



National

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Back to the Big Easy for Clean '19

It looks like a full house of exhibitors will be ready to let the good times roll at New Orleans' Ernest N. Morial Convention Center when the Clean Show opens June 20.

With less than a month to go before the show opens, 441 exhibitors had signed up to put their wares on display to the thousands of industry professionals who will

peruse their offerings during the show's four-day run. Nary an unclaimed booth space could be found on the show's floor plan — even the nooks and crannies in the far corners of the hall had been claimed.

That means those going to the show will need to plan their time carefully to be sure to take in everything they want to see and leave time to discover the unexpected. And

wear comfortable walking shoes.

This will be the sixth time in the show's 42-year history that New Orleans has served as the venue, which will leave it tied with Las Vegas as the most frequented Clean Show city.

Much has changed since that first Clean Show in Chicago in 1977 when six industry associations joined forces to create a bien-

nial trade show which was officially called the World Educational Congress of Laundry and Drycleaning but known universally by the more succinct Clean Show.

A big change occurred in 1992 when Riddle & Associates, an Atlanta-based trade show management and consulting firm, was hired to produce the Clean Show. This year's show will be the last managed by the firm. John Riddle, the company's president, will be retiring after 38 years of involvement with the show including the last 27 years as its manager.

Messe Frankfurt, an international trade fair, congress and event organizer and the largest in the textile care industry, purchased the Clean Show late last year from the five sponsoring associations. While Riddle is running this year's show on behalf of Messe Frankfurt, the future of the show is in the German firm's hands now.

Thus the U. S. Clean Show will become part of the portfolio of Messe Frankfurt which also produces the Texcare show, which it has produced every four years in Frankfurt, Germany, since 1956.

In addition to Texcare International, Messe Frankfurt has been holding Texcare Asia, which recently merged with China

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Bourbon Street nightlife with its clubs, restaurants and people-watching will beckon after the day's work is done at the Clean Show this month.

Photo by Zack Smith, courtesy New Orleans Convention and Visitors Bureau

It's not all business for DLI at Clean '19

While it will be mostly business at the Clean Show, the Drycleaning and Laundry Institute will be offering opportunity for some play, too, during the New Orleans show.

The business part will begin for DLI the evening before the show opens. DLI members are invited to attend the institute's annual meeting on Wednesday, June 19 at 6 p.m. at its headquarters, the Hotel Monteleone. That will include introducing the two newest DLI board members, Kathy Benzinger, owner of Benzinger's Dry Cleaning in Hamburg, NY, and Ed Longanecker, owner of Iris City Cleaners in Mount Pleasant, IA, and will begin their four-year terms at the show.

Both were elected this spring, Benzinger to represent District 1 and Longanecker for District 5.

The big social event for DLI will come on Thursday, June 21 evening with a reception at the Hotel Monteleone at 5:30 p.m. As has been the case for the past few shows, DLI will team up with the Textile Care Allied Trades Association to host the reception, backed by a group of sponsors from among the industry's suppliers, pro-

viding an opportunity for cleaners to not only meet each other but also to meet key allied tradespeople.

More fun will be provided during show hours at DLI's booth in the exhibit hall's sponsor pavilion. Cleaners will be able to have their photos taken to be placed on the cover of Fabricare magazine proclaiming them as "The World's Greatest Drycleaner." It will be a take-home item that can be used on social media to impress friends, family and customers.

But some of the best take-homes at the show will be given out during the seminars, where knowledge and ideas will be dispensed to everyone who shows up.

DLI's educational programs begin on Thursday morning. Leading off will be Bruce Hamilton and his talk "No Bad Days: Positive Attitude is Everything." A professional speaker, sales trainer and business owner, Hamilton travels throughout the United States spreading his "No Bad Days" philosophy. He will tell how to set your attitude up for success by finding opportunities where others see only obstacles.

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

morning.

Two speakers are set for Friday morning. Nick Chapleau, CEO and founder of Starchup Inc., will tell how to "Extend the Customer Experience Beyond the Store with Technology" in a one-hour program that begins at 8 a.m.

