



National

# Clothesline

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## Learning the ins and outs of wetcleaning



Wetcleaning was the topic of the day at Unipress headquarters on March 2 where attendees came from far and wide to learn from experts. Frank Briercheck of Laundry Pro of Florida is shown speaking to the group while Tom Stites of Unipress looks on.

Industry suppliers teamed up to put on a wetcleaning seminar in Tampa, FL, last month that drew strong attendance by cleaners, including some from Minnesota, Ohio, Tennessee and Canada.

It was the second such seminar hosted by Unipress at its Tampa headquarters. Sponsors included Laundry Pro of Florida, Poseidon Textile Care Systems, Seitz and Fabriclean Supply who provided instructors and presenters.

Half of the day was a hands-on experience — sorting garments for wetcleaning, stain removal, cleaning and finishing. Attendees had a wide variety of garments among the 300 pounds of cleaning that was available to work on.

Guiding them were Liz Davies on finishing, Jeff Quail and Frank Briercheck on wetcleaning equipment and Joon Han, Ken Chambless and Larry Wolff on chemistry, all representing the sponsoring companies.

The large group was broken down into four smaller groups that rotated between wetcleaning, working on two Unipress tensioning pants stations, a Unipress utility station and a Hurricane HS-2 double for shirts.

“Overall it was an excellent turnout and seminar,” said Tom Stites of Unipress, the hosting company.

The entire event was free for those attending and that included a continental breakfast and full lunch.

## DLI readies speaker program for Clean

What do you do on a steamy summer day in New Orleans? Find a cool, airconditioned space to hang out in until the sun goes down and the nightlife begins.

That will be easy for the thousands of cleaners who come to the Big Easy for Clean '19 June 20-23. The Ernest N. Morial Convention Center will provide the airconditioning along with plenty of things to keep attendees engaged and occupied.

The main attraction, of course, will be the massive exhibition of equipment, supplies and accessories for anyone in the textile care business. But there is plenty more.

All of the cosponsoring associations will offer morning seminars geared to the interests of their memberships, then in the afternoons there will be general sessions with across the board appeal for all attendees.

The Drycleaning and Laundry Institute has lined up five speakers to address topics designed to help drycleaners improve their livelihoods and make informed business

decisions based on new perspectives, technologies and diversifications.

Leading off for DLI on Thursday morning will be Bruce Hamilton and his talk “No Bad Days: Positive Attitude is Everything.” A professional speaker, sales trainer and business owner, Hamilton travels throughout the United States spreading his “No Bad Days” philosophy using an inspirational, fast-paced, humorous style designed to motivate and inspire his audience to take control of their lives.

Slated for an 8:30 to 9:30 a.m. time slot, he will be the only DLI speaker on the opening day.

Two speakers are slated for Friday morning beginning with Nick Chapleau, CEO and founder of Starchup Inc. who will ask “What First Impression Does Your Website Make?”

His company is a Chicago-based provider of digital ordering and route management for drycleaners and laundries. He

will tell how to improve your website's performance and impress customers even when you are not around in a one-hour program beginning at 8 a.m.

Are your marketing methods changing with your clientele? That is the question to be addressed by the second speaker on Friday, Bobby Patel, owner of Kona Cleaners with 17 locations for in Orange County and The Inland Empire area of California. He is also a founder and current marketing director of BeCreative360, started in 2013 with Dave Troemel and Bryon Eser.

He was born in India and emigrated to the United States where he attended California State University in Long Beach, graduating with a degree in engineering before purchasing Kona Cleaners in 1995.

He will discuss how he has evolved his marketing techniques to attract a growing new wave of consumers in a one-hour program titled that begins at 9 a.m.

Two more speakers will round out the

DLI presentations on Saturday morning.

Beginning at 8 a.m., Jason Loeb, creator and visionary of Sudsies Dry Cleaners that revolutionized the home pickup and delivery drycleaning business in South Florida, will explain why being good is not good enough when it comes to customer service.

With today's customers expecting the finest service and a market that offers plenty of choices, drycleaners need to provide service above and beyond their expectations to keep them coming back.

Loeb's main role at Sudsies is to ensure that every customer receives a quality product and the type of attention that goes above and beyond customer service by instilling these core values in his team members. He will tell how it's done.

Wrapping it up on Saturday morning will be “Tips for Entering the Wash Dry Fold Market” from Rita Foley, owner of Regency Dry Cleaners and White Star Dry

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### Sneak Peek

#### 6 Making mulligans

Mike Harris likes to look for mulligans — mistakes that he can make right and make customers happy — at Oceanside Cleaners



#### 8 Process at the press

Top productivity on the single buck requires a regular procedure that leads to a steady rhythm, says Don Desrosiers



#### 20 How heat can help

Understand the role of heat to maximize results in spotting, wetcleaning and drycleaning. Dan Eisen explains.



#### 32 Say what you mean

Using vague language in personnel matters will not help you case when trying to defend your actions, Frank Kollman advises.







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# The death of the suit – again

It happened again. CNBC declared the “death of the suit” last month in a story about The Goldman Sachs investment firm relaxing its dress code.

This isn’t the first time the business suit has been declared dead. A quick Google search shows obituaries for the business suit have appeared regularly for years. “Formal menswear has gone into terminal decline,” declared a 1993 headline in the British newspaper *The Independent*.

Maybe these many reports of the death of the suit have been exaggerated, but if the business suit isn’t really dead and buried, the Goldman Sachs announcement, which covers 36,000 employees at one of the last bastions of crisp-collared workplace attire, is a big nail in the coffin.

More than 75 percent of Goldman Sachs employees are members of the Millennial or Gen Z generations —people born after 1981. The future belongs to this group and it doesn’t look like they are going to be wearing suits and ties in that future.

None of this should come as a surprise to anyone who has been in the drycleaning business for a while. As the Casual Friday trend began and then expanded to pretty much casual every day, the industry was encouraged by reports declaring the imminent return to more formal business attire. That proved to be mostly wishful thinking. It’s 20 years on now and while fashion trends are always anything but predictable, it’s really not looking like a return to the good old days of “dress for success” is in the cards.

That’s bad news for drycleaners for whom the business suit and dress shirt was a long-time staple of the business. The good news is that all of these people are still wearing clothes and those clothes need cleaning. So the choice is between wasting time bemoaning the decline for formal business attire and maybe wishfully hoping for its return, or adapting to the needs and desires of a younger generation of consumers who don’t want to wear neckties much less know how to tie one and (horrors!) may not even know what a drycleaner does or how to use one. Somebody will get their clothes-cleaning business. Will it be you?

# Be sure you are using the right words

We live in a turbulent age. Reputations rise and fall in the blink of an eye, or more accurately, the refresh of a Web page. Saying the wrong thing publicly can get you fired. Past posts can come back to haunt you today. In a world where information is easily accessible and seemingly infinite in scope, there is nowhere to hide from communicative indiscretions.

Consider for a moment that four of the largest online storage and service companies (Google, Amazon, Microsoft and Facebook) contain some 1,200 petabytes between them, according to BBC Science Focus. That is the equivalent of 1.2 million terabytes... and each terabyte is 1,000 gigabytes. The sheer volume of it all is indeed mind-boggling.

Internet Live Stats, a site that monitors in real time things like social media usage, total Internet users, blog posts and other statistics, noted in mid-March of this year that there are over 4 billion users on the World Wide Web. Every second, over 8,000 tweets are posted (and not just by our president), over 900 photos are Instagrammed, over 1,500 Tumblr posts are tumbled, over 73,000 searches are Googled and close to 70 GB of Internet traffic cruise the virtual highway. Making matters worse, once you click send or upload, all bets are off. There is no going back, no erase button because somebody somewhere has already shared your slip-up and it’s probably backed up on the cloud somewhere in an endless torrent of terabytes.

All of this tends to make the more sensible among us guard their thoughts and communications closer to the keyboard, aware of potential ramifications at any given time... but what about offline?

Unfortunately, people are more careless when they speak without time to construct their thoughts and eventually employees will do or say something inappropriate without warning, which in turn, can make its way online in a review or social media post. Once that happens, your reputation takes quite a hit. That also means that sooner or later, owners and managers are faced with terminating an employee to try to limit the subsequent customer fallout. That’s where the tricky part comes in. To avoid running afoul of any labor laws, the words you use when firing somebody need to be precise, which goes against our everyday instincts.

There is a tendency to vague things up and try to use “lawyer language” as a means of protection. According to Frank Kollman, our labor law expert, that is about the worst thing you can do (see page 32) when firing employees. Using caution is advised, of course, but this is an instance when unclear communication can be your enemy and specificity your saving grace. The more descriptive and detailed you are about the employee’s misbehavior, the more pain a plaintiff’s attorney will feel when attempting a lawsuit. Perhaps Frank’s frank recommendation is the best advice you can heed: “Better to give them a description that forces them to conclude that their client has a bad attitude.”

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# How Many Dry Cleaners Has Your Insurance Agent Handled? One or Two? Three?

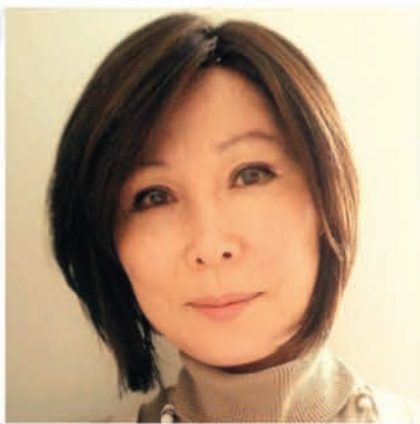


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# Making mulligans

**W**hen PGA golfer Jim Furyk came close to winning his second U.S. Open in 2012, all it took was one bad drive (while still leading in the 16th round) to cost him the victory.

Still, he managed to keep his sense of humor. Though he was constantly reminded of that day (and probably still is), he came up with a great response one time when an interviewer said that even Furyk's drycleaner said that he shouldn't have hooked that fateful stroke.

