



National

Clothesline

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Finding your place in the crowd

The final countdown is about to begin for the Clean Show which is making its sixth trip to New Orleans since 1985.

As of mid-April, the show had already surpassed the number of exhibitors on the floor the last time the show visited New Orleans in 2013. That show had 422 exhibitors showing their wares to 10,300 attendees. Exhibitor signups stood at 428 with still time for more to join the party.

The show has grown steadily since that last New Orleans appearance and, in fact, was listed as among the 50 fastest growing trade shows by *Trade Show Executive* magazine after the 2017 show in Las Vegas.

That show drew 12,563 attendees and 472 exhibiting companies the highest attendance since 2007 before the economic recession reduced numbers for subsequent shows.

Whether the upcoming show will top those numbers remains to be seen, but regardless of the size of the crowd, time is drawing short for those who want to be a part of it.

The full registration fee of \$169 is significantly discounted for those who register in advance by June 10. Until then, registration can be secured for \$149 which provides admission to all four days in the exhibit hall plus the dozens of education programs offered by the sponsoring associations.

And members of those associations, which includes the Drycleaning and Laundry Institute, get an even steeper discount. They can sign up for \$119.

Advance registration not only saves money but it also avoids standing in line to register at the show.

Unless you are making a day trip of it, you will also want to reserve lodging during the show. Clean Show management has arranged for discounts and special amenities



It was standing room only at this seminar the last time Clean visited New Orleans. Now is the time to make arrangements to be there when the show returns to the Crescent City next month.

ties at a variety of New Orleans hotels while the five cosponsoring trade associations have designated headquarters hotels for their members.

The Drycleaning and Laundry Institute will headquarter at the Hotel Monteleone, the same hotel the DLI used in New Orleans in 2013. The Monteleone is on Royal Street in the French Quarter, just under one mile from the convention center.

Launched in 1886, the Hotel Monteleone offers easy access to the nightlife of New Orleans. Amenities include a rotat-

ing bar, swimming pool, dining options, entertainment, a spa, fitness center, and in-room services.

Reservations for the Hotel Monteleone are open through Connections Housing, the official housing agency for Clean 2019.

To reserve a room visit <https://book.passkey.com/go/DLI2019>.

Other hotels have been selected by each of the sponsoring associations.

The Textile Care Allied Trades Association will headquarter at the New Orleans Downtown Marriott just across the street

from the convention center.

The Coin Laundry Association has selected two hotels for headquarters — Loews New Orleans Hotel and the Renaissance New Orleans Arts Hotel.

Two hotels will also be home for the Textile Rental Services Association — the New Orleans Marriott and the Westin New Orleans Canal Place.

The Association for Linen Management will headquarter at the Royal Sonesta.

All hotels are part of the official Clean

Continued on page 12

Website ranks industry wages at bottom

Drycleaning and laundry workers are among the lowest paid workers in the United States, according to the website 24/7 Wall St. <https://247wallst.com>.

To identify the lowest paying jobs in America, 24/7 Wall St. reviewed 2018 median weekly earnings for full-time wage and salary workers by detailed occupation from the Bureau of Labor Statistics. The number of workers employed in each occupation was also obtained from the BLS. The estimated yearly earnings for each occupation was calculated from the median weekly earnings figures.

Laundry and drycleaning workers

earned a median wage of \$432 per week, or \$22,464 per year.

While many of the lowest paying jobs in the country are generally held by younger people, laundry and drycleaning workers are, on average, 44.8 years old, 24/7 Wall St said.

To earn that dubious honor, laundry and drycleaning workers had to earn less on average than fast-food workers (\$22,672), dishwashers (\$22,932), bussers (\$23,244) and food preparation workers (\$24,076).

In fact, most of the bottom 10 occupations were in some aspect of the food service business. Also included were cashiers,

hosts and hostesses, cooks and food servers. Maids and housekeeping cleaners also made the bottom 10 at Number 7 with an average annual wage of \$24,284.

Overall, wages in the United States recently hit their highest rate of growth since the end of the Great Recession in 2009. The 3.1 percent increase from 2017 to 2018 is a good sign for the American economy, but millions of working Americans are still earning less than \$30,000 each year.

24/7 Wall St. is a financial news and opinion company with content delivered over the Internet. Grant Suneson was the author of the article. The web address is

<https://247wallst.com>.

The Bureau of Labor Statistics report on employment and wages from May 2018 showed that 113,180 workers employed in drycleaning and laundry services earned an hourly mean wage of \$11.42.

Industry workers in the District of Columbia had the highest average hourly wage at \$17.73. Hawaii, Alaska, Washington and California also ranked near the top in average wages, ranging from \$13.75 to \$17.73 an hour.

California had the most laundry and drycleaning workers of any state in the nation, employing 17,730.



Sneak Peek

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Recently installed as president of SEFA, Rhonda Eysel is keeping the company started by her grandfather up to date.



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The latest finishing equipment can get you closer to zero defects and maybe even pay for itself, says Don Desrosiers.



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Having a widely recognized brand is not just for the big companies like Tide. You can do it, too, says Larry Siegel.



36 Beat the heat

Hot summer weather will stress out your drycleaning machine. Bruce Grossman offers tips on how to keep it cool this summer.





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Maybe it is time to ban the bans

We live in an age where customer service has evolved so much that customers essentially dictate to businesses what they want from them and then get it plus much, much more. The bar has been raised so high that nobody can find it anymore. Found or not, if that bar ever falls for any reason, then consumers can protest, boycott and pile on negative reviews against offending companies which can break a reputation in the time it takes for a webpage to load. Consumer empowerment has affected the landscape of business, and not just in those ways mentioned previously. Public opinion also can drive lawmakers into action which, in turn, can affect business in a much broader way.

Drycleaners know this better than anyone. There have been perc bans, plastic bag bans and countless other stringent environmental regulations of every kind. The latest one to hit the headlines is a possible fur ban in New York City, though, to be fair, the Big Apple isn't leading the way. In California, San Francisco already banned real fur sales on January 1 of this year, joining Berkeley and West Hollywood. Los Angeles has also passed a new ordinance, going into effect in 2021, that will make it illegal to sell, manufacture or trade fur clothing and accessories within city limits. Now, New York City stands to be the next to ban fur and more cities are likely to follow. Oddly enough, this all is occurring while retail fur sales have been seemingly strong.

According to the Fur Information Council of America, sales have increased from \$1.27 billion in 2012 to \$1.39 billion in 2013 and to \$1.5 billion in 2014. Yet, public opposition to the retail of fur has also seen an increased presence. Animal rights activists have made inroads for their cause in recent years, angry that each year more than a billion rabbits and 50 million other animals are killed for their pelts. They make the argument that faux fur is a viable alternative which would eliminate the severely cramped and harsh conditions in which many of the animals are kept. But, then again, as the Fur Commission USA notes on its website, "about 95 percent of the population in North America eat and wear products of animals."

So, to sum up, while people still seem largely indifferent to the wearing of furs, the law is becoming less so. This growing movement presents a big issue for cleaners. How much will such bans affect your business's bottom line and what can you do to offset that? Whatever your answer, know this: the issue is fur real.

Expecting the unexpected

It is inevitable but unpredictable. Sooner or later an unexpected problem will occur that stops you in your tracks. It could be an act of nature, such as a flood or strong winds knocking down trees and power lines leaving you dead in the water, so to speak. Or it could be key piece of equipment. Maybe that old reliable boiler decides not to be so reliable anymore. Or maybe your computer system decides to go sideways, leaving you with no way to process orders, keep track of employee hours and do payroll.

Worse things can happen that we don't even like to contemplate. Many a cleaner has closed up and gone home for the day only to be called back in the middle of the night because the building is in flames. Or even worse, maybe a serious accident or sudden illness befalls you or a key employee.

Nobody likes to sit around and think about these things much less have to suffer through them. Adequate insurance may buy you peace of mind against some of the worst case scenarios, but that alone doesn't guarantee that you have nothing to worry about.

What exactly are your plans for dealing with the unwanted and unexpected? That is why it's necessary to think about these things and how you would deal with the disruption that could result.

We have been giving that some thought this week as we recover from what seems a relatively minor mishap but nonetheless proved to a show-stopper. And we will be giving it more thought after we fully recover. We arrived at the office on Monday morning to find that a pipe in the ceiling sprung a leak and showered the desk from which this is being written. The main hard drive that contains all the parts and pieces that go into assembling an issue of NATIONAL CLOTHESLINE took a bath. And drowned in the tub.

Thanks to a backup drive that survived, combined with cloud backups, we were able to get back up and running, but not without a heaping helping of stress and anxiety over several days, and that is why you are able to read this now. We are grateful for that and hope you will forgive any glitches that have crept in or pieces that may have fallen through the cracks.

We hope that this never happens again — to us, to you or anyone. But hope is not a plan. Take some time to consider your operations and make sure you have another way to get things done when the unusual occurs and makes business as usual impossible.

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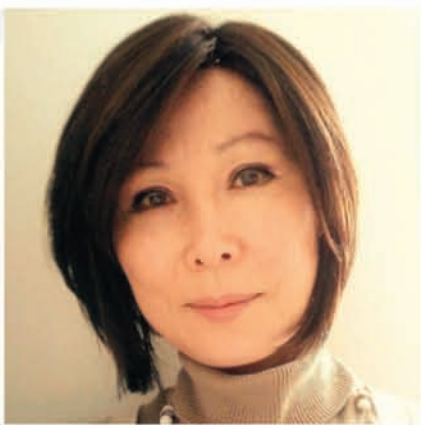


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Keeping pace

When Rhonda Eysel was installed as president of the South Eastern Fabricare Association during the association's board meeting at Jekyll Island in early April, the timing seemed appropriate. After all, her family's drycleaning business recently turned 50 years old.

For the family, it's been a long journey ever since Rhonda's grandfather, J.W. Wade, first opened their Master Kleen Drycleaners business in Columbus, GA, in 1969. He was not exactly a newcomer to drycleaning at the time.

"When my grandfather bought this, he already had close to 50 something years of experience," Rhonda recalled. "He worked for someone else for a long time and finally got into a position where when one became available he could purchase it. We've been going ever since."

Even back then the family had a strong vision in mind for Master Kleen: To exceed customers' expectations by providing the highest quality in clothing care along with exceptional customer service with every single experience.

"I think in those days he always wanted to provide the very best quality," she added. "When things came in our store, he felt it should be the very best it could be before it could leave here."

Even with such ambition, Master Kleen almost never made it to the second generation. Rhonda's father, Warner Wade, opted to pursue a career in real estate, but he was drawn back due to two precipitating factors: the recession in the 1980s hurt real estate sales and J.W. had become ill and needed help. Besides, Master Kleen had grown a lot since the early days and business was booming.

"I do remember back in late 1980s to early 1990s, we had so many clothes back in our plant we had to walk outside to turn around and walk back in," Rhonda noted. "You just couldn't get around it."

Growing up in a family that owned a drycleaning plant, Rhonda naturally started her cleaning education early. In all, she has over 30 years of experience today.

"This is all I've ever done. I've never worked any other job. This is it," she explained. "My dad would come home when I was like 13 and would say, 'Hey listen, can you do the time cards? Add them up for me really quick.' He'd give me ten bucks and I'd do that weekly."

As time moved on, she expanded her duties, though she probably would have preferred to never work in production during the sweltering Georgia summers.

"It's miserable in the summers. Back then, you had the manual bagging stations. So, every time you'd bag an item of clothing, the poly was sticking to your clothing or your sweaty body," she said.

"Now, I feel like we've got the best people in our area in the industry," she continued. "These people really work hard so it's a testament to their work ethic to be able to come into a place that is not completely air conditioned all of the time."

After graduating high school, she continued working at Master Kleen while earning her degree in Business Administration from Columbus State University.

