: *Optional Tour of DLI (meet at DLI)*

6:00 - 7:00 pm

Welcome Reception: *Hyatt Regency - Inner Harbor*

Saturday, November 10

Stop Laboring Over Your Employees



9:00 - 10:00 am

James Peuster, The Route Pro
Breaking the "I can't find good people" Myth



10:00 - 11:00 am

Frank Kollman, Kollman & Saucier, PA
Keeping on the Right Side of Employment Laws

5:30 - 7:00 pm

Cocktail Reception on the Show Floor

Exhibitors as of 9/12

A.L. Wilson	Kreussler Inc.
AC Power	Laundry Owners Mutual
Air World	Liberty Computers Systems
CM Company	MAC
Cleaner's Supply	Martin Coil
Clean Touch (Easyplus Inc.)	MARUSO USA INC.
Columbia / ILSA	Miele, Inc
Computer Connections	Moore Services
DajiSoft	Multimatic
DLI	National Clothesline
Easyplus Inc.	New York Machinery
EzProducts International	Parker Boiler Co.
Fabritec International	PDCA
Fabricare Manager	RealStar USA
Firbimatic	Renzacci-USA
FM Supply	Sankosha USA
Forenta, L.P.	Seitz, The Fresher Company, Inc
Fulton Boiler Works, Inc.	SNA Mfg.
Garment Management	SPOT Business Systems
GreenEarth Cleaning	Union Drycleaning Products
Gurtler Industries, Inc.	Unipress Corporation
Herson Supply	Unisec
Innoclean Corp.	Wedding Gown Preservation Co.
Kleerwite Chemical	White Conveyors, Inc.
Klinger Insurance	

Sunday, November 11

9:00 - 11:00 am

Keynote Speaker:

Brian Rashid, CEO of A Life in Shorts
Smart Social Media Marketing: Digital Marketing on a Shoestring Budget and How Easy It Can Be



Seminars & Clinics on the Show Floor



Saturday, 3:30 pm & Sunday, 2:00 pm

Customer Service Excellence

Jim Groshans, FabriCoach, LLC

Saturday at 1:30 pm
Shirt Finishing Clinic



Sunday at 12:30 pm
Pant Finishing Clinic
(presented in Korean)

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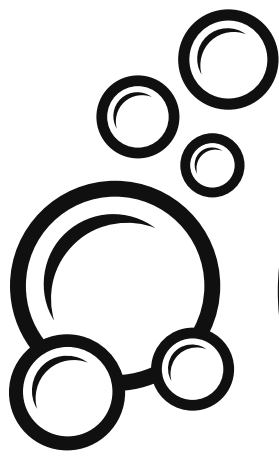
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