"No [expletive]," he joked. "I guess that's why you shouldn't break buttons on my shirts, but it happens once in a while."

The drycleaners was Oceanside Cleaners of Jacksonville, FL, owned by Mike and Amy Harris. They couldn't agree more. In fact, one of the couple's major business philosophies ties directly into golf: it's all about the mulligans... the do-overs, the shots that get away from us and similar mistakes everybody inevitably makes.

"My name and my cell number are on every single front door of my businesses. You can call me on any day, on Sunday, because I look for mulligans for when I screw up," Mike noted. "In our industry, when someone comes in and says 'You're great!' — I'm sorry, but eventually you're going to break a button. That's eventually going to happen. So, we try to create loyalty and mulligans. So, yeah, if you call me on Sunday morning when your wife forgot to come by and get your shirt and you're heading out, I'm meeting you."

It wasn't always that way. The couple have owned the business for 29 years now and Mike is the first to admit that he didn't always see claims or mistakes as a way to make mulligans.

"We take ownership of every piece that comes in here," he added. "Now, it took me a long time to get there. In the early days, I'd argue with you."

Perhaps the reason for disputing claims in those days was that everything was so much harder back then. After all, the Harrises had no drycleaning experience at all when they decided to purchase Oceanside.

"This is a tough business," Amy said. "People often ask how we did it. I think we were 24 and 27 when we bought this business, two years after we got married. We don't know anything else."

When they didn't know drycleaning, the couple relied on a deep passion for making the business work.

"I remember Michael saying one time that he decided when he was at a young age that he didn't care if he was cutting lawns or working as a bag boy at the grocery store — whatever he did, he was going to be the best at it," Amy said.

Nothing short of that attitude would work, especially since the cards were a bit stacked against them.

"I found out later what the guy was doing. He had probably about 10 to 15 cleaners in town and what he would do, he would set up the cleaners, get your deposit and he would finance the loan," Michael recalled. "Eventually, they would fail and give the cleaners back to him. So, he'd make the deposit,

the monthly nut... he'd get some interest and he would get the cleaners back and resell them."

**F**rom the start, the Harrises were committed to putting in long hours and a lot of thought.

"I think that the hours we personally have put into it [helped] and we put our personal values into serving our customers. And, as our business grew to include employees, we taught them that," Amy noted. "Personal values such as really caring about what you do, about reputation and the commu-

need to go. Our mission statement is to extend the life of fabric, to respect our environment while providing an exceptional culture for our customers and employees. We are big about customers. We are just as big about our employees."

While the couple tries to treat all employees like family, there are two on staff who literally fit that description. Mike's mother Marianne is 83 and still works at the front counter. She's so popular that Oceanside customers often call her the "Mayor of Ponte Vedra." She was also an inspiration for

to use us as an internship," Mike said. "We want to be transparent with them. We're going to pay for part of their college. If it has to do with a business course, we'll pay two-thirds of it. If it's just an elective we'll pay one-third of it. What we want to do is... after three or four years, we guarantee you'll be a better person to go into business than what they were just sitting there scanning pieces. They have books to read that they've agreed on. My wife and I will mentor them."

Even if employees leave the company after three or four years, they will



## Mike & Amy Harris

nity, whether you are cleaning their clothes or anything in life — we just really care about what we do."

Amy, who studied for a Bachelor's Degree in Marketing at the University of Florida, worked full-time selling personal computers ("We have more storage on cell phones today than we did back then," she quipped) and contributed to Oceanside after hours and on weekends.

Meanwhile, Mike, who majored in transportation (which only comes in handy whenever he fills in for a route driver), focussed on inspecting each final garment to make sure the quality was excellent. Growth came slow.

"Every year we grew, but you don't grow 0 to a million in six months," he said. "It's piece by piece. Pant by pant by blouse. It takes a lot."

Still, the growth wasn't enough as Oceanside continued to struggle to find the right formula.

"I'm going to compare it to like a tree. We didn't advertise. We still don't today," Mike explained. "I think what happened is, that tree just finally started growing and all of a sudden we were able to gain more clients and then in 1993 we opened up our Ponte Vedra store and I think after a couple years of just doing the same thing, it finally started making a turn."

All the personal CARE the Harrises cultivate into the business extends to the core of its philosophy, literally: Customer centric, Attention to details, Respect our community and Empower one another.

"I think if you have passion, and if you study your business, you are going to be an expert. That's a given," Mike said. "But, I think the most important thing is you got to have a mission statement. You've got to know where you

Mike to choose the cleaning industry because she had her own laundromat and offered wholesale drycleaning while he was growing up.

On the other end of the family spectrum is the third generation, daughter Clare, who earned a teaching degree from Georgia Southern University. She now heads the company's wedding division. In fact, she lead the way for Oceanside to win the 2018 Best of Wedding in the Alterations + Preservations category for The Knot.

**W**hile the Harris family strongly believes in having its presence at all times at Oceanside, they work particularly hard on training employees to the point that they know exactly what is expected of them and how to do it.

That requires a fair amount of trust and understanding, which is why Mike and Amy like to periodically celebrate with the staff. Just a few weeks ago, all of the managers and spouses took a cooking class together. ("It was fantastic," Mike exclaimed.) Also, the CSRs were all taken out last month to the Capital Grille to witness five-star service firsthand.

Overall, such efforts have kept employee turnover fairly low; many staff have worked at Oceanside for a decade or much more. However, there is one department that is notoriously frustrating for drycleaners. Mike thinks he has a solution to the problem of revolving counter personnel.

"What we're doing here is if you're going to come work for us and you're going to come work in the drycleaning business, then at that point you're either going to have a career with us — we have that channel — or you're going to be a college kid that's just going

be able to better train their replacements in the same way that they were trained. The new mentorship (which also includes benefits like attending a Clean Show or a John DiJulius seminar) is a good example of how Oceanside tries to evolve in order to keep improving the business.

"We've changed our brand over the years. We've changed our tagline. We've changed our colors. We are looking into apps because the young want to deal with an app," Mike emphasized. "We want to do business with them the way they want us to do business with them."

**I**n that regard, Mike and Amy have relied heavily on creativity in finding ways to connect with customers, such as helping customers who are moving locally by picking up their wardrobe in their delivery vehicles and transporting them to the new location.

"It's unbelievable the positive feedback I get," Mike said. "They're telling everybody they know that day."

Another way he tries to help spread the word about his business recently occurred when Mike appeared on a live TV segment for the local news that focussed on giving parents some back-to-school home laundry tips.

"I'm terrible at that. I'm not a public speaker, but I showed them a few things they could do at home to help with certain spots," he said. "It was absolutely terrifying."

Ultimately, the point is to keep trying new things and to not being afraid of failure.

"We want to be open with anybody who comes to us — an employee — on changing things," he said. "If it doesn't work, we fail forward fast. And, if it works, great."



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**W**e have been a perc plant for over 50 yrs. None of the alternative solvents out there made us want to switch. Although one in Europe was making its way to the States had us intrigued and that was SENSENE™. Stephen from Columbia Drycleaning Machines gave us the run down on all alternative solvents. We went with SENSENE™. It would clean better than Perc. No odor. We were the 1st Columbia SENSENE™ machine in the state of Ohio. The machine and solvent choice is the best choice for any former perc cleaner. Beads, leather are not a problem anymore, whites are white. The learning curve was minimal. We advise anybody looking for alternative solvents, SENSENE™ and Columbia are the right choice."

~Thayne Albrecht, Manager, Blue Ribbon Cleaners



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# SHIRT TALES



BY DON DESROSIERS

## How to run a single buck shirt unit

There is a rhythm to running a single buck shirt unit that seems to have gotten lost in the soup somehow. Most pressers do something that is close but not close enough to make for good productivity.

You may have heard statements that suggest that fast pressing breeds poor quality. Not knowing how to run your single buck shirt unit is the root of beliefs such as these. A certain method of running the equipment will yield a particular productivity rate.

What that rate is, exactly, is randomized by the abilities of individual employees. But a fast presser won't give you 50 to 60 per hour if their method is wrong. Fix their method, and you will improve productivity, perhaps dramatically.

If your presser is producing 25 to 30 shirts per hour, there is more wrong there than method. If you train them to press with a more efficient method, you may get a 20 to 30 percent increase in productivity, but that is nowhere near good enough.

Something else is wrong. Perhaps a bad attitude, slow metabolism or carelessness. I am not going to be able to help you with this.

Still, getting pressers to do things the right way can only

able to move to the sleeve press next, or the body press, or the collar cone. Who knew?

It was painful to watch. And she worked way too hard. I spent 30 minutes with her and she soon said that she was hav-

For this script, we will use as an example a typical blown sleeve, single buck unit with a separate collar and cuff machine.

The first thing to understand about a single buck shirt

shirt has, for one reason or another, lingered at the bottom for far too long.

Lingering shirts on this hook leads to terrible productivity because it brings about the need for spraying which

**The hook is not for handbags, employee clothing or ornaments. This is an often overlooked step and it is the most likely cause of reduced production.**

be a good thing. It is an important first move that can't be sidestepped. I remember meeting a presser in Illinois five or six years ago who had a great attitude, but had no idea how to run the single buck shirt unit that was assigned to her. It was actually a double-buck unit, but with one operator.

She was (pardon the metaphor) like a fly on garbage. She landed on one machine and it was anybody's guess which direction she would be off on next.

After, for example, lowering the press head on the collar and cuff machine, she was li-

ing the best day that she ever had at work!

The reason is simple: She didn't need to think. I don't want employees to think. I hope that doesn't sound gross. It isn't meant to be disrespectful. I am paid to think. Managers are paid to think. Employees are paid to do. Again, no disrespect intended.

Henry Ford said: "Thinking is the hardest job of all." It's true, you know. If a presser constantly thinks, "OK, what next?" that person's job becomes very stressful. Remove that, and they become a "pressing machine."

unit is that there are six steps; six stations on the track. Each shirt moving through the pressing unit moves through it, one "station" at a time.