Currently, Master Kleen has five locations, 45 employees and two production locations.

Rhonda's father still works for the company, as does her husband, Chris, though all three of them wish they could confine their production space to one facility to simply things.

"Ideally, my dad and my husband

there and let people know what you do."

Over the years, certain changes and additions to Master Kleen have helped benefit the company, from adding delivery routes in 1989 ("That was huge for our business.") to switching to barcoding 20 years later ("That was huge for our industry."). The idea is to keep pace with the fast-changing world.

"I think businesses should not only stay abreast of what is going on in their industries, but change with the times.

our industry to be educated so they will be able to deal with the customers and employees and try to grow the industry."

Whenever Rhonda needs a break from all the stress, she climbs on a Carbon Synapse 5 and rides with her cycling group Pedaling for Kids.

"We raise money through cycling events for children with disabilities in our area," she explained. "We buy equipment for these families that insurance companies won't pay for and that these families just really can't afford."



Rhonda Eysel

and I wish we could get it all under one roof. It would be so much easier managed, but it's just not in the cards right now," she noted. "Back in 2006, we'd actually found some property and we were going to have plans drawn up for the plant, but then the recession hit and we had to back off from that. It was just too much money to put it all together."

These days there are no longer stacks of clothing piled up everywhere so it's a bit easier to keep pace with the work. But, even with drycleaning volume down from the busy days of old, Master Kleen has diversified over the years to keep new business coming in.

"Since 2007, around the recession, we've had to change our business model and how we deal with customers," Rhonda began. "Now, so many companies are letting employees wear casual clothes. They're not dressed up in the suits and ties and dresses. We've had to just kind of change how we do things so we can acclimate and continue to grow. It's pretty tough being a drycleaner when you're main thing is drycleaning and you're not getting as much as you're used to."

That's precisely why it is important to try to offer superior service.

"I think, at our business, we get a lot of things that a lot of other drycleaners don't want to do because they're headaches... beads, sequins and special trim on things. That's kind of been our thing," Rhonda said.

Truth be told, she was a bit reluctant to talk up her company, but she knows it's something all cleaners should do.

"If you don't talk about the things that you do great, no one else will," she said. "You want to do it in a way that's not braggadocios. Put your stuff out

Buy new equipment and maintain that equipment," Rhonda said. "I mean, you can't stay the same. There's no way you're going to grow if you stay the same."

No matter how consistent any business tries to be, though, there will always be inevitable issues that crop up. That's why Rhonda believes training is crucial to success.

"We really work hard on training our folks," she said. "Our employees are an extension of our business so we want to train them the very best we can, make sure they can handle all these different scenarios that pop up. In this industry, if there is one thing I've learned, it's not all black and white — so much grey area to it. There's so many times that people have to make judgement calls. You just have to make some decisions based on your experience."

One way to help make sure you wind up on the right end of a judgment call is to get to know the customers as much as possible, including their habits.

"If they haven't been in, you need to be pulling in reports to see what's going on. Call them on the phone," Rhonda emphasized.

In her view, an owner needs to take an active role to make a positive impact on their business, which is something she has done with the industry, as well. She has served on the SEFA board for several years now and is one of its biggest supporters.

"Our biggest thing with SEFA is educating the industry. We have a lot of educational seminars that we put out in the southeast to try to educate our cleaners to help them better their businesses," she said. "We're not trying to make money off them. We just want

The group, which started in 2010, has helped many families in the past eight years by using some of the money they raise to fund projects like converting a bathroom or a van to make them disability accessibility.

As rewarding as it all is, it can also be hard work... and not just because Rhonda serves on the group's board of directors. It takes time and effort.

"It's getting warm so I'm about to bust my bike out of storage. We've got a ride coming up in Auburn in a couple of weeks," she said. "Cycling is fun, but it's time-consuming because you've got to load your bike, get all of your gear together, drive wherever you're going to ride your bike, get on it for a couple of hours, get off, load it back up and go back home. It's not like throwing on a pair of running shoes and going out for a run."

She certainly racks up a lot of riding miles throughout the year.

"Each Fall we do a bike ride across a different state and we do it over a two or three-day period," she said. "The past two years we've cycled across the state of Alabama. A few years before that, we did the state of Florida. And we've cycled across Georgia three times."

She approaches her hobby like her business: actively. For now, she plans to keep riding full speed... no finish line in sight, doing her best to keep pace with the leaders of the industry.

"I do think it's a good time [for the industry]," she said. "I think it's important for drycleaners to learn to navigate the process of how they can gain more market share and it's not just going to be from drycleaning. It's going to be about doing other things."



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We have all wished for the shirt unit that produces a shirt that requires no touch-up whatsoever. We are closer to that than you may think. There is always the training issue that can throw that concept to the wolves, but given a properly trained and supervised employee, you can produce a heck of a good shirt off a modern shirt unit.

So, what can a new shirt unit do that your current unit cannot do? Ultimately, it can save you a lot of money. It can even pay for itself.

First, let's establish a benchmark and establish a definition for the term "no touch-up." It's not going to be literal. Very large or very small shirts or tailored shirts will preclude you from ever having to touch-up all.

The percentage of touch-ups, as a goal, should be 8 percent. That is a very small percentage and perhaps to the point of unfathomable by you at this point, but it is doable.

This does require good management and a trained, conscientious employee. If this results in the reduction of a full-time employee, you can easily save \$1,200 per month, covering the monthly cost of a new shirt press.

the cuff to slip downward.

The padding on the sleeve press buck is very thin by design, therefore the press quality isn't going to be very good in any case, so it's going to be difficult to get the sleeve gusset area to look great.

identical manner — that is, one high, one low — the sleeve measuring device will not work correctly because the measuring device will rely on only one of the seams.

A defect on at least one of the sleeves is guaranteed.

pay for itself with increased productivity within a few months!

And we are always concerned about breakdowns and downtime. The modern, technologically advanced machines diagnose themselves.

What can a new shirt unit do that your current unit cannot do? Ultimately, it can save you a lot of money. It can even pay for itself.

So how do we get to 8 percent touch-up? I have clients who claim 100 percent touch-up.

First of all, if you still have a sleeve press, be aware that most of your pressing defects are caused by the sleeve press. Defects around the sleeve gussets (the area around your wrists when you wear the shirt) are caused by the sleeve press when you don't properly clamp the cuffs in place.

Many cuff clamps are broken and have been broken for years. If the cuff clamp itself works properly, the pad underneath the clamp is often deteriorated or missing, causing

Also, there tends to be a crease at the top of the sleeve. This is caused by the sleeve riding up on the sleeve buck a bit. You want to pull down on the back as the press heads close, but that isn't always possible, practical or safe.

If you fail to attach the cuff at the exact correct place there will be a press defect. Where it will be and how bad the defect will be depends on how you actually attached the cuff with the clamp.

Attach the cuff too high, there will be an unpressed, rough-dry area in between the cuff and the sleeve. If the two cuffs are not attached in an

There will be 1) an unpressed area at the extreme top of the sleeve (near the chest when you're wearing the shirt); or 2) an over-pressed area where the sleeve press pressed a part of the front of the shirt, resulting in sharp, pressed-in wrinkles on the front of the shirt; or 3) one of each of these defects on each side of the shirt.

All of this goes away with a blown sleeve unit. The quality of the finish is better than you think, and the blown sleeve apparatus isn't going to cause any unwanted defects. Before my personal shirts were pressed on a blown sleeve unit, I always felt that the finish would be undesirable. Not so.

So that's the argument for getting rid of your sleeve press, but perhaps you've already done that. After all, blown sleeve units have been around for over 20 years now.

But do you know that collar/cuff presses have changed a lot, too? So much so, that I see no reason to buy a regular collar/cuff press these days. For very little additional money, you can buy a collar/cuff press that can press two shirts at one time, in the same footprint as one that can press just one shirt!

Only a few years ago, pressing a second shirt to boost production required 30 additional square feet of floor space, not to mention an additional \$10,000. This is a technological breakthrough.

If you have a double-buck shirt unit, but only one collar/cuff machine, buying one of these at the Clean Show will

And these days, they don't just go that with a simple "error code" that you need to look up and read about to find out what's wrong. The most modern machines display a photo of the defective part, along with instructions on how to fix it! Even a novice can get a disabled machine back on line in no time. How's that for saving labor?

And to help with that all-important training, some machines even have built-in employee training videos!

It's always nice to get new equipment, but I always want equipment to be free, somehow. I want equipment to be paid for with some sort of real savings. Usually that savings is labor, but sometimes it is utilities or something else, but remember that it always must be kept in check with good management. Without good management, savings can be chancy, sketchy or even non-existent.

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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The Sankosha Dry Cleaning Store provided the inspiration to create new and innovative pressing equipment for future generations of our Industry.



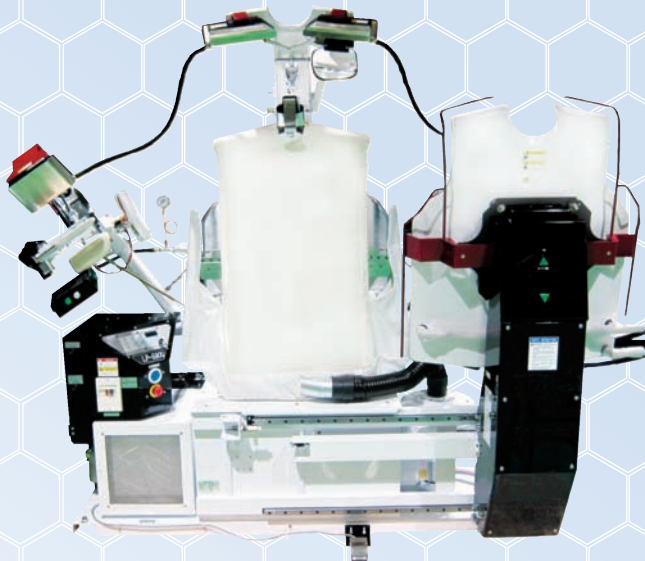
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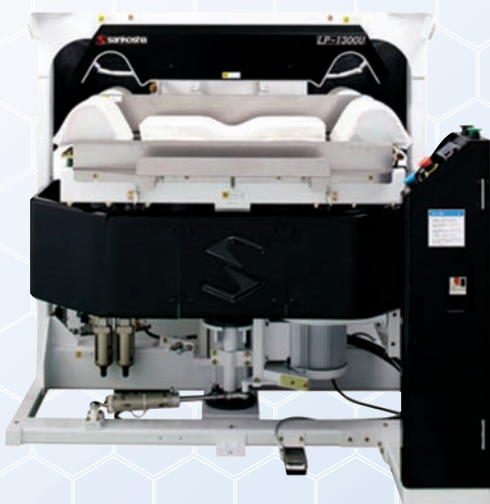
LP-190U
Double Buck Shirt Press



LP-590U
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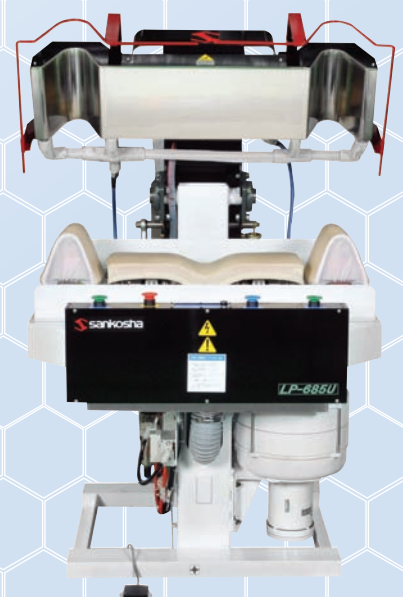
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Prepare to make the most of Clean '19

Continued from page 1

Show package which includes 23 hotels in the area around the convention center. Clean Show management has arranged for exclusive discounts and amenities at these hotels.