Chapleau's company is a Chicago-based provider of digital ordering and route management for drycleaners and laundries. He will tell how to improve your website's performance and impress customers even when you are not around.

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The Hotel Monteleone, located in the French Quarter, will serve as DLI's headquarters and the scene of its Thursday evening reception.

Photo by Paul Broussard, courtesy New Orleans Convention and Visitors Bureau



Sneak Peek

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Making connections

Trade shows are the place to be to make the most of your connections within the industry. Larry Siegel has advice on how to.



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James Peuster says failure to communicate, plan, invest and focus can lead to complacency and declining route business.



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Payroll deductions

Basic deductions for taxes from paychecks may be simple, but beyond that the rules can become quickly complicated.



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Learn from customers

You can learn a lot by listening to customers and even more by how you are treated as a customer, says Don Desrosiers





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12 Obituary



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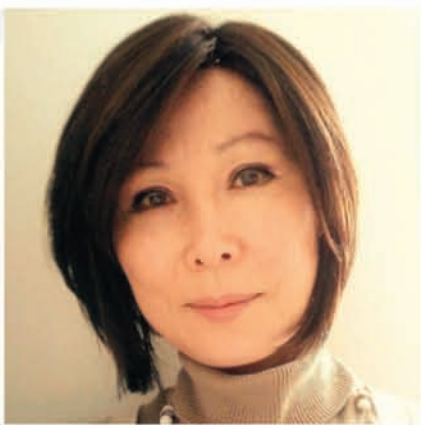


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A fine vintage

The California Wildfires of 2017 were as relentless as they were destructive. Over 1.3 million acres were consumed altogether from over 9,000 fires, and 47 people lost their lives along with more than 10,000 structures in the state that were destroyed or damaged.

Laurie Corona, who owns and operates Greene's Cleaners with her husband Alonso, was out of town on a business trip when word broke out that her hometown of Napa was in the potential path of flames. From a distance, the city's ridge lines emitted an ominous orange glow.

"When I came in from the airport and drove into the valley... you were literally driving into a ring of fire," she recalled. "It was the most disturbing thing and it went like that for two weeks. The kids were out of school for two weeks because the air was so bad."

The Coronas were fortunate because their home and Greene's Cleaners were left untouched, but it was a difficult time for the entire town. Road closures made it impossible for employees to get to work. So, many remained prepared to evacuate their homes at a moment's notice.

"We had customers who were displaced and they were living in the hotels downtown, so we did like a wash-n-fold type thing for people living in hotels and didn't have washers," Laurie added.

Then, it occurred to her while she was volunteering at a donation collection center for the displaced that she could do much more to help.

"I noticed all the clothes. They were sorting all the clothes," she said. "New ones... they could pass out to people, but used ones... they had to clean them. They had to deal with them."

So, the Coronas dealt with the problem themselves. Altogether, Greene's Cleaners cleaned about 5,000 pounds of garments for free.

"We just filled our parking lot with boxes and as it got cleaned and dried, people sorted, folded it and put them in sorted boxes. Then, with all of that, they were able to set up a little pop-up store."

People could shop for free by size and start to feel a little more normal again. It was a challenging time, to be sure, but all in all it was a good major test for Laurie to pass. After all, 2017 was the same year she returned to the family business and joined Alonso.

Like many children of parents who own drycleaning businesses, Laurie described her childhood as "smelling of perc" and growing up "in a laundry bin."

Her father, Pete Smith had gained plenty of cleaning experience at a plant in San Francisco, but eventually he and Laurie's mother Terry purchased Greene's Cleaners of Napa in 1979.

At the time, the plant was already 60 years old (a fine vintage, you might say). It had been originally founded by George Greene in 1919 — its original phone number was 17 and its lease cost \$55 a month.

Twenty-eight years later, Greene leased the building to the Paulsens, the couple who would sell it to the Smiths after 32 years of running it. When the

Smiths took the reins of the cleaners, Napa was a much different city. It wasn't at the heart of wine country then.