The stations are: the damp box; the collar and cuff press; the hook; the body press buck; the collar cone; and, finally, whatever sort of conveyance is used after the collar cone. This could be a screw conveyor or a slick rail or whatever. We'll simply call this the "rail." Remember, it may be that the "rail" is actually a dispatch conveyor at your shop.

We will get to how to begin the entire cycle, but for now, let's visualize one singular shirt, pending at each station.

**The damp box.** You have a damp box stocked with shirts that await pressing.

**The triple-head press.** On this machine is a shirt that now has a pressed collar and cuffs. The head has released.

**The hook.** This is the hook on the side of the body press cabinet. A shirt that has a pressed collar, cuffs and sleeve hangs here awaiting the final step.

If you are concerned about shirts drying out here, it's probably because you've seen it happen. If shirts dry out here, it is either because productivity is too slow and, as a direct result, the shirt hung here too long or because shirts are being "stockpiled" or one

drastically cuts productivity.

This hook is not for handbags, employee clothing or ornamentation.

This is the most often overlooked step in the process, but for some reason that I can not really put into words, much less type into a keyboard, this is the most likely cause of reduced production.

Of all of the plants that I have ever visited in 20 countries and five continents, the ones that have good production use the hook for the purpose that it was intended and those that get poor production don't use the hook at all and they theorize that the hook will slow them down (still more). All the while they struggle just to achieve marginally below average productivity.

In fact, fast pressing productivity is only one roadblock away; their own stubbornness.

My best guess as to why it makes a difference is the saving of one-half to 2 1/2 steps combined with the reduction in twisting of the torso, which breeds fatigue and therefore lower productivity.

I can't do much better than that other than to say "believe me, it makes a difference!" I spend a bit of time here, discussing the hook that some of you may have removed or not even knew existed because when you finish reading this

*Continued on page 10*

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**-Mike Astorino, Fabricare Cleaners**

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CLASSIC CLEANERS in Los Angeles, CA, purchased a Unisec Eco model MS-402NE through Blue Ocean Machinery. Pictured from left are Ted Kim of Blue Ocean, Mrs. Hyung, owner of Classic Cleaners, and Mr. Gonzalez, the spotter.



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Don Desrosiers

How to run a single buck shirt unit

Continued from page 8

and head out to your shirt laundry, this is the fault that you are most likely to find.

Further, you will get an argument about it from the presser. Hold your ground. It's just a new habit that needs breaking in. You will get better

productivity and the presser will ache a lot less at the end of the day.

The body buck. Here a shirt awaits removal now that it has

gone through its last pressing operation.

**The collar cone.** The fact that your collar cone probably isn't being used correctly is a subject for another day. We'll assume that it is. A completely pressed shirt hangs on the cone awaiting delivery to inspection now that all of the pressing and curing processes are complete.

**The rail.** There may or may not be a shirt here, as a conveyor will, of course, move a shirt away from here, but the rail itself is an important cog in the wheel.

OK, so there you have it. One shirt at each station. This is what you need to start this smooth rhythm that is good pressing productivity.

To help explain this smooth rhythm, I will describe the processes at each station as simply "load body press" and "unload body press" rather than repeatedly describing each step.

- Unload the collar cone.
- Load the rail.
- Unload the body press.
- Load the collar cone.
- Unload the hook.
- Load the body press.
- Unload the collar and cuff press.

- Load the hook.
- Load the collar and cuff press with a shirt from the damp box.
- Re-start the process by unloading the collar cone.

Each shirt moves up one "notch" to the next station. It's simple really. Often, though, this happens by accident, not by force. It takes an effort to make this happen.

In order to establish this rhythm, you must begin like this:

- Load the collar and cuff press and wait. That's easy. There isn't anything else to do at the moment
- When the collar and cuff press cycle ends, unload the collar and cuff press and load that shirt on the hook.
- Reload the collar and cuff press. Here is where most pressers "jump the track." They immediately dress the body buck. This is wrong.
- Dress the body buck with the shirt that was just placed on the hook.
- Unload the collar and cuff press.
- Load the hook.
- Unload the collar and cuff press.
- Load the collar and cuff press with a shirt from the damp box.

You're almost there!

- Load the collar cone.

Now you have a shirt on every station (except the rail).

With a shirt on each station, the presser can begin the rhythm described earlier. Rhythm is the key to good productivity.

*"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](mailto:tailwindsystems@charter.net). The Tailwind web site is [www.tailwindsystems.com](http://www.tailwindsystems.com).



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# SOUTH

## MfM groups meet in Knoxville, Charleston

Methods for Management held two bureau meetings recently for member cleaners in Knoxville, TN, and Charleston, SC.

The three-day gathering in Charleston was hosted by Prestige Cleaners of Charleston which offers drycleaning, laundry services, couture cleaning, bridal, express cleaning and private lockers.

Members conducted a plant critique for Charleston Prestige Cleaners, offering both praise and suggestions for improvement and innovation.

The group also enjoyed camaraderie over food and wine in Charleston.



Methods for Management members held meetings in Charleston, SC, (above) and Knoxville, TN, (right). At both meetings, the members offered critiques of the host plants and examined extensive financial and key performance analysis within their businesses, including group average performances and benchmarks. Best practices were shared, including the latest marketing and advertising efforts of each company. Each member contributed a presentation of their 2019 corporate and personal goals and their roadmaps for achievement.

A two-day meeting in Knoxville, TN, was hosted by Prestige Cleaners of Knoxville. As in Charleston, the gathered members offered critiques of the plant that was voted best drycleaners in Knoxville by MetroPulse readers, has been recognized for outstanding plant design, and has received awards from the Women's Political Caucus for workplaces that work for women, and the Blue Ribbon Small Business of the Year award from the U.S. Chamber of Commerce in 2010 and 2014.

Methods for Management is an international consulting group facilitated by Kermit Engh, who has been an owner in the drycleaning industry for over 27 years, a member of MfM for over 23 years, president of the Association of Wedding Gown Specialists for 12 years, a member of the Drycleaning and Laundry Institute and Leading Cleaners International, and winner of industry awards including a 2016 CINET Internationale Sustainability Award.

MfM members work together to improve their businesses through shared knowledge, local community action, higher productivity and efficiency, and training for quality in garment care and customer service.





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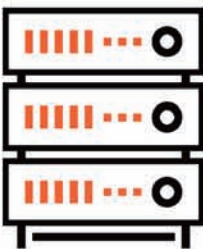


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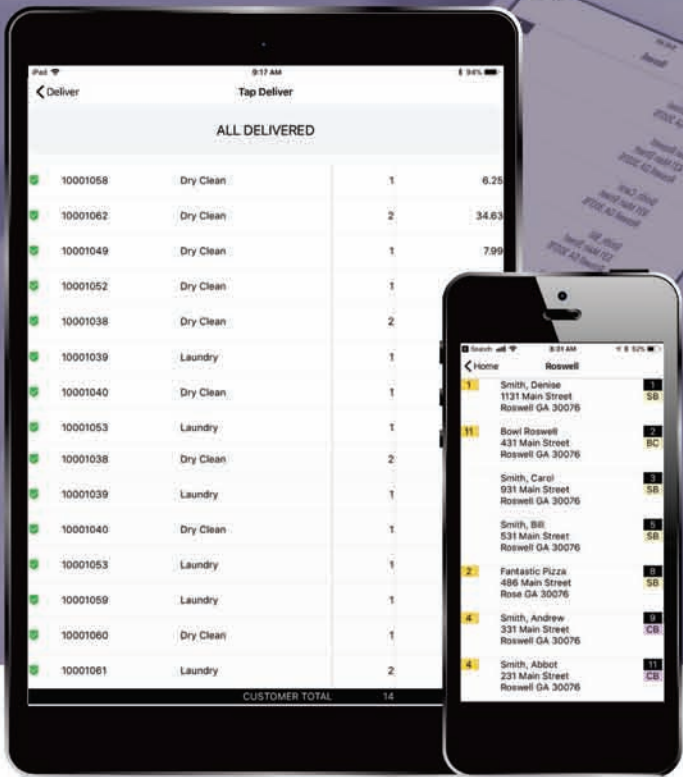


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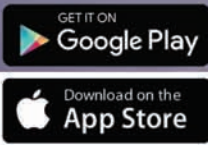
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# NORTHEAST



**NAN CLEANERS in Plainview, NY, purchased a Unisec MS-402N machine equipped with filter dryer through New York Machinery. Mr. Han, owner of Nan Cleaners, is pictured with Robert Lee of New York Machinery.**

## NCA slates educational opportunities for this year

The National Cleaners Association has already presented a half dozen drycleaning classes so far in 2019 and additionally plan over a dozen more from this month on.

In fact, the next opportunity to take a course will begin on April 7 when the association hosts another installment of its two-day, 16-hour DEC certification course that meets from 9 a.m. to 6 p.m. on consecutive Sundays in New York City.

This class is required for all perc drycleaners located in New

York State.

Tuition is \$809 for members and \$1,309 for non-members.

Additional offerings of the class will take place two other times this year in NYC, including July 14 and 21 and then on Oct. 6 and 13.

Also on April 7 will be a one-day class exploring “Basic Spotting with Alternative Solvents” in the Bronx. The association will host the same class two more times this year: July 14 and Nov. 24, also in the Bronx.

Some basic spotting topics will include basic stain identification, testing fabrics and dyes for serviceability, the proper and safe use of basic stain removal agents and equipment and the safe handling of fabrics.

The cost to attend an NCA one-day class is \$250 for members and \$350 for non-members. Platinum Members may enjoy admission at no charge.

This class runs from 8:30 a.m. until 4 p.m.

In May, those who wish to learn more about “Advanced Stain Removal and Bleaching” will have an opportunity to take a one-day class on May 19 that will meet from 8:30 a.m. until 5 p.m. in the Bronx. The class will be repeated later this year at the same location, as well, on Aug. 18 and Dec. 15.