One of those amenities is shuttle bus service to and from the convention center. With the exception of hotels within walking distance of the center, the free shuttle service will be provided for the headquarters hotels; all other hotels in the package are within two blocks of a shuttle pickup point.

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.

The exhibit hall will officially open at 10 a.m. on Thursday, June

20, remaining open until 5 p.m. On Friday and Saturday, show hours will be 9 a.m. to 5 p.m., then opening again at 9 a.m. on Sunday before the final bell at 3 p.m.

But before the official opening on Thursday and continuing throughout the show's run there will be education sessions offered by the sponsoring associations geared to the interests of their members.

A new look for this year will feature a series of general sessions in the afternoons with topics of broader interest appealing to all attendees.

All programs will be at the Ernest N. Morial Convention Center. The morning sessions will be in designated conference rooms at the center; the afternoon general sessions will take place in the exhibit hall.

Drycleaners are likely to be particularly interested in the pro-

grams being planned by the Drycleaning and Laundry Institute on Thursday, Friday and Saturday mornings.

DLI sessions

DLI 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 at 8:30 a.m. on Thursday will be Bruce Hamilton and his talk "No Bad Days: Positive Attitude is Everything."

Two speakers will lead DLI programs on Friday beginning with Nick Chapleau, CEO and founder of Starchup Inc. who will ask "What First Impression Does Your Website Make?"

The second Friday morning speaker will ask the question: "Are your marketing methods

changing with your clientele?"

Asking the question will be Bobby Patel, owner of Kona Cleaners with 17 locations 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 will discuss how he has evolved his marketing techniques to attract a growing new wave of consumers in a one-hour program 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 in South Florida, will explain why being good is not good enough when it comes to customer service.

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 Cleaners in the Raleigh-Durham, NC, area.

Foley has experience in both the drycleaning and laundry side as the owner of six cleaners and coin laundries.

General sessions

A variety of topics will be presented at the General Sessions in the afternoon.

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 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.

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

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.

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.

Complete information on the programs, making hotel reservations and help in locating exhibitors in the hall to make the best use of your time there is available on the Clean Show web site, www.cleanshow.com.

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ABC affiliates target sustainability

America's Best Cleaners focused on sustainability and its role in the future of the industry at its national affiliate meeting in Santa Barbara, CA, March 13-15.

The first day started with a tour of the facilities of the host, Ablitt's Fine Cleaners and Tailors which provided an example of how to run a drycleaning business now and in the future informed by the sustainability pillars of "planet, people and profit."

The group then toured the Santa Barbara Desalination Facility. With water a primary utility for drycleaners, understanding the need for a sustainable resource is critical to the short and long-term future.

From there, Bill Odorizzi and Wesley Nelson of Sankosha gave a presentation on sustainability "Sankosha style."

Presentations also featured Harry Carranza of Select Risk Insurance, with his talk "Understanding Risk Within Your Sustainability Plan." Then Mark Jones and Toran Brown of SPOT

Business Systems presented "Technology of Today and the Future," offering affiliates a look at the future interface of SPOT and functions of the new Delivery Console, SPOTTrac, and RouteTrac.

The last day of the event started with Dave Troemel of BeCreative360 presenting "Online Reviews, the Real Driver of Organic Growth." ABC and BeCreative360 joint review program updates were presented along with internal rankings and program targets.

The affiliates then shared their growth and performance targets for client satisfaction in 2019.

Toran Brown of Rytina Cleaners presented "Market Forces and Forecast" that provided background data and information for forecasting major trends facing the industry.

Then ABC Partner Catherine McCann oversaw a workshop on sustainability. Participants defined goals for their sustainability plan — planet, people, and profit. The

workshop opened up into a discussion on actions each affiliate intends to implement in their business.

The grand finale was a program called "Big Thinking and Big Savings." First, ABC affiliate

Country Club Cleaners spoke on their solar project.

Next, hosts Ablitt's Fine Cleaners and Tailors leadership team outlined how this program has changed their lives and the lives of all of their associates using

"The Great Game of Business" as a model.

To conclude, the affiliates gave formal presentations on their best business ideas.

The next ABC meeting will be a "power breakfast" at Clean '19.

Obituary

Seymour Katzson 80 years of service to drycleaners

Seymour M. Katzson, a Denver, CO, native, respected businessman and community philanthropist, passed away March 23, just days shy of his 99th birthday.

He was well-known in the drycleaning and laundry industry for his consummate sales and customer relation skills and his broad knowledge of equipment and parts. He was a friendly, indefatigable presence in the industry for over 80 years.

A member of the increasingly

shrinking Greatest Generation, he and his brother Sidney spent most of their formative years at the Denver Sheltering Home for Jewish Children after their mother passed away when Seymour was less than a year old. At the age of six, he was selling newspapers on "his" 15th and Champa Street corner in Downtown Denver.

His brother, Sidney Katzson, founded Denver Tailor Supply (later to become Katzson Brothers) in December, 1935, financed



with savings of \$50 and a \$150 loan, which served as down payment on a used car in from which he distributed supplies to the tailors in Denver. At the time, he carried his entire inventory in the car and sold shop to shop.

Seymour joined the firm in 1937 and the two brothers moved their business into a tiny 12' x 30' Denver storefront. "The building was so small that we had to move half the inventory out onto the sidewalk when we opened up in the mornings," Sidney recalled years later.

Seymour left for military service during world War II, serving as a radio operator in the Ascension Islands. After the war, he re-joined his brother to help operate and run the business they had established before he left.

During the next few years the business grew quickly, which required a new warehouse where they expanded into the distribution of a complete line of drycleaning and laundry equipment plus soaps, chemicals and other supplies.


By 1962, again in need of a larger facility, they built a new warehouse at their present site which received additions in 1966 and again in 1977. In 1985 the company expanded into the hospitality industry.

In 1986, the Katzsons asked Richard Right, a Denver-area attorney and Seymour's son-in-law, to join them in their endeavor. Since that time, Katzson Brothers has expanded into ten states and three locations.

Sidney passed away in 2015 at the age of 100. Seymour continued offering his advice, saying on the occasion of the company's 80th anniversary, "I tell Richard every day to listen to his customers. They know what they want and it is our job to make sure they get it."

Seymour was married to Maxine Price Katzson who predeceased him after 64 years of marriage. His daughter, Mindy, passed away 11 years ago. He is survived by two daughters, Michele Right (Richard) and Robyn Levy (Andrew); five grandchildren; and eight great-grandchildren.

Donations can be made to Denver Hospice.



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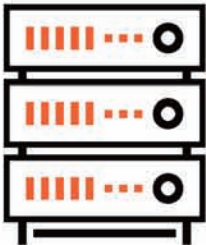


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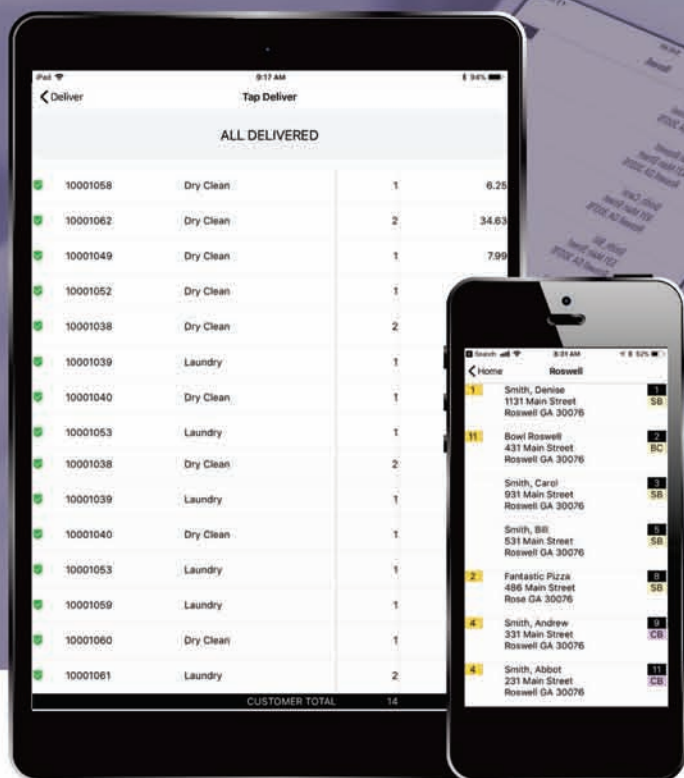
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BY LARRY SIEGEL

Building the power of your brand

Would you like to find out what people in your community know about your cleaners without hiring a research firm?

Next time you're in the check-out line at a local market, ask the person next to you if they're familiar with your business. Here are some likely responses from "Great!" to "Uh, oh."

- "I've been coming to you for years! I love that you...."

- "Oh, that's the place on the corner/in the mall at..."

- "I see your *descriptive term here* delivery vans all over town."

- "I've never heard of you. Did you just open?"

For that last one, unless you did just open or they just moved into town, you may have some identity issues.

The things that people "know" about a business make

up its "brand." In a nutshell, a brand is a consolidation of images and ideas they think about and associate with a company and its products and services.

You are probably a brand expert and don't realize it: if you see Golden Arches in the distance while driving on the highway and start craving a Big Mac and fries at a McDonald's you know is coming up, you know what branding is all about.

Brands like McDonald's, Coke, Absolut Vodka and Nike didn't become "iconic" overnight; no, they had a "brand strategy" they developed and evolved over a long period of time to differentiate themselves from their competition. And the building blocks they used included logos, slogans, typefaces, colors, smells, jingles, spokespeople, etc.



CD One Price built their signature pricing strategy right into their name backed by a distinctive logo and a signature color on their signage.

Consistency was vital, whether on packaging, a business card or a van, in an ad or the signage of a sponsored event, the "look" and "feel" had to be the same so that everything contributed to the overall perception of the

brand.

Let's go a little deeper into the power of branding with an example you've probably heard of: Tide.

Recognizing that the Tide "brand" was exceptionally strong in the consumer packaged goods environment, Procter & Gamble saw opportunities in the drycleaning market and decided to extend the brand into the service-based industry in 2008, literally "putting a face" (smiling CSRs) on it.

To date, there are more than 800 Tide locations, including locker-based facilities, in more than half the country. One recent conversion of an existing drycleaners to a Tide-branded business took place in Texas and I thought you might like to hear what someone directly involved had to say about the branding aspects of the

process. Here are excerpts of a brief Q&A with Kyle Nesbit, VP of Business Development, Compliance at Edit TX LLC, a franchisee of Tide Dry Cleaners:

NCL: What was most appealing about the Tide brand that made Edit TX decide to convert its 36 MW Cleaners to Tide Dry Cleaners?

Kyle: The Tide brand "bullseye" itself was the main reason along with Tide brand awareness being 95 percent and 100 million users. We assumed that the Tide brand would capture a larger piece of a shrinking market, garner higher new trial rates, and provide us with the greatest chance of success in the future due to its ability to attract a younger consumer and its ability to be a market leader over any competition.

NCL: Since you converted existing businesses, how did your existing customer base react?

Kyle: Our management team has been through three rebrands since 2003. In the first two rebrands, we experienced an immediate decrease in year-to-year sales that lasted for about six months before we saw a rebound; in the rebrand to Tide Dry Cleaners, the decline in sales was nonexistent. Our guest reviews show a higher satisfaction level after the rebrand and new trial rates (new customer counts) are up dramatically after rebranding.

NCL: I understand "smell" is part of the Tide brand. How do you use it?