"When I grew up, it was not the tourist mecca it is now. It was very country, very rural," Laurie remembered. "My dad says when he first came to California, Napa was known for the state mental hospital. I mean Sunsweet prunes and their factory was here. That was far more popular than wine."

In 1975, there were only 25 Napa Valley wineries; however, there are estimated to be well over 400 today in

her MBA from Sonoma State. Once she became burned out on corporate life, she returned to Greene's in 2017.

The plant currently has about 35 employees, two locations and a multitude of delivery routes that comprise a large chunk of business. Still, traffic can complicate even the best laid plans, especially when roads are few and far between.

"Napa is especially difficult because it is so expensive to live here. So, about half of our staff lives in Fairfield which, when the traffic is good, is a 30-minute

"We do as much cloud-based stuff as we can, especially after the fires," she added. "So, I don't need to take a computer tower with me anymore [at home at night] because it's all in the cloud."

For a company with over 100 years of history, Greene's Cleaners seems a lot more interested in the future than the past, and with a daughter named Layla who is eight and a son named Joaquin who is ten, the future may be a long one for the Coronas.

"Our goal is to keep Greene's an-



Laurie & Alonso Corona

Napa and Soma Counties. For a drycleaner, fine wines means a lot of well-off customers in the region with great potential for stained garments.

Laurie was less concerned with such things, though, as she came of age. She attended the University of Santa Cruz to study business. That's also where she met Alonso, a saxophone player who eventually changed his instrument of choice to a briefcase and became a business major.

It was in this time frame that Laurie managed the family business during the summer so her parents could go on vacation. The experience ended up souring her on ever working at Greene's Cleaners some day in the future.

"That's when I realized I couldn't work with them and that's why my husband came and worked with them instead of me," she said. "You're always their kid is the big problem. My dad didn't go to high school, let alone college. So, I had gone and got this fancy business degree and even if I said this, that or the other, he'd say, 'No, no, no.' My husband could say exactly the same thing and he would agree with him."

Fortunately, Alonso worked well alongside his in-laws, which helped ease the waves during the succession of the business in 2009. While he managed the cleaners for the next several years, Laurie worked her way up the corporate ladder for a local company called Lixit that manufactured pet water bottles.

"I started there in bookkeeping," she noted. "I ended up working my way through just about everything and became the vice president and CFO."

During that time, she also earned

drive," Laurie emphasized. "But, because of the way we are geographically situated, there's one road in and one road out. So, that can easily become an hour-and-a half drive during tourist season or if a truckload of grapes rolls over, you never know."

"To pay enough to convince people that it's worth coming to work for us, we need to be competitive with the pay and flexible with the schedule and things like that," she added.

The challenge is to keep the staff engaged and productive; after all, they have a reputation of quality and service to uphold... one that now dates back more than a century.

The reputation is about the only thing left at Greene's Cleaners that is old; the Coronas have tried hard to update and upgrade equipment. In 2013, they moved into a new production facility and switched over to K4 solvent. ("I think what surprises me is how many different things you can put in it," Laurie said.)

New technology can be found in all corners of the plant, which is just how Laurie and Alonso like it.

"We're kind of on the cusp of being millennials ourselves. We're really trying to educate our customers on using our apps," Laurie explained. "We've been using barcoding for years to keep track of garments. We're really trying to integrate a lot of that with what we do. It just makes inventory tracking easier. Communication with customers is more efficient. We like to be able to see where things are as often as possible, as close to real time as we can possibly get."

Having cutting edge systems has helped ease some of the burden of living in a region known for a long history of bad floods and wildfires.

other 100 years. I won't be around to see it, but my daughter does have dreams of being the boss at Greene's Cleaners some day," Laurie laughed. "Whether she still will ten years from now, who knows? But we also brought my husband's youngest brother into the business last year. He's been with us almost a year now."

As part of preparing for the future, the Coronas have to take in account Napa's past water shortages.