Next up will be a class that focusses on “Technical Training at the Counter for Customer Service Representatives.” Its first installment will meet from 8:30 a.m. until 4 p.m. in New York City on June 9. It will be offered again on Sept. 22.

Those who complete the class will have the technical information and skills needed to sell services and identify potential problems at the counter.

Both the advanced stain removal and counter training courses also cost \$250 for members, \$350 for non-members and are free for Platinum Members.

Those seeking a little bit more than just a one-day course will have a chance to take more in-depth classes this summer as NCA will host a 40-hour, one-week class on “Radical Drycleaning/Stain Removal” beginning on July 29 in the Bronx.

The class will meet from 8:30 a.m. until 5 p.m. from Monday through Friday. Tuition is \$750 for members and \$995 for non-members. Platinum Members may enjoy a free admission.

Rounding out the schedule for 2019 will be a two-day, 16-hour “Pressing and Finishing” course set to take place on Aug. 3 and 4 in the Bronx. It will meet from 8:30 a.m. until 5 p.m. on both days.

Tuition is \$455 for members and \$595 for non-members. Platinum Members may enjoy a free admission.

For more information on any of NCA’s upcoming educational programs, visit them online at [www.nca-i.com](http://www.nca-i.com) and click on the “Courses” link at the top of the page for course information.

The association has a registration form on the site that can be filled out and returned to NCA. You can also obtain more information or register via phone by calling them at (800) 888-1622.



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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

## Learning from the industry's best

I always make a comment to the clients when I'm on site telling them that a plant tour is not necessary.

My job is to coach and teach you on building your business and let the back end take care of itself. Last month I was on site at one of our best clients in Monsey, NY. I've had the pleasure of work-

ing on location two to three times a year and I'm blown away by the amount of clothes they put out in such a small operation.

This last visit was all about preparing for their busy season and NATIONAL CLOTHESLINE contributor Don Desrois-ers was there. Anyone knows that he

goes beyond Tailwind and it was pure joy to watch him analyze and sit down with the management staff discussing various ways of saving money while I was on the other side discussing ways to make money.

No, this is not a shameless plug for him, but for all who are in this difficult

industry sharing the best practices for saving and making money.

As we approach the Clean Show, it is now time for many to take a look at where they want to be as we enter 2020. Some of you need help in marketing, others in operations, customer service and overall management of your company.

Every project I go on I strive to learn something new. Continued education is probably more critical than ever in today's world.

So here's the deal. The Clean Show is coming and it's time to send your staff there so they get more excited about drycleaning and meet others who do what they do.

My wife didn't buy in to what I was doing until she went to a Clean Show in Vegas. There she met Sid Tuchman and the rest is history.

**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 the Route Pro website at [www.theroutepro.com](http://www.theroutepro.com).**



SUNSHINE LAUNDRY AND DRY CLEANERS in Odessa, TX, purchased two Union HXL-8025-C cleaning machines through Gulf States Laundry Machinery. Pictured from left are Matt A. Lipman of Union, Mike Tally, the owner, and Tom Fleming, the maintenance engineer.

## QUICKSORT<sup>TM</sup>

automated assembly system



Paula Kostick  
Owner, Classic Drycleaners

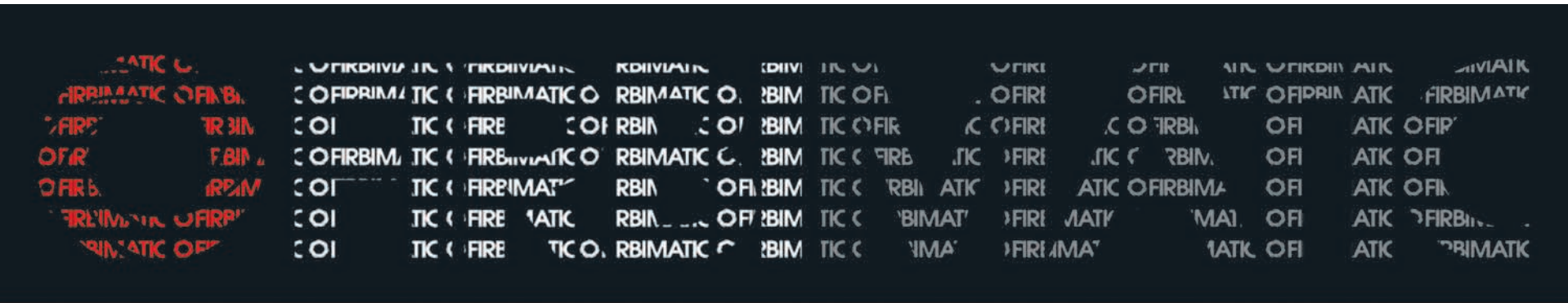
"My company, Classic Drycleaners, completed a one million dollar plant renovation in 2017. Our goal was to purchase and install the best equipment we could while staying within our budget. We chose QuickSort as our automated assembly system after much research and plant visits to see not only QuickSort,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



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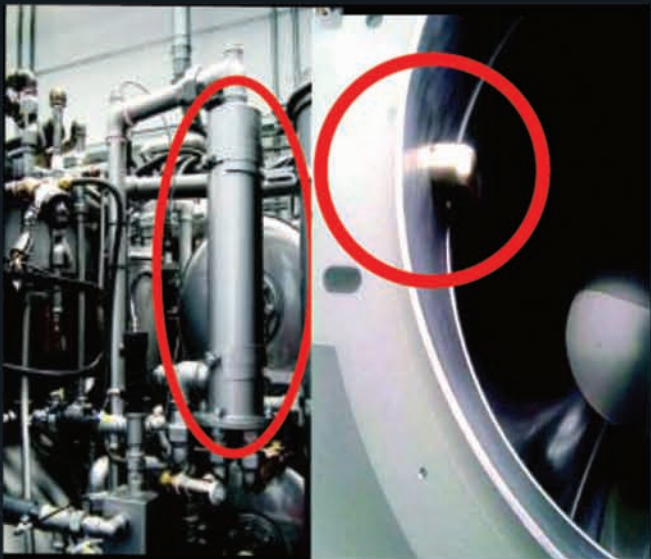




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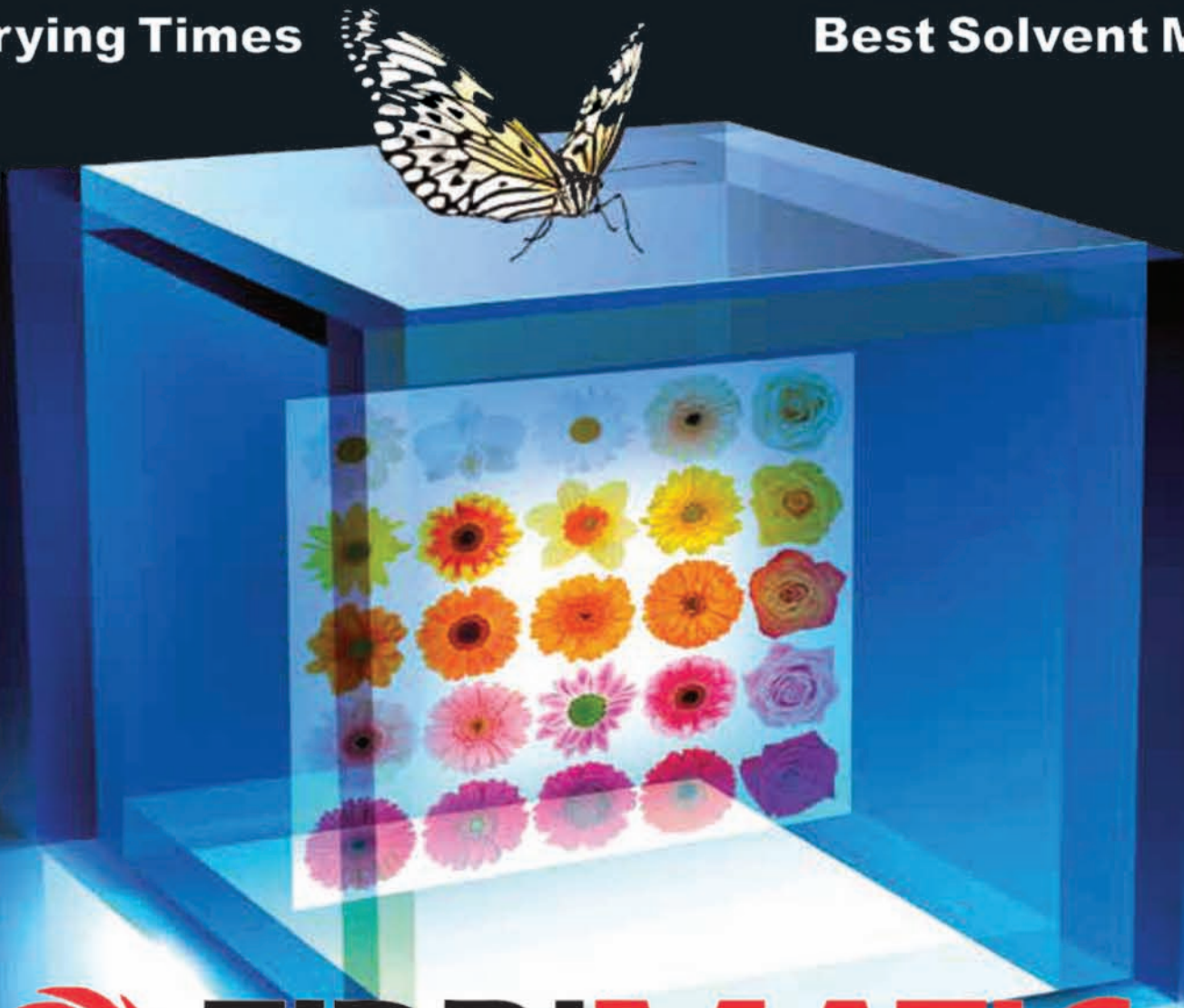


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# THE SPOTTING BOARD



BY DAN EISEN

## Using heat to improve cleaning

**U**nderstanding heat is essential for more effective spotting, wetcleaning and drycleaning.

Heat is a necessary element in spotting due to its ability to accelerate chemicals.