Kyle: The smell of Tide detergent correlates strongly with perceptions of cleanliness that "is stimulating and creates an instantaneous mood of being happy." Our guests smell the Tide scent when they enter our lobbies and the scent permeates the production facility. Also, we inject a Tide-scented



The Tide brand "bullseye" and a widespread recognition of the brand were two key reasons for converting MW Cleaners to Tide last year according to Kyle Nesbit.

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Continued on page 20



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Larry Siegel

Building the power of your brand

Continued from page 18
perfume in the drycleaning cycle. Edit TX believes these three scent tactics are very nice points of difference between Tide Dry Cleaners and our competitors.

While Tide Dry Cleaners is evidence of a nationally-known brand entering markets on the local level, many local cleaners can create strong brands within their communities.

For instance, everyone in the Miami-Dade, Broward and Palm Beach counties of South Florida is familiar with the blue and yellow delivery vans with the trademark bubbles and the registered slogan, “Your clothes will love us,” of Sudsies Dry Cleaners & Laun-

dry. With 30-plus stores in Illinois, Minnesota, Indiana and Missouri offering one price per garment for drycleaning, one price for laundered shirts, and one price per pound for clean-and-fold laundry, CD One Price built their signature pricing strategy right into their name. They also created a distinctive logo and use a signature color on their signage.

Of course, I’m very familiar with Burbank-based Milt & Edie’s Drycleaners & Tailoring Center’s branding since I’ve worked with them since the mid-1990s. Not only is their signature color magenta on the awnings, it is also prevalent on delivery vehicles, signage, advertising, polybags, hanger

covers, and everywhere appropriate. Whenever I tell people I work with Milt & Edie’s, it’s amazing how often they mention the colorful awnings and say “that’s the place at the corner of Pass and Alameda!”

Sometimes one brand can empower another. Case in point: GreenEarth® Cleaning. GreenEarth has been building its “environmentally-friendly alternative to petrochemicals” brand since its beginnings in a lab in 1998, currently capturing the attention of eco-conscious customers at 6,000 locations worldwide.

As the brand has matured, GreenEarth is seeing its graphics and messaging being utilized more and more on in-store packaging, collateral



Sudsies’ blue and yellow delivery vans with the trademark bubbles and the registered slogan, “Your clothes will love us” are a common sight in South Florida.

materials and websites, something that Kyle Nesbit can attest to since Tide Dry Cleaners are GreenEarth affiliates: “We

ensure the use of the GreenEarth logo on ALL advertising — in store, on van wraps, on all print, on our website, and in every email sent.”

I find it very disappointing to see a generic “CLEANERS” sign in a strip mall or a basic white delivery van. Blast your name and a selling point! Be bold with color! Put a giant hanger on top of your delivery van! Perhaps do some of the following to build your brand:

- If you don’t have a stylized logo yet, either invest in a professional graphic designer to create one, or, if you have the time, run a contest with the public or at a local college. Play with initials that can tie into iconic symbols of our industry — hangers, needles, thread, buttons, zippers, etc.
- Google “color wheel” to find inspiration for selecting a signature color. The wheel will also give you complementary and contrasting color schemes to add variety to your signage, advertising, packaging, etc.
- Create a template for Instagram posts that incorporate your signature color along with your logo, which doesn’t have to be big but does need to be visible.
- Slogans are nice but can be tricky and expensive to create and protect, so, if you have a specialty, be the “Home of...” it and say it on everything you print.

The biggest tip I can give is this: be consistent and repetitious! Your name, phone number and/or website need to go on everything! Signature colors need to be woven into everything from brochures to polybags to your website. Hammer away until people see you wearing your company uniform and hat in the check-out line at the market and say, “I know *your cleaners name*! I go there all the time!” Larry Siegel is a marketing consultant/graphic designer and believes that “marketing is everything!” He specializes in helping businesses with branding, bringing in new customers and loyalty programs. He can be reached at (818) 241-3042 and larrysiegel@charter.net.



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SOUTH

Ad exec to speak at May NCALC meeting

Just about a month before the Clean Show rolls into New Orleans, the North Carolina Association of Launderers and Cleaners will convene for its 2019 Spring Meeting at the Cabria Hotel Downtown Asheville.

The Spring board meeting and committee meetings will take place on Saturday, May 18, starting at 8 a.m.

The board meeting is expected to end about noon.

On Friday afternoon, however, NCALC will host a roundtable discussion that will focus on Search Engine Optimization and Social Media Marketing. It will begin at 5 p.m.

George Self, CEO of Apple Advertising in Asheville, will facilitate the discussion. His business helps its clients transition from traditional marketing methods to the power of digital communications.

The panel will examine what is new in

the world of corporate social media marketing and SEO, why it is important, how it works, who is using it and how to utilize it effectively in the drycleaning industry.

Participating cleaners will share their thoughts on what strategies they think work the best for their organizations and, ideally, attendees will come up with ideas to take home and try in their own companies.

Another highlight of the weekend will be a guided tour on Saturday of the Highland Brewery, a craft beer facility started in 1994 that now brews over 60,000 barrels annually.

It also houses the third largest craft brewing solar array in the United States.

In addition to networking between IPAs and stouts, there will also be time for socializing as informal dinner socials are planned on both Friday and Saturday evenings for all NCALC's members and friends.

The Friday dinner will be prepared by the kitchen of Hemingway's Cuba and will be hosted at the Cambria Hotel.

On the following night, attendees will have a chance to dine at the nearby Isa's French Bistro on Battery Park Ave.

Both dinners will be scheduled to begin at 6:30 p.m.

NCALC has a multitude of a la carte attendance options: \$60 for the Friday afternoon SEO and Marketing discussion, \$150

for the Friday dinner social, \$30 for the Highland Brewery tour on Saturday afternoon, and \$150 for the Saturday night dinner social.

Those planning on attending may also purchase a discounted package deal of \$285 for admission to everything, which shaves off over \$100 for registrants from buying them all individually.

Keep in mind, additional discounts may be available, including an early registration special for those who sign up prior to April 26.

If you visit NCALC's site at www.ncalc.org, scroll down from the homepage until you see a link for "NCALC 2019 Spring Meeting.pdf" to access the registration form.

Those who fill out the registration form will also have a chance to secure hotel accommodations at the Cambria Hotel as NCALC has reserved a small group of rooms.

The room rate through NCALC is \$189 per room per night plus state and local taxes at the time of check-out.

Attendees may also call the Cambria Hotel for reservations directly at (828) 255-0888; just make sure to mention your affiliation with NCALC.

The block of rooms will be held until Friday, April 26, the same deadline for early registration discounts from NCALC.



EZ WASH CLEANERS in Fayetteville, NC, installed a Columbia drycleaning machine using Intense solvent. Pictured are Mr. Seuk Chang and Sandy Worth of EZ Wash with WC Bullock (right), the installer.



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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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WEST



PANDA CLEANERS in Mukilteo, WA purchased a Unisec MS-252N through J. Park Inc. Pictured from left are the plant owner, Mr. Jung, with Jacob Park of J. Park Inc. and Mr. Sang Man Lee of Unisec.

TCATA offers discount on early registration for July conference

Those planning on attending the Textile Care Allied Trades Association's 2019 Annual Management and Educational Conference will want to make sure to sign up prior to the early registration deadline of July 5.

Those who do will receive a \$50 discounted cost for registration: \$775 for members and \$350 for spouses. Otherwise, the cost goes up to \$825 for members and \$400 for spouses after that date.

It should also be noted that TCATA offers a 10% discount on all attendees' fees if a company

sends five or more people (including spouses) to the conference and there are also discounts for "First Timers" as well.

The program is slated to start on Wednesday, July 31 and end on Saturday, Aug. 3 at the Ojai Valley Inn and Spa.

TCATA's business program for the conference will include a trio of expert speakers, including Sam Richter, an award-winning speaker and author who will present "Every Sales YES Begins with a Know" that will focus on digital reputation management.

He will be joined by professional and workplace expert Richard Hadden who will outline how your business's bottom line can improve if you can keep your staff engaged and focussed. His program will be called "Contented Cows Give Better Milk: Your People... Your Profit."

Lastly, Jade West, who is senior vice president of Government Relations for the National Association of Wholesaler Distributors, will take an in-depth look at "What is Happening in Washington... and Why" which will include what issues business owners can expect in the near future from Washington, DC.

The business programs will take place on Friday and Saturday, but TCATA has plenty of other activities on its schedule.

A board meeting is set for 1 to 4:30 p.m. on Wednesday, and then an opening reception will kick off at 6 p.m. that night.

On Thursday, the association will host its golf tournament and a luncheon throughout the day and end with dinner at Farmhouse Kitchen and Library that night. There will also be a closing reception and dinner from 6 to 10 p.m. on Saturday night.

TCATA also has a link on its website to allow attendees to directly reserve rooms at the Ojai Valley Inn and Spa.

Visit www.tcata.org and download the registration form by clicking on the link under the Annual Conference tab from the homepage.

How to be the best will be SCCA's topic

The Southern California Cleaners Association and Steamer Cleaners of Sherman Oaks, CA, will team up this May to offer a chance to take part in the association's "Learn How to Use the Best to Be the Best" series.

The event will take place on Sunday, May 19 from 10 a.m. until 2 p.m. at Steamer Cleaners located at 13646 Ventura Blvd.

Those who attend will have a firsthand look at "How to Run A State of the Art Cleaners" which will feature active presentations showcasing the best of the best. There will also be time for a plant tour, as well.

MetalProgetti is sponsoring the event, along with A.L. Wilson, GreenEarth Cleaning, Sankosha, SPOT and CCA.

Reservations are a must as space is limited. Lunch will be provided to attendees.

Sign up by calling (714) 494-9350 or go to www.socalcleaners.org and click on the "Upcoming Events" menu option underneath the "Events" tab.



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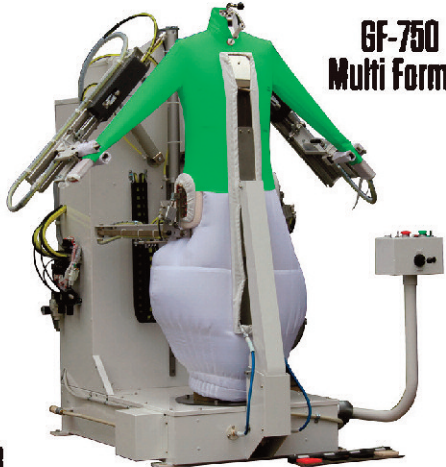
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NORTHEAST



BEST CLEANERS in Berlin, CT, installed two Union HP-860 machines using GreenEarth solvent. From left are Phil Gorneault of Best Cleaners, Andy Lien, of GreenEarth, Gary Reynolds of Best Cleaners and Vic Williams of Union USA.

Stain removal, counter training classes next on NCA schedule

The National Cleaners Association still has plenty of class offerings for drycleaners in the coming months, including a one-day “Advanced Stain Removal and Bleach” program next up on their schedule on Sunday, May 19.

The eight-hour course meets from 8:30 a.m. until 5 p.m. and will be in the Bronx, NY. The same class is planned on Aug. 18 and Dec. 15.

During June, the association will host another one-day course, this time the topic will be “Tech-

nical Training at the Counter for Customer Service Representatives” which will run from 8:30 a.m. until 4 p.m. on Sunday, June 9 in New York City.

A second installment is set for Sept. 22.

In July, NCA will resume with a class on “Basic Spotting 101 with Alternative Solvents” that will be held in the Bronx on Sunday the 14th. Instruction will take place from 8:30 a.m. until 4 p.m. There will be another offering of this class late in the year on Nov.

24 in the Bronx, as well.

Each class costs \$250 for members and \$350 for non-members. Platinum Members can enjoy free admission.

Also in July, NCA will host its two-day DEC Certification class on consecutive Sundays, the 14th and 21st. It will meet daily from 9 a.m. until 6 p.m.