"We got lucky. We had a lot of water this year, but the drought years can get really scary around here and they do start limiting water use, so we would like to be ahead of that," she said.

To do that, Laurie is going to do something she hated as a kid: go on a family vacation centered around a drycleaning event.

"We are going to road-trip it with our kids. We rented an RV and we're going to hit some national parks on the way there and on the way back," Laurie said. "We've turned the Clean Show into a family vacation."

They might even find equipment and technology that can limit their water use, which is how the Coronas are preparing for what's to come; they also are upgrading to solar power.

"The roofers are on the roof right now," she noted.

The idea is to create something sustainable that can last beyond them in a town whose growth has greatly benefited the business.

"I grew up in this town. We raise our kids in this town, so we do value the future success of the town, as well," Laurie noted. "So we try to keep ourselves involved and support a lot of schools and the youth programs and the chamber programs we're really active in. It's a good community here."



It's not all business for DLI at Clean '19

Continued from page 1
Are your marketing methods changing with your clientele? That is the question to be addressed by the second speaker on Friday, Bobby Patel, owner of Kona Cleaners with 17 locations 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 phone-attached customers in a one-hour program titled that begins at 9 a.m. Two more speakers will round out the DLI presentations on Saturday morning.

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

that offers plenty of choices, drycleaners need to provide service above and beyond their expectations to keep them coming back. Loeb's main role at Sudsies is to ensure that every customer receives a quality product and the type of attention that goes above and beyond customer service by instilling these core values in his team members. He will tell how

it's done. Wrapping it up on Saturday morning will be "Tips for Entering the Wash-Dry-Fold Market" from Rita Foley, owner of Regency Dry Cleaners and White Star Dry Cleaners in the Raleigh-Durham, NC, area. Foley has experience on both the drycleaning and laundry side as the owner of six cleaners and coin laundries and believes diversification into wash-dry-fold is a natural fit for drycleaners. She is also the immediate past president of the North Carolina Association of Launderers and Cleaners.

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



Bruce Hamilton
No bad days



Nick Chapleau
Leverage your website



Jason Loeb
Good is not good enough



Bobby Patel
New market directions



Rita Foley
Getting into wash-dry-fold

It's back to the Big Easy for the Clean Show

Continued from page 1
Laundry Expo, since 1998. Together, the two events offer an annual product show for textile care in China.

Messe Frankfurt also recently purchased JET Expo, a Paris trade fair for the French-speaking markets. Also, Gulf Laundrex is presented by Texcare and held annually in Dubai.

The five U.S. trade associations that have sponsored the Clean Show will maintain their close involvement with the show.

None of these behind-the-scenes changes should change the Clean Show experience for attendees this year. However, the organizers have added a new twist to the education programming. The sponsoring associations will continue to hold morning seminars on topics geared to the interests of their members but a new series of General Sessions have been added to the afternoon programming. These will be on topics of broader appeal to all attendees and will take place in a special area of the exhibit hall.

A complete schedule of all the educational programs can be found on page 18.

For the procrastinators and last-minute decision makers, there is still time to take advantage of advance registration discounts. The full registration fee is \$169, but those who register in advance by June 10 can do so for \$149. And members of the sponsoring associations, which includes the Drycleaning and Laundry Institute, the Textile Care Allied Trades Association, the Coin Laundry Association, the Textile Rental Services Association and the Association for Linen Management, get an even steeper discount. They can sign up for \$119.

Registration provides admission to all four days in the exhibit hall and all of the educational programs.

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.

The easiest way to register is to visit the Clean Show website, www.cleanshow.com, which also has complete information on the programs, arranging hotel reservations and a list of exhibitors and their locations in the hall.