Every ten degrees increase in temperature can double the chemical reaction. This means a chemical at 100°F is twice as strong as the chemical at 90°F. Too much heat can make spotting ineffective.

Heat is also needed in wetcleaning to boost cleaning and rinse chemicals, but excessive heat can be dangerous. Heat makes drycleaning more aggressive but excessive heat can cause problems.

### Spotting

It is important to understand the spotting procedure and the effect heat has on it. When needed, heat can be ben-

eficial but also sets stains.

**Flushing.** This is the first step in removing a wetside stain. It is used to wet the fabric and remove the soluble portions of the stain.

When the steam gun is held close, portions of the staining is removed quickly but a residue will remain that becomes set. This means that the stain may not be removed or only removed with stronger chemicals and bleach.

Tests were performed at the laboratory and confirmed. The heat of the tip of the steam gun is over 300°F.

This is the reason why we recommend using the steam gun at least six inches from the fabric and learn to use the water gun or high pressure water gun that is available on newer

cedures of flushing and lubrication are used. They are only used on the set portion of the stains.

**Digesters.** Not all enzymes products use the same heat.

ping agents such as sodium hydrosulphate and titanium sulphate are used on colored fabrics with bleeding problems. The dye bleeding might be able to be corrected without

## Heat can accelerate chemicals in stain removal and improve results in both wetcleaning and drycleaning, but excessive heat can also cause problems.



A+ CLEANERS in Alice, TX, purchased a Columbia 550VGH through Mustang Enterprises. From left are owners David Soo and In Ma Myung Lee with Andrew Dubinski of Mustang and Chris Hogard of Columbia/ILSA.

spotting boards.

Another guideline for safe distance of steam gun is that your hand can safely be held under the steam gun.

**Lubrication.** The heat of the steam gun should be avoided when using neutral lubricant. This process is used to lift, soften and break up the stain with mechanical action. Lubrication works best without heat when removing protein, tannin and dryside stains.

**Protein and tannin formula.** Heat should not be used with these chemicals. They are designed to remove staining safely from color sensitive fabrics such as silk. They are usually very mild acids or alkline products. They will not discolor fabrics if the steam gun is held a safe distance. The mild chemicals and lubricants are able to remove most of these stains effectively.

**Stronger acids and alkali.** Acetic acid, oxalic, hydrofluoric and ammonia work best with heat but require testing for safety. These agents should only be used after the safe pro-

Low temperature enzymes require heat between 100 to 120°F. High temperature enzymes work best between 120 and 140°F. Higher than the recommended temperature destroys the enzymes.

### Bleaching

Bleaching may require heat but in some cases low heat may produce better results.

**Hydrogen peroxide-3%.** Hydrogen peroxide is not effective when heat is applied. The peroxide immediately dissipates with heat. Best way of using is to spray on the affected area and let the peroxide dry naturally. Stronger peroxide can be accelerated with heat.

**Sodium perborate and sodium percarbonate.** These agents for spot bleaching should be tested and used with the heat from the steam gun. For bath bleaching and whitening fabrics, they should be used at temperatures between 100 and 120°F.

**Cold water bleaching.** This may be effective when strip-

affecting the other colors.

### Wetcleaning

When removing soil, the temperature of the wetcleaning can be raised to 140°F. Soil can not be removed at cool temperatures. Above 140°F can make the detergent ineffective because the enzymes are destroyed. Silks, wools and other fragile fabrics should be wetcleaned at 90°F.

### Drycleaning

Solvent temperature should be maintained between 70 and 80°F. This removes the necessary soil and stains.

Some manufacturers advocate hotter solvent to make the solvent more aggressive. Hotter solvent results in more dryside stain removal as well as soil. The problem with hot solvent, however, is that there is a risk of redeposition, dye bleeding and bad effects on spandex and some trimming.

### Drying

Drycleaning drying and heat are necessary to remove solvent during the recleaning cycle. The heat in drying, however does not usually cause setting stains. High temperatures in wetcleaning drying can set stains.

In wetcleaning, drying is necessary to activate the finishing agent left in fabrics.

When drying fabrics, the fabric itself never reaches the incoming temperature unless it is over-dry. The drying cycle causes evaporation of the water, which is a cooling process.

On moisture-controlled drying, 90 percent dry does not set stains.

In wetcleaning drying, a safe temperature runs about 120°F. The cooling down process is important for removing wrinkles.

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.



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# NewsMAKERS

Fourteen members of the **Textile Care Allied Trades Association (TCATA)** gathered in Tampa, FL, in late February for a strategy meeting to discuss plans for the

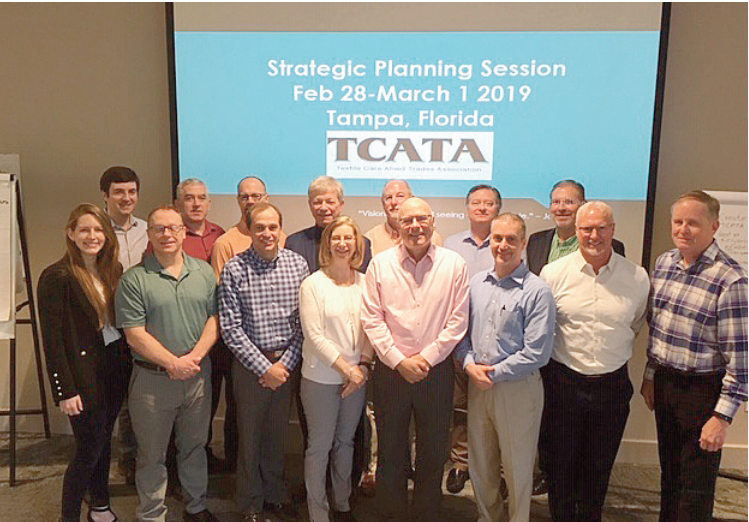
association's future. Continued consolidation and other factors have changed the textile care industry in significant ways, and the association's lead-

ership recognizes that now is the time to examine TCATA's role and how it can best serve the industry.

The members attending this meeting represented a cross section of the industry — manufacturers and distributors from both the laundry and drycleaning sides.

"Those who attended expressed an enthusiasm for TCATA's important role as the exclusive representative of manufacturers and distributors in the textile care industry," said TCATA president **Leslie Schaeffer**. "Many interesting ideas were put forth on ways that TCATA can offer value in a changed, consolidated industry."

The results of this meeting, after further discussion with the TCATA board of directors, will be announced later.



**Bert Ferrer holds the plaque honoring him as Lapels Dry Cleaning's 2018 Franchise Owner of the Year. He is shown with his wife, Gabriella, and Michael Eisner, Kevin Dubois and David Grippi of Lapels Drycleaning.**

**Lapels Dry Cleaning** has named **Burt Ferrer** as its Franchise Owner of the Year for 2018. Ferrer is the owner of Lapels Dry Cleaning of Tampa in Tampa, FL. "Burt and his wife Gabriella

have done an incredible job with their plant in a fairly short amount of time since they opened in Spring 2016," said **Kevin Dubois**, CEO of Lapels Dry Cleaning. "In addition to being an exemplary owner, Burt has been a mentor to new franchise owners and somebody we are proud to call a business partner."

A University of Florida grad, Ferrer worked for Home Depot for more than two decades prior to opening Lapels Dry Cleaning of Tampa in May 2016.

"Lapels and Home Depot have similar values and standards. Both provide great support from the home office for managers and, in the case of Lapels, for franchise owners," said Ferrer. "The biggest difference though is, as a franchise owner, the onus is on me to make the adjustments needed to address and resolve issues and challenges that arise."

For winning Franchise Owner of the Year, Ferrer received a trophy, plaque and cash award, presented by Dubois during a training dinner in January.

With growing concern about microplastic fibers that are released into wastewater treatment systems, **GreenEarth Cleaning** is looking to extend its 20 years of seeking environmental sustainability in garment care to finding a solution.

Millions of microplastic fibers are released into the world's wastewater treatment systems when garments containing polyester are laundered, posing a danger to oceans' ecosystems as they enter the food chain at the micro level.

"We are a member of the **Sustainable Apparel Coalition** and we want to be a part of the solution to this problem," said **Ron Benjamin**, co-founder and managing director of GreenEarth Cleaning. "We are currently testing ways to filter the microplastic fibers out of the discharge from washing machines used to launder (rather than dryclean) clothing so that the microplastic fibers are never released in the first place."

Over the past 20 years, thousands of drycleaners around the world have used GreenEarth technology to clean some 500 million pounds of clothes during that time, a technology that allows GreenEarth cleaners to use less energy and fewer chemicals in a process that is environmentally acceptable.





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*Guest* Buster Bell  
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**Director of Research**

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*Guest* Jason Flack  
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# Plenty to learn from speakers at Clean

Continued from page 1

Cleaners in the Raleigh-Durham, NC, area.

Foley has experience on both the drycleaning and laundry side as the owner of six cleaners and coin laundries. She is also the immediate past president of the North Carolina Association of Launderers and Cleaners.

### General sessions

If the morning seminars whet your appetite for learning, there will be more opportunities in the afternoons. This year's Clean Show is initiating a new series of General Sessions that will be presented in the exhibit hall during show hours with topics chosen to appeal to all members of the textile care industry.

The first such session, on Thursday afternoon at 2 p.m., will feature a speaker familiar to many in the drycleaning industry. Brian Rashid, CEO of Brian Rashid Global, will address Social Media

## DLI's line-up of speakers for Clean '19



**Bruce Hamilton**  
*No bad days*



**Nick Chapleau**  
*First web impressions*



**Jason Loeb**  
*Good is not good enough*



**Bobby Patel**  
*New market directions*



**Rita Foley**  
*Getting into wash-dry-fold*

Marketing and Measurement.