The cost is \$809 for members and \$1,309 for non-members. It will be available to take again on Oct. 6 and 13, as well.

Lastly, July will end with a five-day, 40-hour “Radical Drycleaning/Stain Removal” course from July 29 to Aug. 2 in the Bronx. The cost is \$750 for members and \$995 for non-members. For more information, visit NCA at www.nca-i.com.

Anton’s buys Champion Cleaners of Woburn, MA

Add one more to the growing number of locations for Anton’s Cleaners, the Tewksbury, MA-based family drycleaning business that is 106 years old.

The company recently added a new store in Woburn by acquiring Champion Cleaners, located at 84 Washington St.

Alan Kushinsky, the previous owner of Champion Cleaners, will remain with them during a transition period to try to make things smoother for customers and employees.

“Anton’s is a family-owned and operated business. After meeting Arthur C. Anton Jr., COO, and Charles Anton, president and CEO, I felt as though this was a natural fit for both myself and Champion Cleaners,” Kushinsky told customers in a letter. “You will continue to enjoy our exceptional customer service, extended hours, drive-thru, and on-site alterations as well as what has made Anton’s successful for over 100 years: high quality, VIP Express Program, monthly specials, and community service initiatives through their Coats for Kids and Belle of the Ball programs.”

Anton’s CEO expressed excitement over the acquisition.

“We are very pleased to bring Champion Cleaners, a quality service provider for the past 15 years, into the Anton’s family,” he said. “Woburn is a thriving area filled with professionals and families, and we couldn’t be more proud to serve the Woburn area in 2019 and beyond.”

Champion Cleaners will be re-branded as Anton’s over the next 12 months. For more information, visit www.antons.com.

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Gown specialists honor Rhonda Wernick

Members of the Association of Wedding Gown Specialists met February 28-March 3 in Nashville, TN, to discuss marketing strategies with wedding industry experts, tour the plant of Oakwood the Greener Cleaners owned by AWGS members Alan and Rhonda Wernick, and elect officers.

A highlight of the meeting was the presentation of the ninth annual Jack Barth Memorial Award of Excellence.

Initiated by Linda Stokes-Barth in remembrance of her late husband and his achievements in the drycleaning industry, the award recognizes a member of the the association for advancement, promotion, and development of industry standards for wedding gown care and for outstanding contributions and service to the Association and its members.

This year's honoree, Rhonda Wernick, is co-owner of Oakwood the Greener Cleaners in Nashville. As AWGS president Kermit Engh noted when he presented the award, "I first met our winner a number of years ago and have developed a friendship and deep respect for her business and her contribution to our association."

Oakwood Cleaners, already a member of AWGS, Leading Cleaners International, and Methods for Management when Rhonda Wernick and her husband Alan took over in 2011, benefits from both Alan's expertise in business finance and software development and Rhonda's creative art profession. Her talent as a professional artist is evident everywhere at the two Oakwood locations have the look and feel of living room complete with comfy chairs, her own beautiful artwork and a friendly, family-like atmosphere.

The Wernicks have not only maintained Oakwood's reputation for excellence but also taken it to an even higher level of couture cleaning and customer service.

Immediately drawn to the bridal side of the business, Rhonda has attended every AWGS meeting since 2011, served on the

board of directors 2014-2017. On the AWGS discussion forum, she often shares inspiring photos of special projects such as turning a vintage wedding gown into a unique christening gown.

She also shares ways to enhance the bride's experience at the counter. "We like to make a bride feel like she is the only one in the store," says Rhonda, and each bride also receives a special keepsake when she takes her gown home--Rhonda's hand-painted sketch of the gown.

Rhonda also operates both DancingArt.com and BuyArtByRhonda.com.

She also gives back to her community with service on the board of trustees of the Nashville Gordon Jewish Community Center and in many other ways including chairing and originating art events such as Nashville Temple Arts Festival and Art on the West Side. In 2017 she was the featured artist at Art on the West Side.

Speakers at the conference presented a range of ideas for branding and networking. Brian Rashid of Brian Rashid Global told the group they should think of themselves as media companies rather than businesses and offer not just products on social media but also content via video.

"Interview interesting and important people in your community," said Rashid, "and your brand will become interesting and important, too."

Brian Leahy, voted outstanding Los Angeles photographer by California Wedding Day Magazine for three consecutive years, also stressed the value of networking and offered creative, effective ideas for expanding business contacts.

Leahy said, "Be sure you do your homework before attending an event. When you take the time to learn something about your potential partner in advance, you greatly increase your chances of interacting successfully. If you attend the event with someone, be sure you split up to maximize your

exposure."

Leahy also introduced AWGS to Wish Upon a Wedding, an organization that grants weddings and vow renewals to couples facing serious illness or a life-altering circumstance. AWGS will donate preservation to help provide these couples with memories that will last forever.

Kaleigh Wiese, a brand educator who specializes in developing luxury brands for weddings and wedding-related stationery, explained how small tweaks such as changing colors and fonts can improve your brand's image.

Wiese's brides spend as much as \$50,000 for her uniquely themed invitations, an amount usually representing between seven and 15 percent of the overall cost of the wedding.

Wiese also provided AWGS members an opportunity to review websites with the psychology of color in mind.

Other presentations were "Soil Remediation" by Ed Longanecker of Iris City Cleaners and Laundering Company in Mount Pleasant, Iowa, "Do the Signposts on the Bridal Highway Point to You?" by Vikki Reed of Fashion Cleaners in Omaha, Nebraska, and "Do's and Don't's at the Counter" by Sally Conant, Orange Restoration Labs, in Orange, Connecticut.

Re-elected to office were president Kermit Engh of Fashion Cleaners in Omaha, NE; vice president Gary Fine of Parkers Custom Clothing Care in Toronto, ON; and secretary-treasurer Sharlene Thum of Five Star Wedding Gown Specialists in San Antonio, TX.

Malcolm MacGregor of Browns Cleaners in Ottawa, Ontario, serves as immediate past president and chair of the finance committee.

Incoming members of the board of directors are Tom Ustanik of Lansing Cleaners in Lansing, IL, and Brandon Maloney of Nu Yale Cleaners in Jeffersonville, IN and Louisville, KY.



Rhonda Wernick, co-owner of Oakwood the Greener Cleaners of Nashville, received the Jack Barth Memorial Award of Excellence from AWGS President Kermit Engh.

John Murphy of Penguin Cleaners in Melbourne, Victoria, was elected to represent the association's many Australian members.

Retiring members of the board are Ken Kinzer of Bridgestone Cleaners in Brooklyn, NY, and Edwin Los of Village East Cleaners and Las Vegas Wedding Gown Specialists in Las Vegas, Nevada.

Members new to the association this year are Thomas Ferris of Tillson Cleaners in Tillsonburg, Ontario, Enrique Davila Torres of Tintoreria Arlo in Guadalajara, Mexico, Adolfo Sugai of Saori Lavanderia in Lima, Peru, Patrick and Susan O'Hara of Highway Cleaners in Perth, Western Australia; and Babak Moghaddam of Champion Cleaners in Dubai, UAE, and Doha, Qatar.

Sponsors of the event were Kreussler Textile Care, Foster-Stephens, Inc., Sankosha-USA, Inc, Select Risk Insurance, and Kleerwite Chemicals.

For more information about AWGS, visit www.WeddingGownSpecialists.com.

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Paula Kostick
Owner, Classic Drycleaners

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MIDWEST



WHITE SWAN CLEANERS in Akron, OH, installed a Columbia 80/80 tandem machine using Sensene solvent. Pictured from left are Jim Coyle, Kale Dean, Patricia Neidlinger, Robert Williams and Columbia distributor Mark Clear of MSI.

Baseball, golf outings on agenda for WFI

The Wisconsin Fabricare Institute will help members have a little fun this May and June with a baseball and golf outing for members.

On Friday, May 24, the 2019 baseball event will see the Milwaukee Brewers host the Philadelphia Phillies at Miller Park.

The cost is \$60 per person and there are a limited number of tickets available. That cost includes admission to the game at the Johnsonville Party Deck located above the loge bleachers in right field

and a full buffet with two complimentary beers per adult.

The buffet will feature bratwursts and sauerkraut, grilled sirloin burgers, chicken tenders, pasta salad, Wisconsin mac and cheese, mixed green salad, kettle chips, cookies and unlimited soft drinks. The first pitch is set for 7:10 p.m.

WFI will then present its 16th Annual Fitzgerald Scholarship Classic on Tuesday, June 11, beginning at 11 a.m. It will be held at the River Club on Mequon.

The day begins with registration and a putting contest qualification before lunch on the sun-deck at 11:30 a.m. and a shotgun start at 12:30 p.m.

The cost to take part in a round of golf is \$135 per person, which includes 18 holes with cart, lunch, a sleeve of commemorative golf balls, special hole events, refreshments, prizes and dinner at 6 p.m. that evening.

At 5 p.m. will be cocktails and a putting contest with \$200 in cash prizes sponsored by Robertson, Ryan & Associates Agents Matt and Tim Cruise.

Those who do not want to golf but still be there can pay \$50 to attend the dinner.

To register for either event, or for more information, visit the association's website located at www.wiscleaners.com or call the WFI office, (414) 488-1692.

MWDLI plans convention in early August

The Midwest Drycleaning and Laundry Institute is preparing its annual convention this summer that will take place Aug. 2-4 at the Hyatt Regency Hotel in Cincinnati, OH.

The hotel is located near the Duke Energy Convention Center and is in the vibrant downtown district of Cincinnati.

The convention will follow a format with educational seminars, a member reception, a group dinner and silent auction as well as socializing.

While still in the early planning stages, MWDLI has already secured Trudy Adams, one of the industry's most popular speakers, to present an educational program.

Adams hails from Blue Egg Consulting. She served for over 14 years including as vice president of sales for Cleaner's Supply.

She is an expert at helping managers and owners create and implement customer relationship programs and processes designed to drive sales revenue, growth and profit.

Look for details in the coming months on the association's website at www.mwdli.org.



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NEWSMAKERS

Pilgrim Dry Cleaners Inc. of Minneapolis, MN, was honored to host the **Round Table of Launderers and Dry Cleaners 2019** conference in Costa Rica.

Pilgrim hosted 14 companies that were members and three invitee companies that participated in a week of meetings, dinners, and excursions.

The Round Table of Launderers and Dry Cleaners is a group of top executives from across the country who meet twice a year to discuss and exchange ideas.

The success of the group has led them to continue this tradition now going into its 80th year of annual meetings. This elite group began in 1940 and continues to be self-sustaining and valuable to the leaders in the industry.

This year's participating members included **A Cleaner World, Admiral Cleaners, Anton's Cleaners, Avon Cleaners, Classic Cleaners, Dependable Cleaners, Max I Walker, Model Cleaners, Pilgrim Dry Cleaners, Porter's Fine Dry Cleaning, Pratt-Abbott Cleaners, Puritan Cleaners, Red Hanger Cleaners** and **Zengeler Cleaners**.

New invitees were **Dublin Cleaners, Meurice Garment Care, and Corry's Fine Dry Cleaning**.

Pilgrim Dry Cleaners also hosted all members at a fly-in conference in September in Minneapolis where members were able to tour the Pilgrim operation and provide a critique.

"The sharing of ideas from some of the top companies in our industry continues to lead to success in our operations," said Bonnie Engler, president of Pilgrim Dry Cleaners. "We strive to improve and serve our customers and communities in the best way possible."

Pilgrim Dry Cleaners has been providing drycleaning and laundry services in the Twin Cities for 79 years with 27 locations and 10 home and office delivery routes and is a leader in the upper Midwest. Three generations of family at Pilgrim continues to provide the finest quality, convenience, and service.