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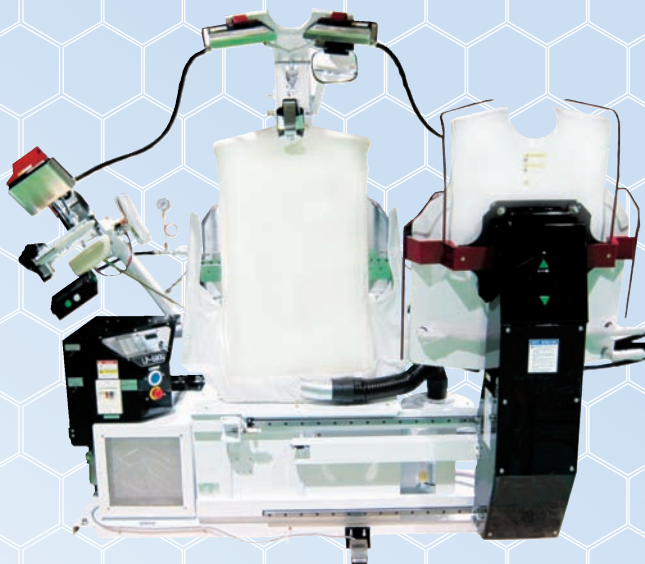
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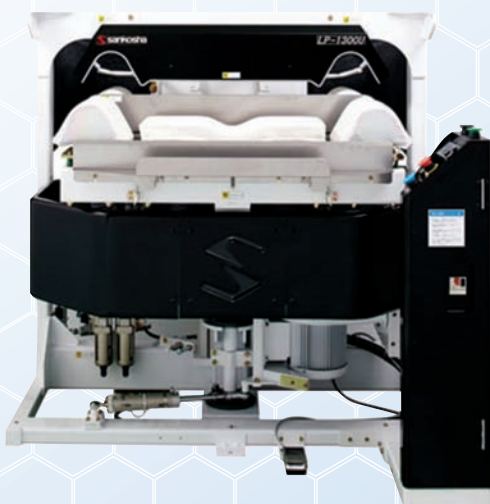
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LP-590U
Single Buck Shirt Press



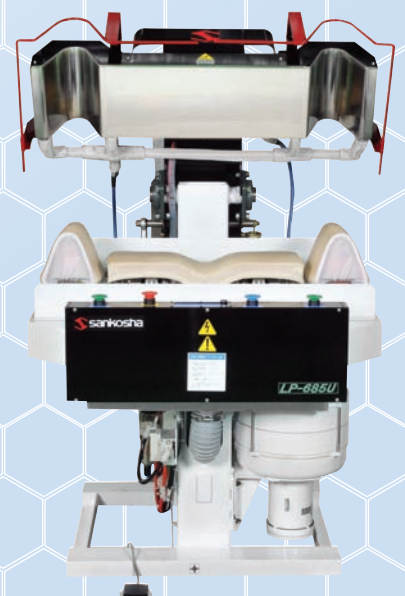
MF-300U
Multi Garment Finisher



LP-1300U
Quadruple Collar and Cuff



LP-690U-V3
Single Collar Cuff Press



LP-685U
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NEW ORLEANS, USA

Booth #3829

Stain Wizard to lead free CCA workshop

The California Cleaners Association has enlisted Jeff "The Stain Wizard" Schwarz of A.L. Wilson for a workshop on "Almost everything you need to know about stains and bleaches" at Snow Cleaners, 38 W. Sonora St., in Stockton, CA.

Schwarz has been in the industry since 1991, after he left a job in law enforcement to purchase a

Covers, Etc. franchise in the San Francisco Bay area.

After a stint with the company as a corporate trainer, he joined A.L. Wilson where he now works as a West and South Central Field Representative. He will lead the program that is scheduled to run from 9 a.m. until 1 p.m. on Sunday, June 9.

It is free for all CCA members.

Non-members may attend for \$75/plant. Light refreshments will be provided following the event.

Due to limited space, attendees must register for the program in advance.

The workshop is suitable for beginning spotting staff as well as those with experience who would like to learn new tips and tricks to increase effectiveness and produc-

tion. Specific topics will include: differences and basics of drycleaning and wetcleaning; advanced bleaching; handling problem garments; black and whites and oxidized oil stains; and invisible stains, inks and more.