He has spoken to several audiences of drycleaners in the last year, including trade shows sponsored by the California Cleaners Association, the South Eastern Fabricare Association and the Pennsylvania and Delaware Cleaners Association. Most recently he spoke to a gathering of the Association of Wedding Gown

Specialists in Nashville, TN.

His company is a bilingual, modern day branding, marketing, and communications firm that creates digital strategies and content that sell in a 2019 world.

The second afternoon session will address the hot topic of Workplace Risks of Legalized Marijuana. Barry Spurlock, an attorney and assistant professor at Eastern

Kentucky University, will bring his insights to the program.

More is in store Friday afternoon beginning with a session on Helpful Business Apps presented by Beth Z, "Your Nerdy Best Friend." She is a technology expert who speaks to groups all over the country about the best free and bargain apps and online resources that will help you release your "Inner Nerd" and become more organized, efficient and awesome at work and home.

The next speaker will be familiar to those who attended the recent DLI/NCA Five Stars and Brainstorming conference. Arthur Greeno will take on the topic Competing in a Tough Job Market: The Importance of Screening and Training.

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*.

Two more general sessions are slated for Saturday afternoon. The

first will be Tips for Entering the Commercial Laundry Industry; no speaker has been announced for this 1 p.m. session.

Attorney Kacey Coleman will take the podium for the last of the general sessions at 3:30 p.m. She is with the Sturgill, Turner, Barker & Moloney law firm in Lexington, KY, where she focuses on employment and education law matters. Her timely topic at the Clean show will be #NotHere: Sexual Harassment Prevention.

If all of that is not enough to fill your notebook with ideas, there will be plenty more. In addition to DLI's program, the Coin Laundry Association, the Textile Rental Services Association and the Association of Linen Management will fill the morning hours with speakers on topics of particular interest to their members.

All registered show attendees can attend any of the programs that are part of the show. A list of all programs is on the Clean Show website, [www.cleanshow.com](http://www.cleanshow.com).

## Making plans to make the show

**Registration:** Registration at the door will cost \$169 per person. Registering in advance by June 10 will reduce that by \$20, down to \$149. And members of any of the co-sponsoring trade associations will get an even bigger discount — they pay \$119 for advance registration.

**Hotels:** The sponsoring associations have selected headquarters hotels where many of their members will be staying. For DLI, the Monteleone will serve as headquarters.

The official Clean Show package includes 23 hotels in the area around the convention center. Reservations should be made through Connections Housing, the official housing agent for

Clean 2019, to ensure receiving the contracted amenities. Rates and registration information can be found on the Clean Show website, [www.cleanshow.com](http://www.cleanshow.com) in both the Attending Information and Contracted Exhibitors sections of the site.

**The exhibits:** As of March 20, 413 companies had signed on to exhibit at the show. Show organizers hope to equal or surpass the 472 companies that exhibited at Clean '17 in Las Vegas. That show drew 12,563 attendees, another figure that organizers hope will be equaled or surpassed.

Exhibits will be open from 10 a.m. to 5 p.m. on Thursday, from 9 a.m. to 5 p.m. on Friday and Saturday and from 9 a.m. to 3 p.m. on Sunday.

# DATELINE

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APRIL 2019						
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JULY 2019						
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AUGUST 2019						
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NOVEMBER 2019						
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DECEMBER 2019						
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## 2019

**April 4** DLI Board of Directors cocktail reception for the Midwest Drycleaning & Laundry Institute. Westin Hotel, 21 E. 5th St, Cincinnati, OH 5 p.m. Call (765) 969-5745.

**April 6** Mid-year conference and supplier exhibits, Independent Textile Rental Association. Galt House Hotel, Louisville, KY. Call (706) 637-6552.

**April 7** Basic Spotting 101 with Alternative Solvents, course sponsored by the National Cleaners Association, Bronx, NY. Call (800) 888-1622.

**April 7** DEC Class, two-day course on consecutive Sundays, sponsored by the National Cleaners Association, New York, NY. Call (800) 888-1622.

**April 25** North Carolina Association of Launderers and Cleaners, DSCA stakeholders meeting, DEQ Green Square Building, Raleigh, NC. Call (919) 313-4542.

**May 4-5** Spring Leadership Conference, Midatlantic Association of Cleaners. Founders Inn & Spa in Virginia Beach, VA. Call (800) 235-8360.

**May 19** Advanced Stain Removal and Bleaching course sponsored by the National Cleaners Association, Bronx, NY. Call (800) 888-1622.

**May 24** Wisconsin Fabricare Institute baseball outing with the Milwaukee Brewers. Call (414) 488-1692.

**June 9** Technical Training at the Counter for Customer Service Representatives course sponsored by the National Cleaners Association, New York NY. Call (800) 888-1622.

**June 11** 16th Annual Fitzgerald Scholarship Golf Classic, sponsored by the Wisconsin Fabricare Institute. River Club Mequon, Mequon, WI. Call (414) 464-0850.

**June 20-23** Clean Show, New Orleans, LA. Call (404) 876-1988.

**July 14** Basic Spotting 101 with Alternative Solvents course sponsored by the National Cleaners Association, Bronx, NY. Call (800) 888-1622.

**July 14** DEC Class, two-day course on consecutive Sundays, sponsored by the National Cleaners Association, New York, NY. Call (800) 888-1622.

**July 15** Introduction to Drycleaning one-week course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

**July 22** Advanced Drycleaning two-week course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

**July 29-August 2** Radical Drycleaning/ Stain Removal, five-day course sponsored by the National Cleaners Association, Bronx, NY. Call (800) 888-1622.

**July 31-August 3** Textile Care Allied Trades Association annual conference. Ojai Valley Inn & Spa, Ojai, CA. Call (813) 348-0075.

**August 1-4** Midwest Drycleaning and Laundry Institute annual convention, Cincinnati, OH. Call (765) 969-5745.

**August 3-4** Pressing and Finishing, two-day course sponsored by the National Cleaners Association, Bronx, NY. Call (800) 888-1622.

**August 18** Advanced Stain Removal and Bleaching course sponsored by the National Cleaners Association, Bronx, NY. Call (800) 888-1622.

**August 19** Introduction to Drycleaning one-week course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

**September 17-19** Textile Rental Services Association annual conference, Hyatt Regency Boston Harbor, Boston. MA. Call (703) 519-0029.

**September 21-22, 2019** GreenEarth Workshop, Kansas City, MO. Call (816) 944-3431.

**September 22** Technical Training at the Counter for Customer Service Represen-

tatives course sponsored by the National Cleaners Association, New York NY. Call (800) 888-1622.

**September 22-25** Independent Textile Rental Association annual convention. Hyatt Regency Tamaya Resort & Spa, Santa Ana Pueblo, NM. Call (706) 637-6552.

**October 6** DEC Class, two-day course on consecutive Sundays, sponsored by the National Cleaners Association, New York, NY. Call (800) 888-1622.

**October 19-20** Textcare 2019 sponsored by the National Cleaners Association, Meadowlands Convention Center, Secaucus, NJ. Call (212) 967-3002.

**October 21** Introduction to Drycleaning one-week course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

**October 28** Advanced Drycleaning two-week course at the Drycleaning and Laundry Institute, Laurel, MD. Call (800) 638-2627.

**November 24** Basic Spotting 101 with Alternative Solvents, course sponsored by the National Cleaners Association, Bronx, NY. Call (800) 888-1622.

**December 15** Advanced Stain Removal and Bleaching course sponsored by the National Cleaners Association, Bronx, NY. Call (800) 888-1622.



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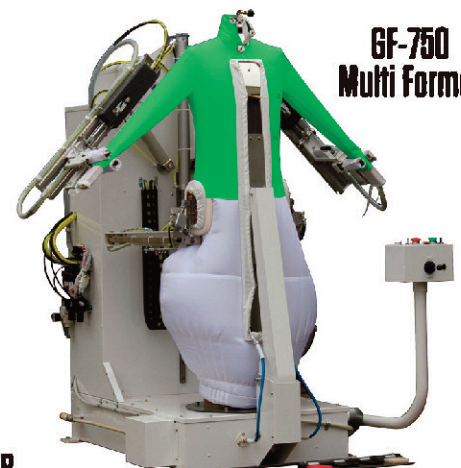
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# WRENCH WORKS



By BRUCE GROSSMAN

## The shocking world of voltage

In the last article I covered how to use the ohms scale in testing common components found in the drycleaning/laundry plant. In this article I'll be discussing the use of the VOLT scale required for running common tests.

First as usual, a bit of background. The VOLT (symbol: V) is the unit of *difference in potential between two different points*. This difference would be equivalent to that difference of height between those two buckets mentioned in the first article in this series.

This difference in potential is referred to as voltage. It is named after the Italian physicist Alessandro Volta (1745–1827), who discovered this phenomenon and who is also credited with inventing the battery.

### Setting up for the test

- Never assume that the power to the area you are working on is shut off and never trust the labeling in the circuit breaker panel to be correct.

Have someone operate the circuit breaker and watch panel lights or some other indicator. When voltage tests are being run, the power is on. However, it's still important to know where to shut off the power to the item being tested.

- Electricity needs a path or circuit to flow through in order to injure you. It's when your body becomes this path between a voltage source and ground that the damage is done, and it's quite easy to prevent your body from becoming this path.

- First make sure the floor of the area in which you are going to be standing while running tests is not damp or wet; a rubber or plastic mat like those a presser would stand on is a good insulator to place on wet or damp floors when running a test.

- Try to observe the "one hand rule"; meaning use only one hand for testing. Never lean up against the machine or grasp anything metal with the other hand while testing. This prevents using your body as path for electricity to ground.

- If the power to the machine your testing is over 230 Volts, leave it to a professional.