Membership in the group is limited. For more information on the Round Table group, contact Engler at bonnie@pilgrimdrycleaners.com or call (763) 425-7524 ext. 223.



The Round Table of Launderers and Dry Cleaners — 17 drycleaners representing 14 companies — met in Guanacaste, Costa Rica, March 3-8, continuing a tradition that began in 1940 in which executives of leading drycleaning companies gather to compare notes and share ideas. Pilgrim Dry Cleaners of Minneapolis acted as host for this year's conference.

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Andy Lien has been promoted to the position of technical director for GreenEarth Cleaning, a position held by **Jim Douglas** since the inception of the company in 1999.



Lien graduated with a Bachelor of Science degree from Minnesota State University where he earned Magna Cum Laude honors. After two stints as a manager in the service industry, he served as the general manager and director of operations for **Camelot Cleaners** in Fargo, ND, from 2006 to 2013.

While at Camelot, he became familiar with GreenEarth's drycleaning process and helped to convert the operation from perchloroethylene to GreenEarth.

On the basis of that positive experience, he joined forces with GreenEarth.

"Andy is tremendously capable, and I know he will provide great guidance and support to our affiliated members during the coming years," said Jim Douglas. He's an outstanding talent and we're fortunate to have him on our team."

Added **Tim Maxwell**, GreenEarth's president, "Andy has demonstrated terrific technical, communications, and managerial skills during his six year tenure with our team."

Fabricare Manager has added three new members to its team as it continues to grow.

Jerrard Cross has been with Fabricare Manager for almost a year, starting in the IT Support department. With his skills in development, he has moved on to head web based interfaces and design.

Cross hails from York, AL, and is a graduate of DeVry University with a Bachelor of Science degree in computer information systems.

"I have over 12 years of experience in the web development and digital design fields as well as seven years software support experience," Cross said. I enjoy web development and Fabricare Systems allows me the opportunity to utilize my skills to solve various issues for customers. I am an avid college football fan and enjoy drawing, gaming, and web/illustration design in my spare time."

Brandon Dollar is also new to the IT department, starting late last year. Dollar has been repairing computers since 1991 and programming since 2003.

"Most of my programming experience involves database work in ERP systems, but I am also comfortable in C++ and dabble in web languages," Dollar said. "Being a part of Fabricare Systems allows me to solve problems for people, which I find rewarding and fun".

Mason Holmes started with Fabricare Manager in early January. He is from Cartersville, GA and has been in the IT and telecommunications fields for more than five years.

Holmes started as an installation technician contractor for Comcast. He also has contracted as a network technician for a few other IT companies.

"I am proud to be a part of the Fabricare team because of the growth and opportunity of the company," Holmes said. "I also enjoy being a part of this team because of the relationships that I have seen and began to build with our customers."

Fabricare Manager has been an industry leader of drycleaning computer software for more than 20 years. The company offers both cloud and self hosted solutions. They will be exhibiting at Clean'19 in New Orleans in booth 4635.



Recent additions to Fabricare Manager's team include, from left, **Brandon Dollar, Jerrard Cross** and **Mason Holmes**.

ZIPS Dry Cleaners has signed a development deal for 20 locations set to open throughout Atlanta over the next five years.

The stores will be owned and operated by business partners **Allan Boomer** and **Tiffany Hawkins**. Both have positions at Momentum Advisors, a company founded by Allan Boomer. The business partners already own multiple ZIPS locations in the Maryland/DC/Virginia market.

"Since becoming a ZIPS franchisee in April 2016, my partners and I have been involved in some of the most successful new drycleaning stores in the company," said Allan Boomer. "We are extremely excited about the opportunity to bring ZIPS to a thriving new market. In analyzing the competitive landscape, Atlanta was the No. 1 market on our radar."



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WRENCH WORKS

By BRUCE GROSSMAN

Cooling problems in hot weather

With summer upon us your drycleaning machine's cooling system will be under greater stress.

It doesn't matter if you are using a water tower, chiller or city water for cooling, conditions that weren't an issue during the cooler months may become problems as the ambient (surrounding) temperature rises.

Most of the cooling problems will appear during the drying segment of the drycleaning cycle. The drying cycle is all about moving heat energy.

The media which moves all this heat is called a refrigerant, referred to generically as freon, as well as some form of coolant (generally water or a water and glycol mixture).

It doesn't matter which Freon is used, the process itself requires a device called a *refrigeration condenser* which changes hot, vapor-rich, Freon gas back into liquid Freon which is constantly recycled during the drying segment of the drycleaning cycle.

In almost every case this condenser is cooled by a liquid (there are a few air-cooled condensers which are not the topic of this article).

Hot, compressed Freon gas is forced by the *refrigeration compressor* into the *refrigeration condenser* where it is cooled and condensed by water (called a *coolant*).

In this case we are transferring the heat from a vapor rich, hot, compressed Freon gas into the coolant flowing through the refrigeration condenser in much the same manner as the

radiator in your car engine removes the heat generated during the combustion process taking place in the engine.

There are three methods of supplying water to the refrigerated condenser:

1. City water. Water from the city main is forced through the drycleaning machine's refrigeration condenser propelled by existing city water pressure. The exiting water is then sent down the drain.

2. Water tower. Water is circulated by a pump through the drycleaning machine's refrigeration condenser, over an evaporative cooling media (looks like corrugated plastic cubes) which has air forced through it to aid in evaporation and into a sump where the suction inlet of the pump is connected.

The evaporation of the water from the surface of the media cools the remaining water which drops into the sump for recirculation through the drycleaning machine's refrigeration condenser.

3. Chiller. Water, or a mixture of water and glycol (this mixture is called a brine), is circulated by a pump through the drycleaning machine's refrigeration condenser, cooled by a separate refrigeration system and recirculated through the drycleaning machine's refrigeration condenser.

No matter what method is used for cooling and circulating the coolant through the refrigeration condenser, the efficiency of the process is dependent on two factors:

A. Coolant flow. The amount of coolant moving through the condenser.

Opening the valve wider to counteract scale build-up will can lead to paying a lot of extra money in solvent and energy.

B. Heat transfer efficiency. The ability of the condenser coil to move heat to the coolant.

Each of these factors can be easily monitored using pressure and temperature as indicators of what is going on in the coolant system.

A pressure gage and thermometer at the inlet and outlet of the coolant system located near the drycleaning machine are vital for monitoring the cooling system performance.

Let's have a look at what the pressure gage can tell us about the condition of the coolant system.

The pump must supply pressure as well as flow in sufficient quantity to push coolant through the components that require cooling on the drycleaning machine (on most machines this would include not only the refrigeration condenser but also the still condenser and solvent cooler), and in the case of water towers and chillers, also back to the tower or chiller sump which are often located on the roof.

Unfortunately, there is no hard or fast rule for what the pressure readings should be. The best method for obtaining the "numbers" is to note for future reference the drycleaning machine inlet and outlet pressure and temperature readings when the drycleaning

machine is working properly.

The following are some possible scenarios for different combination of qualitative data:

1. Inlet pressure high/outlet pressure low:

A. Check for blockage inlet flow path, a clogged Y strainer between the pump and the drycleaning machine.

B. Heavy scale build up — a build-up of scale inside the piping of the drycleaning machine.

2. Inlet and outlet pressure rapidly changing.

A. Low coolant level in the pumping system.

3. Low inlet/high outlet pressure.

A. Open bypass valve on pumping system.

4. Low inlet/low outlet pressure.

A. Pump is off.

B. Clogged inlet strainer.

5. High inlet temperature/high outlet temperature.

A. Water tower fan not working/chiller refrigeration system faulty.

B. Pump is off.

6. Slightly higher than normal inlet temperature/high outlet temperature.

A. Heavy scale build-up — a build-up of scale inside the piping of the drycleaning machine.

B. Excessive heat source — still boil over or steam sweep valve open; steam supply valve to steam boost coil or carbon adsorber.

Back to the drycleaning machine operation.

Problems with the cooling system are most likely to appear during the dry cycle. To be more specific, towards the end of the dry cycle when the drycleaning machine goes into cool down mode.

During the drying mode, a heat exchanger coil is transferring much of the heat from the Freon to the air stream and only a small portion of the heat load is being dumped into the refrigeration condenser.

In the cool down mode, solenoids and/or dampers change the path of Freon flow and almost the entire heat load is now dumped into the refrigeration condenser.

A classic symptom of this type of problem is indicated by the *refrigeration compressor* going into a high pressure condi-

tion and tripping the *refrigeration high pressure safety switch*.

Most of the time this would cause an error message on the programmer screen and require a manual reset of the refrigeration high pressure safety switch. This condition is almost always caused by either a clogged Y strainer (see the *machine inlet strainer* on the illustration) or excessive scaling inside the refrigeration condenser.

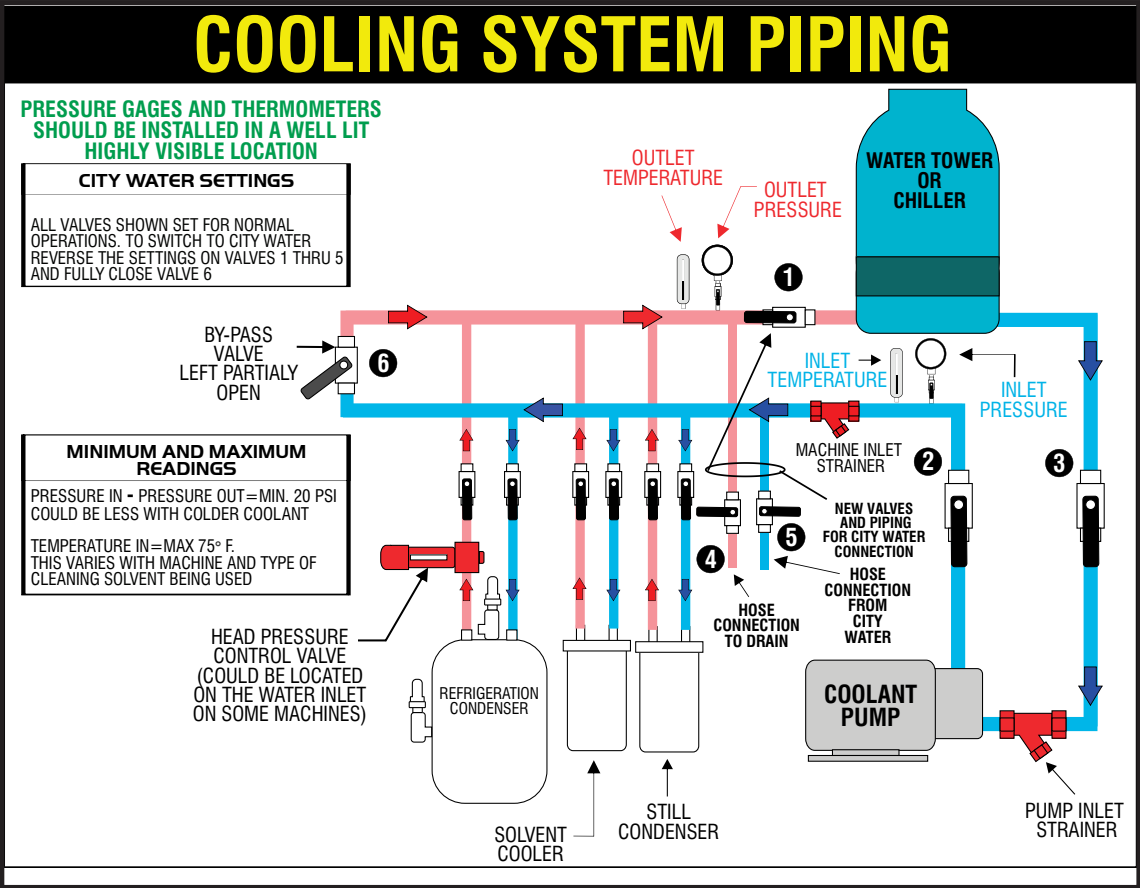
On most drycleaning machines there is a *refrigeration head pressure control valve* that regulates the refrigeration head pressure by varying flow of coolant to the refrigeration condenser. This valve is adjusted to give sufficient refrigeration head pressure for efficient operation of the refrigeration system.