"This is a great opportunity for CCA members as well as the rest of the industry," explained CCA Executive Director Peter Blake,

"CCA is committed to bringing valuable education programming to all parts of California. We are hoping to build up the programs, so it is important for members to take full advantage of these opportunities when they present themselves."

To attend, contact Schwarz, (201) 240-9446, or Blake at (916) 239-4070.

Obituary

John Feters

Michigan drycleaner, past president of DLI

John Feters, owner of Sanitary Cleaners in St. Joseph, MI, and a past president of the Drycleaning and Laundry Institute, died May 5 at age 92.

He was born in 1927 in Benton Harbor, MI, to Clyde & Edith (Williams) Feters and graduated from Benton Harbor High School

in 1945. Shortly after graduation he enlisted in the United States Navy.

After returning home, he enrolled at DePauw University where he became a brother in the Delta Tau Delta Fraternity and graduated with distinction in 1950 with a degree in Economics.

While attending a college reunion, he met Marilyn Holtman and the two were married in 1956.

He joined his father and brother, Gene, in the family drycleaning and men's formal-wear rental business, Sanitary Cleaners. Together with his brother, they expanded the family

business to five stores in Northern Indiana and Michigan, along with ten drycleaning branches and five routes in Southwestern Michigan.

Long active in the industry, he served as president of the Michigan Institute of Laundering and Drycleaning, president of the MILD Workers' Compensation

Fund, director of the National Institute of Dry Cleaning and later as president of the International Fabricare Institute, now DLI.

He became involved in industry trade associations at the behest of Mike O'Neill, executive director of MILD, at a time when he was questioning whether he even wanted to remain in the drycleaning business.

"I wasn't sure I wanted to stay in the drycleaning business, but the more I got involved with the association, the more I wanted to stay in," he recalled in a 1989 interview after becoming president of IFI.

He served as a board member of MILD and then as its president before beginning the first of two stints on the board of the national association. His second term of office on the national board began in 1985 serving as the director for District 4. He went on to become treasurer, then vice president and, in 1989, he became president.

He was also a member of John Barry's Midwest Cost Bureau, a group that brought together drycleaners in non-competing markets to discuss business practices and share information on their operations.

In 1976, he became a director of Fifth Third Bank, formally known as Peoples State Bank. He held this position for 26 years, retiring at age 75.

He was a former member of the Benton Harbor Congregational Church and the St. Joseph Planning Commission and was active in the St. Joseph First Congregational Church, Downtown Developmental Authority and The St. Joseph Improvement Association.

He enjoyed traveling, specifically to Venice, Italy, and spending the winters in Lauderdale by the Sea, FL. He also loved to play golf and was a lifetime member of Berrien Hills Country Club, as well as a member at The Point O' Woods Country Club.

He is survived by his wife of 63 years, Marilyn; sons, John David (Coleman) Feters of Mineral Point, WI, and Jeffery (Claire) Feters of St. Joseph; and grandsons, Zachary (Sita) Feters and Ryan (girlfriend, Brytanie Killebrew) Feters. He was preceded in death by his parents, Clyde and Edith; and brother, Gene (Mildred) Feters.

Memorial contributions may be made to The Humane Society of Southwest Michigan or St. Joseph First Congregational Church. Online condolences may be left at www.starks-menclinger.com.



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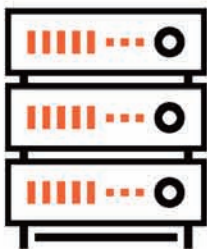