- Whenever setting up for a test, always use the highest setting on the voltage scale and work your way down to a lower setting if necessary.

### Testing

Unlike the tests run using the ohms scale, voltage tests require power to the parts being tested and the voltage can be on either alternating current (AC) or direct current (DC) circuits. This is no big deal except the proper setting on the meter is required. It's fairly simple to determine which is which; if you should pick the wrong scale, *as long as you're not on the ohms or amperage scales* no harm will be done; on most meters the reading will just be zero.

Here's the basic scheme of whether a component to be tested is AC or DC:

Large motors which have three-phase power are usually 208 to 240 Volts AC; smaller single-phase motors and solenoids that make a loud noise

### USING THE AC/DC VOLTAGE SCALE

**TEST #1** fuse condition  
reading should be close to 0 Volts when the fuse is good

**TEST #2** voltage present at the main panel  
start by using the highest scale setting. Then place the meter lead on 1 and touch the other lead to 2 and 3. Do the same on 2, and 3. There should be voltage readings of the line voltage (208-240 on 3 phase 110-130 single phase) between each terminal.

**TEST #3** steam pressure switch operating condition  
reading should be close to 0 V when switch is closed

**TEST #4** voltage present at solenoid coil  
solenoid rating  
reading should be within a few volts of what the solenoid is rated for  
insulation must be stripped back to expose the wire

### NOTES

1. VOLTAGE TESTING REQUIRES THE POWER TO BE ON.
2. CHECK THE METER LEADS BY TESTING AN ELECTRICAL OUTLET YOU KNOW IS GOOD FIRST.
3. WHEN RUNNING THE TESTS PICTURED HERE THE COLORED ARROWS SHOW WHERE THE TIPS OF METER LEADS SHOULD BE PLACED. THE POSITION OF THE RED AND BLACK LEADS ARE INTERCHANGEABLE.

when operating (Cissel Suzy for example) are 110 to 125 Volts AC; boiler controls are usually either 110 to 125 or 24 Volt AC.

Most air solenoids and contactors operating from the computerized controls found on modern drycleaning and laundry equipment will have 24 Volt DC solenoids and contactors.

Fuses can be in either AC or DC circuits. If you can see the labeling on the electrical component you are testing, the information on the voltage should be there.

**Test #1:** Checking fuses. Fuses can be tested while a machine is under power by setting the meter for a high scale

(500 Volt) AC reading. This setting is correct for nearly everything except the small glass or porcelain-type fuses which may be DC. Place a lead on each side of the fuse. If it reads zero or very low the fuse is good; if it reads over 5 volts the fuse is usually faulty.

**Test #2:** Checking main power. Make sure that any circuit breakers feeding the disconnect switch under test are on. Set the meter for the highest AC setting and place the meter lead on terminal 1. Check the voltage between terminal 1 and the other two terminals. The reading should be at least 208 to 240 between any two terminals. Repeat the same procedure for terminals

2 and 3.

**Test #3:** Switch position. Want to know if a switch is open or closed? I've shown a steam pressure switch used on boilers as an example, however it could be any switch. Place a lead on each terminal that you're testing. If the voltage reading is close to 0 the switch is closed.

**Test #4.** Solenoid coil actuating voltage. To determine if a solenoid coil is receiving the voltage required to energize, strip back a small section of insulation on each of the wires going to the solenoid (there may be three wires going to some solenoids; the green wire is usually a ground and is not used in this test). Hold a lead on each stripped section of wire and read the voltage when the solenoid would be actuated.

The reading should be within a few volts of the rated required actuation voltage. This actuation voltage can usually be found printed on the solenoid coil.

Well, that's it for this issue, don't know yet what I'll be writing about next. Suggestions?

Bruce Grossman is the chief of R&D for EZtimers Manufacturing, the maker of the EZ Level return tank water level control that replaces the ball float valve in the return tank. The Sahara and Drop in the Bucket line of high purity separator water mister/evaporators along with the Tattler steam trap tester are also part of the EZtimer product line. For more information, visit [www.eztimers.com](http://www.eztimers.com). Address any questions or comment to [bruce@eztimers.com](mailto:bruce@eztimers.com) or call (702) 376-6693.

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# WEST



**FLAIR CLEANERS** in Santa Monica, CA, purchased a Union HP860 cleaning machine through Kelleher Equipment. Kelly Kelleher (center) of Kelleher Equipment is pictured with Artur Lomeli and Conchi Ortega of Flair Cleaners.

## TCATA sets schedule for annual conference in Ojai

As the Textile Care Allied Trades Association gears up for its 2009 Annual Management and Educational Conference this summer, attendees can focus on trying to save money by signing up early for the event.

The early registration deadline is July 5, so those who sign up by that date will pay \$775 per member and \$350 for a spouse. After that date, the cost rises to \$825 per member and \$400 for a spouse.

Those who decide to attend

will have a busy educational and social schedule to look forward to, including an opening reception on the night of Wednesday, July 31 from 6 to 7 p.m.

Earlier in the day, there will be time to register and TCATA will host a board meeting from 1 to 4:30 p.m.

On Thursday morning, TCATA will host a golf tournament from 8 a.m. until 1 p.m. followed by a luncheon from 1 to 3 p.m. That night, dinner will be at the Farmhouse Kitchen & Library from 6

to 10 p.m.

The business sessions begin at 8 a.m. on Friday with speaker Sam Richter who will present “Every Sales YES Begins with a Know.”

He is an award-winning speaker and bestselling author who will outline ways to navigate the tricky world of online information to your own advantage.

Two more programs are planned for Saturday, including “What is Happening in Washington... and Why” by Jade West from 9 to 10:30 a.m. and “Contented Cows Give Better Milk: Your People, Your Profit” by Richard Hadden from 10:30 a.m. until noon.

Many may recognize West, a return speaker who is the senior vice president of government relations for the National Association of Wholesalers-Distributors and is executive director of the NAW Political Action Committee. She will discuss some of the major issues business owners may face in the coming year based on what is happening right now in Washington, DC.

Meanwhile, Hadden, who has delivered presentations and training programs for more than 850 audiences on five continents, will be available for individual consultations after his program from 1 to 4 p.m.

That evening, the association will conclude festivities with a Closing Reception and Dinner from 6 to 10 p.m.

For information or to register, visit TCATA at [www.tcata.org](http://www.tcata.org).

## Drycleaning seminar comes to CA in April

Nobody can learn everything there is to know about drycleaning in just a day, but Jeff Schwarz and Chris Patten from A.L. Wilson Chemical Co. will join with Dan Pollack of Kruessler for a program that promises to cover “Almost Everything You Need to Know About Drycleaning” early next month.

The session will be held at Hendricks Mechanical, located at 4070 N. Palm St., Unit 705, in Fullerton, CA. It will run from 9 a.m. until 1 p.m. on Saturday, April 6.

Some of the topics that will be covered during the program will include: differences and basics of drycleaning and wetcleaning; advanced bleaching; handling problem garments; blacks and whites, oxidized oil stains; and invisible stains, inks and more.

This is a free training event so registration is required. To sign up, RSVP with Dan Pollack at (562) 310-1511.



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# KEEP IT LEGAL



BY FRANK KOLLMAN

## Using words that mean something

I write a lot. I use many different tools: computer, iPad, fountain pens, and pencils. My spelling has improved greatly on the computer, but it still suffers occasionally on paper.

When I do hand write documents, I either have to transcribe them into electronic format or ask my legal assistant to read my handwriting. I usually go through a couple of drafts, no matter how short the document, to add a bit of style to an otherwise boring legal document or article.

What you write as a business owner or supervisor can frequently make the difference between failure and success, especially in the area of human resources. Legal claims turn on the words found in notes, emails, letters, contracts, PowerPoint presentations, other documents, calendars, and cocktail napkins.

So, why are business people so sloppy in the way they write? Maybe they just have never been taught how.

In 1974, on White House letterhead, Richard M. Nixon wrote to Henry Kissinger, the

Secretary of State, the following sentence: "I hereby resign the office of President of the United States."

It is clear to me that President Nixon had not done more than one draft.

First, why use a Middle English word such as "hereby?" Was there another letter or memo that could be confused for his resignation?

Second, why say "the office of" when it was clear from the letterhead and his name that he was, in fact, President?

Third, if you are going to spell out your title, why not add the full name of the country, namely, the United States of America? Had the President wanted to be clear and concise, he would have written: "I resign."

I see so many human resource documents — evaluations, disciplinary forms, offer letters, termination letters, etc. — that could be written better.

For example, I once saw a document that stated: "John is being terminated for engaging in an unsafe act and an inappropriate display of behavior."

When learned what he had

done, I asked why the document didn't say: "John is being fired for throwing his computer monitor across the office, then dropping his pants and exposing his bare buttocks to

allows the reader to reach a conclusion, not merely describe the behavior in conclusory terms.

Never let there be any question what an employee did to

Good writing rules also apply to employee handbooks.

One of my partners last week reviewed a 78-page employee handbook, and I said: "Can you really call that a

## What you write as a business owner or supervisor can frequently make the difference between failure and success.

his supervisor."

The client said that he was trying to write like a lawyer.

**Rule 1. Do not write like a lawyer.**

Lawyers write many times in vague language to avoid boxing themselves into a particular argument. Frequently, that's a mistake. For non-lawyers, that is almost always a mistake.

Lawyers like vague words like "unsatisfactory, inappropriate, attitude, misconduct, behavior, unusual, pretext, and so on and so forth."

You should avoid them whenever possible. Employers should describe conduct that

get in trouble. So many supervisors try to put the misconduct into one of the commonly accepted grounds for discipline: sexual harassment, profanity, theft, unsatisfactory work performance, and insubordination, for example.

In most cases, I would rather read a disciplinary notice or report that said John 1) pinched Sally (last name withheld) on her behind (sex harassment); 2) called his supervisor a m#\$%# f#\$%# c@&^% (use the actual words in your document that are too delicate for a newspaper here); 3) was seen removing 20 dollar bills from the cash register and putting them in his pocket (theft); 4) ruined five shirts during his shift by carelessly placing them upside down in the ironing machine; or 5) told his supervisor to take the cash register tape and shove it up his a\$%.