When scale builds up in the refrigeration condenser past the point that the normal adjustment of the head pressure adjusting valve can compensate for, many drycleaners simply open the valve wider in the very mistaken belief they have actually fixed something. What they have actually done is "kicked the can down the road" and will pay a lot of extra money in solvent and energy.

The accompanying illustration shows a schematic for a typical cooling water installation (Figure 1) for use with a water tower or chiller *with the addition of valves 1,2,3* which are used when city water hook-up is included in the installation.

This city water hook-up provides an emergency back-up for continuing operations when there is a failure in the normal cooling system (it will not help if excessive internal scaling is the cause of the problem).

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. Address any questions or commentse to bruce@eztimers.com or call (702) 376-6693.



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BY DAN EISEN

Steps for effective bath cleaning

In order to do bath bleaching effectively you should know what it can do and what it can not do. You should know the fabric you are bleaching and use of correct concentration, heat and time for bleaching.

Facts about bleaching

Bleaching entails the use of oxygen to change or make the molecules of staining or yellowing colorless. The two major types of bleaching are oxidizing and reducing.

Oxidizing bleaches put oxygen into a fabric or stain and make it colorless. Reducing bleaches are completely opposite since they remove oxygen from a stain and also make it colorless.

Oxidizing bleaches work primarily on whitening fabrics and removing last traces of tannin, protein and dye.

Reducing bleaches work primarily on dye but also have characteristics of whitening fabrics and removing other staining.

Bleaches are not effective on soil, dirt and dryside stains.

Rules of bleaching

1. Metal accelerates bleaching. Always bleach in a non-metallic basin or pail.
2. Every 18 degrees rise in temperature doubles the chemical action. Use water temperatures at 100°F.
3. Oxidizing and reducing bleaches are chemically opposite. Never put both in the

- same bath.
4. If a color change occurs with an oxidizing bleach rinse, use a reducing bleach. The same process should be done if a reducing bleach causes a color change.
 5. Test the safety of bleach before immersing a garment in the bleach bath. Also, test effectiveness of the bleach on fabric and stain.
 6. Always add a lubricant when bleaching for better penetration of bleach.
 7. Rinse and neutralize bleaches when necessary.

Hydrogen peroxide

Hydrogen peroxide is characterized by a chemical formula that releases free oxygen. It is near to neutral and does not have to be neutralized. It is the safest bleach to use when bleaching off color wools, silks and color sensitive fabrics. It can whiten fabrics and remove last traces of tannin and protein.

For bath bleaching, use a 14% concentration or a premix sold by some manufacturers.

- Bath method**
1. Add two ounces of peroxide per gallon of water and one ounce of lubricant per gallon of water.
 2. Water temperature of 100°F.
 3. Soak for one-half hour.
 4. Rinse.

Sodium perborate and sodium percarbonate

These two oxidizing

bleaches are similar in nature and both alkaline based. Drycleaners have found that sodium percarbonate is a little more effective and provides better results. Sodium percarbonate also dissolves easier in cooler water.

These are long-term bleaches and garments can be soaked overnight. It is effective for whitening fabrics and removing the last traces of staining.

- Bath method**
1. It may be necessary to use hot water to dissolve the bleach, but bleaching temperature when soaking should be 100°F.
 2. Use two ounces of bleach per gallon of water.
 3. Use one ounce of neutral lubricant per gallon of water.
 4. The soaking time is gauged according to fabric and staining.
 5. Soak overnight to whiten a fabric.
 6. Rinse after bleaching.
 7. Make up a sour bath of one ounce of acetic acid or oxalic acid per gallon of water. Soak for 10 minutes and rinse. Use the lubricant in the sour bath to ensure better penetration and mixing.

Sodium hypochlorite

A strong oxidizing bleach that is alkaline by nature; it cannot be used on wool and silk.

Household bleach comes in concentration of 5.25%. When using, we dilute the

5.25% to 1%. It is effective bleach for removing mildew, many stains and whitening fabrics such as cotton, linen and rayon.

- Bath method**
1. Use one ounce per gallon of 1% in warm water.
 2. Add a neutral lubricant.
 3. Rinse.
 4. Use an acid bath (oxalic or acetic). Use one ounce per gallon of water with a neutral lubricant.
 5. Rinse.
- The acid bath is used to accelerate the bleach so it is removed from the fabric.

Potassium permanganate

This is a strong oxidizing bleach, comes in purple crystals and is sold in liquid form by some manufacturers. It is used for removing mildew, whitening fabrics and removing the last traces of difficult protein, tannin, ink and dye. It may leave a brown discoloration that can be removed by hydrogen peroxide and some reducing bleaches.

- Bath method**
1. Add bleach according to the manufacturer's instructions.
 2. Add a synthetic detergent.
 3. Soak five minutes.
 4. Rinse.
 5. Remove last traces by making up a bath of peroxide and acetic with a little detergent.
 6. Rinse again.

Reducing bleaches
These bleaches remove oxygen from fabrics and stains. They are very effective for dye stains and sometimes whitening fabrics. All reducing bleaches are acid by nature.

Sodium bisulphite is a very mild reducing bleach and sometimes can be used on fabrics with color.

- Bath method**
1. One to two ounces of bleach per gallon of warm water (100°F).
 2. Add a synthetic detergent.
 3. Soak 15 minutes.
 4. Rinse thoroughly.

Sodium hydrosulphite comes in powder form and is sold by various manufacturers. It removes dye and whitens fabrics.

It is also an anti-chlor which restores yellowing caused by chlorine bleach. It has a strong pungent odor.

- Bath method**
1. Use one to two ounces per gallon of warm water.
 2. Add two ounces of synthetic detergent per gallon of water.
 3. Soak 10 to 15 minutes.
 4. Rinse thoroughly.

Titanium sulfate stripper is purchased as a purple liquid. It removes dye stains when other strippers do not.

It does not whiten fabrics. It reacts with other chemicals to form discoloration. The discoloration can be removed with rust remover.

- Bath method**
1. Add titanium according to the manufacturer's directions or judge concentration by intensity of color.
 2. Add a synthetic detergent.
 3. Soak a short time, depending upon color of fabric and stain. A colored fabric may only need a few seconds in a diluted solution.
 4. Rinse in warm water.
- Some manufacturers may recommend adding a little rust remover to the bleach solution to lighten the color of the bleach and intensify the strength of the bleach solution. Thorough rinsing is very important for this mixture.

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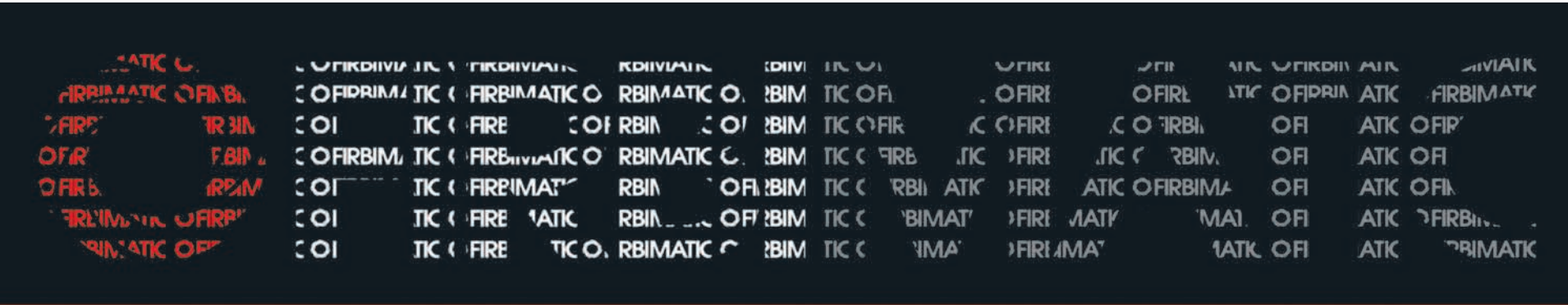
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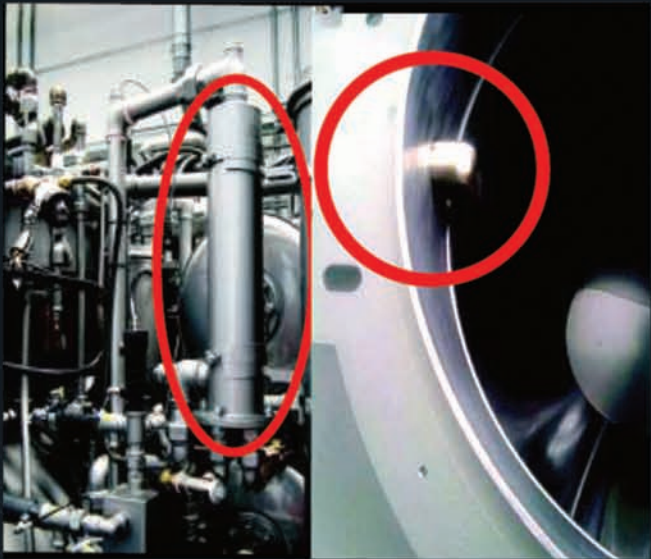
Dan Eisen, former chief garment analyst for the National Cleaners Association, can be reached at (772) 340-0909 or (772) 579-5044 or by e-mail at cleandan@comcast.net. He offers independent garment analysis and provides consulting services. His website is www.garmentanalysis.com.



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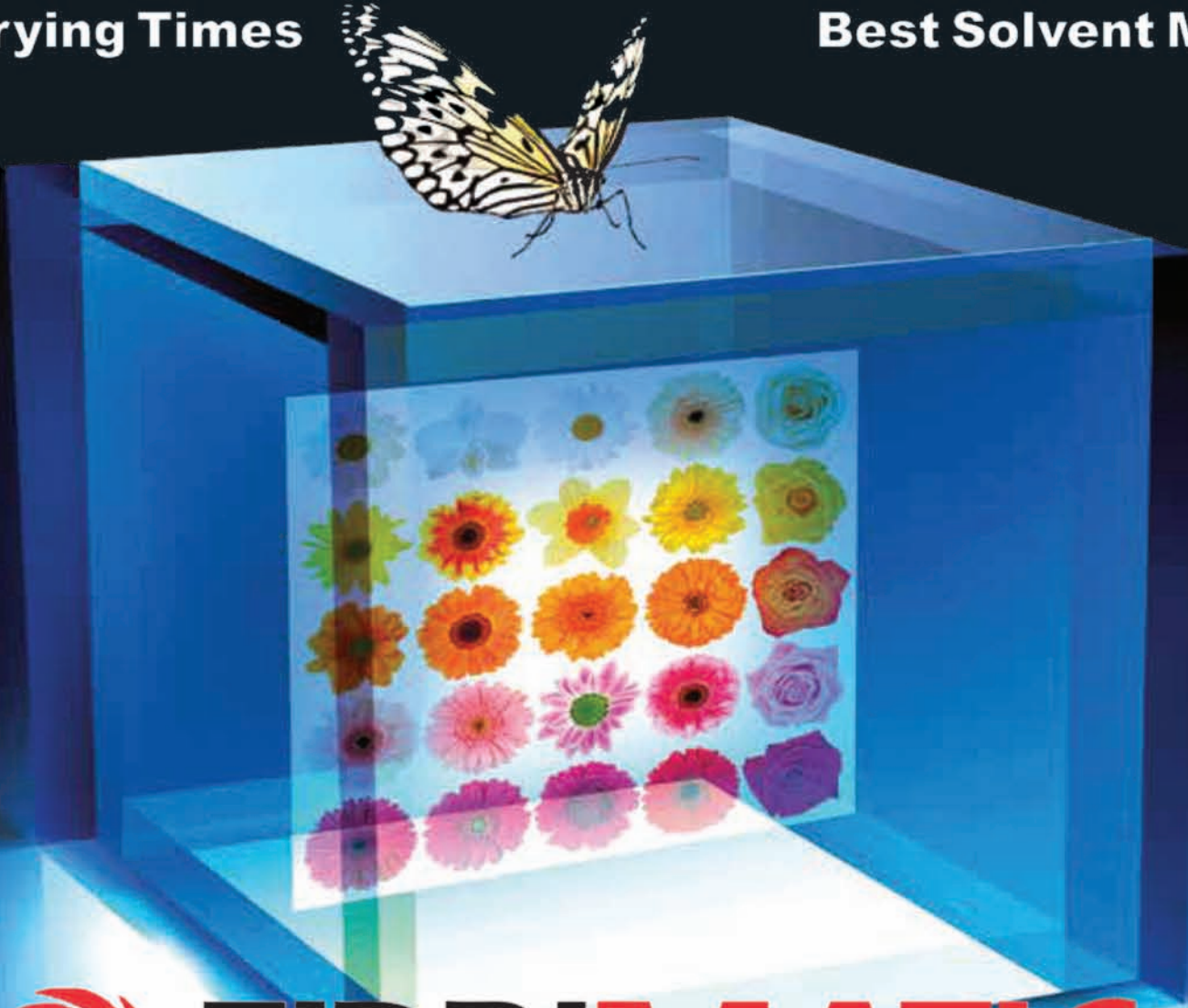