No question what John did.

And there is always a reason why someone was disciplined or fired, so tell him. You will eventually have to tell someone like unemployment or the EEOC, so why not get your story straight and accurate right away? Giving no reason will almost always backfire, as does trying to soften the blow by misstating the real reason.

"hand" book? Maybe an "arm" book?"

The client would have been better off going in the other direction — the 10 most important work rules on an index card. Make every word in a handbook either give valuable information or make the employee feel good about working for you.

If you take the time to compose human resource documents properly, you will give a lot of pain to plaintiff's lawyers who look at your documents to determine if their client has a good case. The vaguer the documents are, the better they like it. Words like "attitude" give them goosebumps.

Better to give them a description that forces them to conclude that their client has a bad attitude.

Buy a book on good writing if you have the chance. I can't wait to see how much better you will write.

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](http://www.kollmanlaw.com). It has articles, sample policies, news and other information on employee/employer relations.

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PRIME CLEANERS in Houston, TX, purchased a Union H860 cleaning machine with solvent heating through Gulf States Laundry Machinery. Pictured are Matt A. Lipman (left) of Union with Don Mach, owner of Prime Cleaners.



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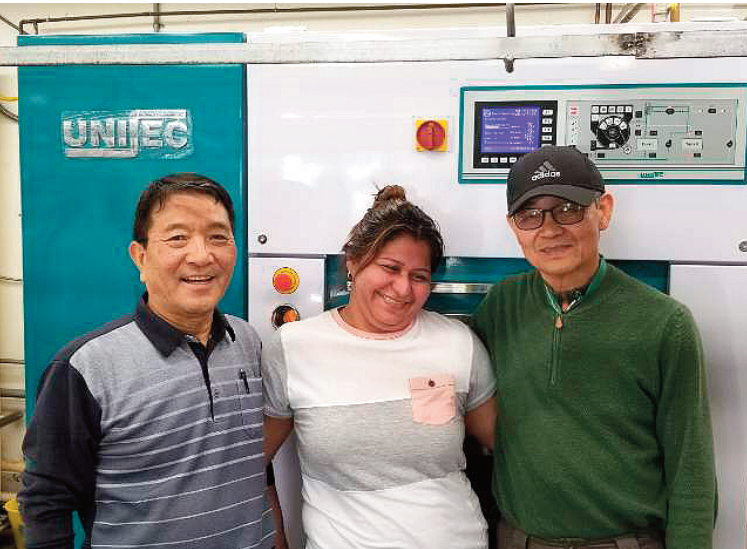
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# MIDATLANTIC



SUNNY CLEANERS in Triangle, VA, purchased a Unisec MS-402N cleaning machine through New York Metropolitan Machinery. Plant owners Mr. and Mrs. Park are pictured with Mr. Choe of New York Machinery.

## MAC invites Adams, Albrecht to speak at May conference

As the Midatlantic Association of Cleaners gears up for its spring Management Conference in Virginia Beach, VA, two expert speakers have been added to the itinerary.

Headlining the third annual event will be Mark Albrecht of 21DC Consulting and The Route Pro and Trudy Adams of Blue Egg Consulting.

Adams will be the keynote speaker for the program, which is set to take place on May 4 and 5 at the Founders Inn & Spa.

She will discuss developing a

consistent customer service brand, the importance of employee empowerment and how to deal with difficult and challenging customers during a session that runs from 9 a.m. until noon on Sunday, May 5.

On Saturday morning, Albrecht will kick things off at 10 a.m. with a two-hour program on Common Sense Accountivation... Cultivating and Maintaining a Strong Corporate Culture.

Following a break for lunch, MAC will resume its schedule when MAC Executive Director

Peter Blake takes to the podium for "Using All of the Tools in Your Toolbox to Maximize Profitability."

At 3 p.m., the association plans to enlist a speaker from the Department of Labor to discuss wage and hour pitfalls and common human resources issues in the workplace from 3 to 4 p.m. before the day concludes with a Network Social Hour.

The cost to attend the MAC Spring Management Conference is \$200 for members and \$300 for non-members for a full registration.

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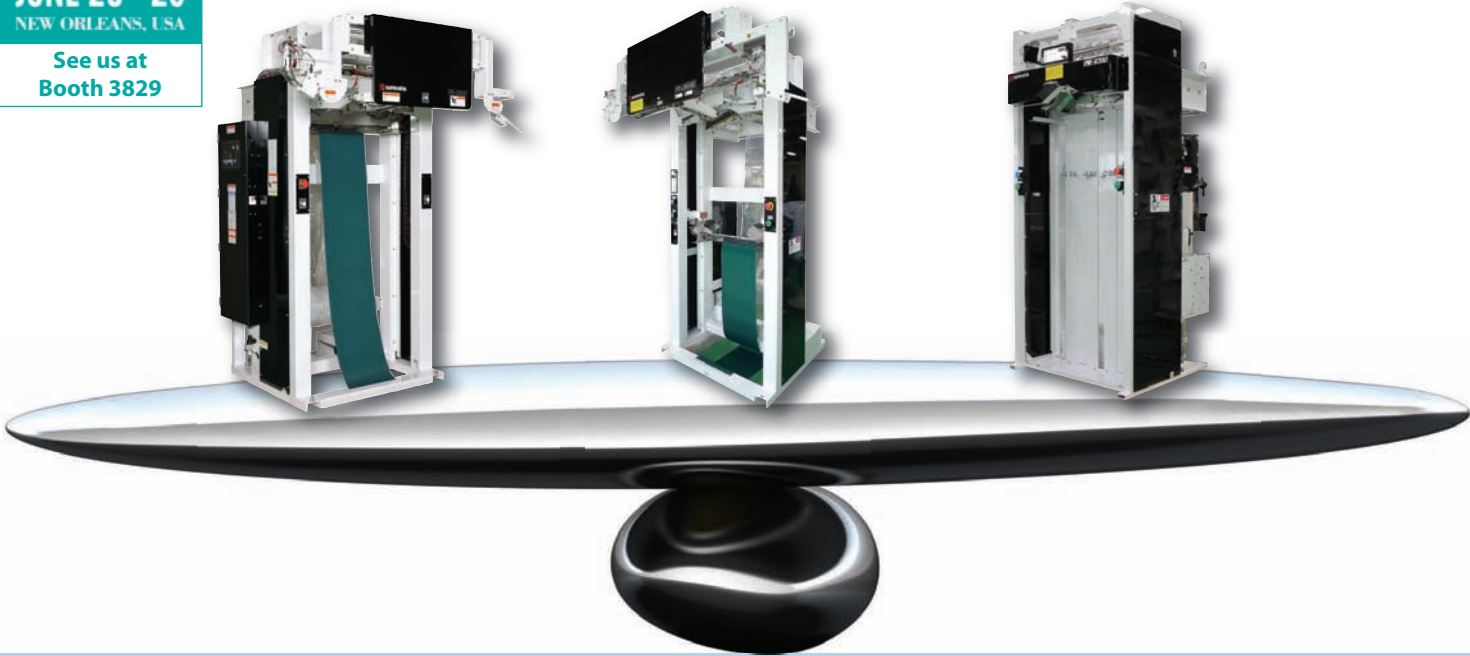


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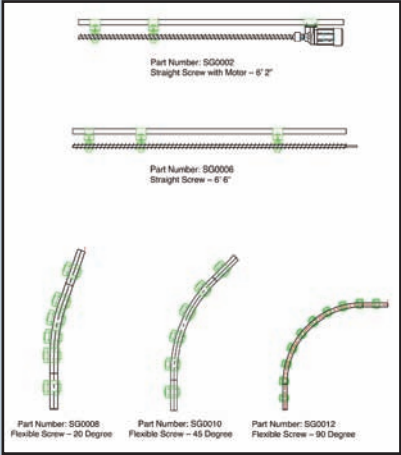
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## Next DLI class coming in July

The next offering of the Drycleaning and Laundry Institute's resident courses at its School of Drycleaning Technology in Laurel, MD, is set to take place from July 15 to 19.

It will be a one-week Introductory to Drycleaning course, designed for newcomers with one year of production experience or less. It will be followed by a two-week Advanced Drycleaning course from July 22 to Aug. 2, as well.

In fact, both classes will run again later this year from Oct. 21 to 25 and then Oct. 28 to Nov. 8, respectively. A special solo offering of the introductory course has also been planned from Aug. 19 to 23.

Tuition for either course is free for Platinum Members, which costs \$255 per month with an annual commitment and includes five free in-person class registrations, four free self-studies, three free certifications, the stain removal app and the Encyclopedia of Drycleaning app, 20 free garment analyses, two free Clean Show registrations, access to DLI's Effortless Web products and more.

Otherwise, non-members pay \$1,149 for the five-day introductory course or \$2,049 for the advanced. A discounted fee for non-members is available for those who take both classes together. The total cost is \$2,795 for non-members.

For more information, visit DLI at [www.dlionline.org](http://www.dlionline.org).



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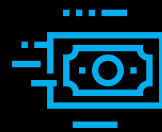
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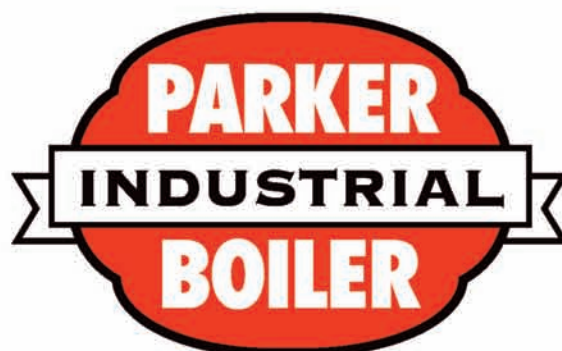
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