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KEEP IT LEGAL

BY FRANK KOLLMAN



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live less than a mile from the reservoir that serves Baltimore City.

Ironically, I have a well. Nevertheless, I like to run early in the morning to the dam, which is exactly three miles from my house. Most mornings, I run before sunrise.

Unfortunately, the watershed regulations ban parking and pedestrians from sunset to sunrise.

After 25 years of running there, the police started enforcing the regulation. I contacted the Baltimore Department of Public Works, and I obtained a "right of entry" pass starting at 5 a.m.

One of the conditions was that I maintain insurance — not health insurance, but insurance in case I cause any damage running through the reservoir. I have what is called an Umbrella policy, so that worked. Ridiculous.

Insurance, however, is an essential part of modern life and the economy.

Employers are generally required to have workers' compensation insurance, and they are required to contribute to

unemployment insurance.

Companies provide health insurance (usually with group life and disability), need general liability insurance, and now need insurance to cover cyber security breaches.

We have automobile insurance, homeowner's insurance, employment practices and liability insurance (more later), flood insurance, supplemental Medicare, and so on and so forth.

Life insurance is basically a form of gambling on when you will die. It's a bet most people hope they will lose by living past that date (namely, when the insurance lapses or becomes too expensive to maintain).

Insurance only works if the insurance company can make money. If it pays out too much in claims, it will go bankrupt. That is one of the reasons why insurance companies are strict about what is covered and what is not.

Some insurers are very aggressive toward their customers, so you do need to read all policies (or at least their summaries) carefully. Insur-

ance companies count on policy holders not making claims so they can afford to pay the policy holders that do. What is left over is profit.

Employers need to be concerned with two types of insurance — workers' compensation and unemployment.

Many employers have also purchased employment practices and liability insurance (EPLI) to cover employment claims, like discrimination, yet they frequently do not understand EPLI. These three types of insurance are the subject of this month's column.

Workers' compensation insurance is actually good for employers. If there is insurance for workplace injuries, employers cannot be sued by their employees for those injuries, no matter who is at fault. An employee's sole remedy is to file a workers' comp claim and receive the amounts set forth by state statute for the injury, disability, or death.

In virtually all cases, the insurance company will assign a lawyer to your claim to represent the company.

Remember, these lawyers

are supposed to be your lawyer, not the insurance company's lawyer, so you should feel free to contact them and insist on participation in the claims process.

While you may be covered by insurance, a big claim will result in increased premiums, and sometimes outright cancellation after the policy expires. Therefore, you do not want some lawyer you have never met settling a claim that makes it impossible for you to get reasonably-priced insurance in the future.

Unemployment insurance is a slightly different animal. You still get experience rated, which can result in larger contributions to the state, but typically there is a cap on the percentage.

The "premium" charged is really a percentage of payroll. In the unemployment arena, the state decides if the former employee meets the requirements for payment, and the typical disqualifying reasons for getting unemployment are resignation and misconduct.

Poor work performance, however, is not grounds for denial of unemployment. If you want to win unemployment cases, and keep your contribution rate low, you have to present evidence of misconduct, preferably in the context of workplace rules that define the behavior that got the employee fired.

Lawyers are permitted at unemployment hearings, but you have to pay for your own.

Finally, Employment Practices and Liability Insurance (EPLI) is great, except when it is not. First, there is almost always a high deductible before

the insurance company pays. I have seen deductibles as high as \$500,000.

Before you buy EPLI, make sure the deductible is reasonable. Most companies with EPLI never exhaust the deductible, so they fund companies that do with their premiums. Therefore, you need to evaluate whether you are getting your money's worth.

Second, almost all EPLI carriers want you to use the lawyers they have selected, not the lawyer you prefer and trust.

Insist on being able to select your own lawyer if you consider buying EPLI, or you may end up with some lawyer who barely understands employment law or has so little experience that he or she is assigned by the law firm to do "insurance" cases. All too often, the attorney assigned to an EPLI matter is out of his or her element.

Insurance is important, but understanding how it works and how insurance companies make money is essential. Otherwise, you may end up fighting with the insurance company more than you are fighting with the people suing you.

More importantly, do everything you can to understand what you are buying when you do purchase insurance.

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.

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DRYCLEAN SUPERCENTER in Plano, TX, installed an 18-ft. Quicksort automated assembly system. Pradeep Sumudra, the owner, is pictured with Brett McLeod (right) of Garment Management Systems.



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INFORMATION CENTRAL

Products and Services for Drycleaners

70-lb. capacity machine added to wetcleaning line

TROY, MI — Poseidon Textile Care Systems has introduced a new 70-pound capacity Poseidon wetcleaning machine in its soft-mount lineup, which now encompasses 20-, 30-, 40-, 60, 70-, 80- and 90-pound capacity models.

Like all Poseidon wetcleaning machines, the new 70-pound capacity model offers highly programmable controls, unrivaled efficiency, and extract speeds up to 405 G-force.

“By partnering Poseidon soft-mount wetcleaning machines with our industry-unique Poseidon dryers, plants can wet-clean more quickly and cost-effectively than dry cleaning,” said Jeff Quail, Poseidon co-owner. “Wetcleaning can boost

plant production 50 percent over alternative-solvent drycleaning and demand a much lower investment.”

Unlike hard-mount wetcleaning machines, which require 18 to 24 inches of separation between machines for bolt-down maintenance and foundation stress requirements, Poseidon soft-mount models are installable right next to each other.

The new machine’s small footprint and soft-mount design mean plants can enhance wetcleaning throughput within a smaller space.

All Poseidon soft-mount wetcleaning machines feature the highly flexible Intelli Control, offering 20 pre-programmed cycles and up to 79 individually modifiable

cycles.

Advanced programmability ensures Poseidon wetcleaning machines properly clean virtually any fabric type. Operators can program water temperature by degree, wash rotation speed and duration, water levels, bath cool-down by degree, and up to six extract speeds.

Poseidon soft-mount wetcleaning machines slide easily into place without reinforced concrete foundations, grout and bolt down, allowing for future relocation and lower installation costs.

When compared with most hard-mount machines that generate 75 to 200 G-force extract, soft-mount Poseidon machines generate extract speeds up to 405 G-force to improve wetcleaning productivity and decrease natural gas and electricity usage.

Durably constructed for years of constant use, all Poseidon wetcleaning machines feature steel front, side and top panels coated with Poseidon’s Titan Steel Finish for superior appearance and corrosion resistance.

Oversized doors with heavy-duty hinges simplify loading and unloading, and all machine components are engineered using as few welds as possible to attain unrivaled strength.

All Poseidon soft-mount wetcleaning machines feature sump-less designs, which save up to three gallons of water per fill.

Exclusive AquaFall, Aqua-Mixer and Load Sensing systems work in concert to further reduce water, energy and natural



gas usage.

AquaFall releases water into each load through holes in the drum lifters for better saturation and rinsing.

AquaMixer improves wash action by mixing hot and cold water to achieve precise bath temperatures, minimizing water and energy consumption. This contributes to additional water, energy and chemical savings.

The unique G Drive system — a management communication system between the wetcleaning machine, inverter, motor and microprocessor — saves energy while reducing noise, vibration and component fatigue.

To learn more, visit www.poseidonwetcleaning.com.

Improved line of presses



MORRISTOWN, TN — Forenta will introduce an improved line of drycleaning scissor and clear buck presses at the Clean Show in New Orleans.

The new machines will function in the same way, but will have many improvements related to operator comfort, safety, productivity, pressing quality, mechanism reliability and ease of service.

Forenta is now offering an optional integrated vacuum on all drycleaning presses, spotting boards and steam-vacuum boards.

Forenta’s new products will be on display in Booth 3821 at the Clean Show.

To learn more, visit www.forentausa.com.



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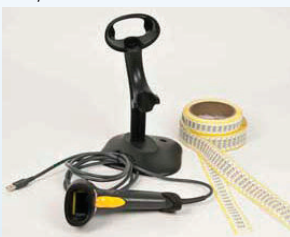
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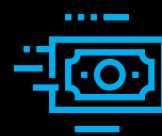
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October 2018 National Clothesline
Marketing mindset. The drycleaning industry needs a change of mindset to match changing times with a refocus on marketing. That was the message of Kyle Nesbit, speaking at Fabricare 2018.
Cleaning house. Maggie Fox faced a tough choice. On paper, she didn't look like a good match to be an entrepreneur, let alone a drycleaning business owner. But she decided to keep the business and breathe new life into it.
Strategic pricing. Unusual movement in your cost structure must be offset by pricing, volume increases and productivity improvements. Deborah Reznitz tells why.
Dirty shirts. Does your wish list include getting shirts perfectly clean with no pre-scrubbing, no ring-around-the-collar and no stains the first time, every time? Don Desrosiers tells how.
Ok in 35. The New York has added Sonozaire to the list of seven approved alternative drycleaning solvents for drycleaners, which is part of the state's revised rules for drycleaners.
Investment advice. NEFA is calling cleaners to "Invest in Your Success" during its Fall Fest 2018 conference this month in Plymouth, MA.
Boiler beaters. Impurities in water are deadly for boilers. Bruce Grossman discusses these impurities, allowable limits for proper boiler operations, how to control them and the type of damage they cause.
Complete table of contents of this issue [here](#).
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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. [More...](#)

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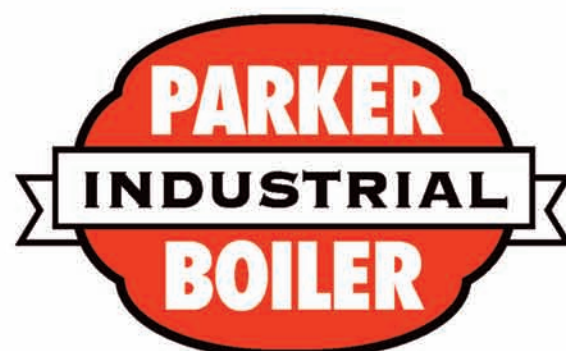
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