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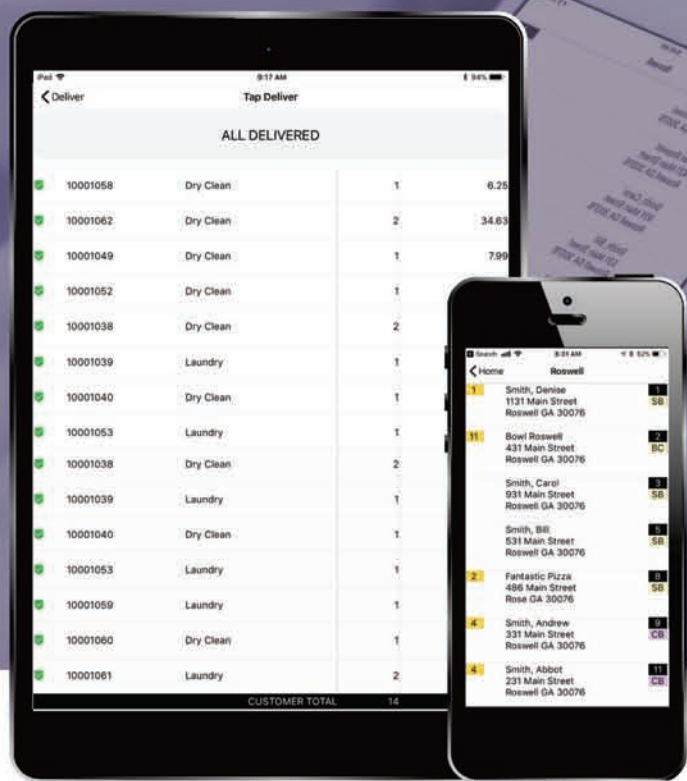
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Connects to your route data in Fabricare Manager.



Sync collected data back to Fabricare Manager when route is finished.



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Who's showing what

A preview of the Clean '19 exhibit

Clean '19 will feature more than 400 companies exhibiting at the Ernest N. Morial Convention Center in New Orleans, showing nearly everything that is needed to operate a drycleaning business. To help readers prepare for their visit to the show, we

asked our regular advertisers to provide information about their plans. Booth numbers are based on the information available in mid-May and are subject to change. Consult the official Clean '19 directory distributed at the show for the final listings.

21st Century Dry Cleaners – The Route Pro

The Route Pro, entering the 18th year of consulting to drycleaners, will be providing free route analysis for those who visit the booth. Join James Peuster, Mark Albrecht, Mike Williams and Kayla Stough as they take you past the 21st century on the areas of route development, management and customer service. Meet other successful cleaners as well.

Booth 1304

See ad on page 37

A.L. Wilson Chemical Co.

Use Wilson's eco-friendly stain removers to deliver stain-free goods and build your reputation for quality to keep customers

coming back. Some A.L. Wilson stain removers have been made for over 80 years while the product line has evolved to reflect the environmental aspirations of the 21st century. Brands include RiteGo, Laundry TarGo, EasyGo, TarGo EF, InkGo, QwikGo, BonGo, YellowGo, RustGo, SoGo "1", TarGo Dry.

Booths 1136 and 1637

See ad on page 8

Air World Pads and Covers

Air World Pads and Covers manufactures pads and covers used by drycleaners and launderers for every pressing machine in the market. Air World is the innovator in silicone pads for drycleaning and laundry and is

the originator of the silicone Dream Pad for drycleaning presses and the patented Silicone Flannel for shirt units and laundry presses. Silicone Flannel is used to replace nylon flannel pads for shirt and laundry presses. Air World also makes mesh net bags for drycleaning and laundry, sleeve boards, sleeve expanders, water spray guns, overhead spray guns, iron shoes, spotting brushes and spotting table noses.

Booth 4427

See ad on page 21

Beneficial Equipment Finance Corp.

Beneficial Equipment Finance Corp., is a direct lender. Since

transactions are funded and administered internally, the company has the freedom to provide more competitive rates with fewer restrictions, benefiting the strength of being a subsidiary of WSFS Bank, a well-capitalized, full-service bank that was founded in 1832.

Booth: 4926

See ad on page 38

Cleaner Business Systems

Cleaner Business Systems' feature-rich Web-based software will help with control of pricing, maximizing upcharges, eliminating employee theft and advertising effectively to your customers.

Affordable customization services ensure that a business's work flow will have a perfect partner — no need to make changes because of typical software limitations. Installation and training

are easy with the company's knowledgeable service techs and staff. CBS solutions are used across a wide section of the drycleaning industry, including full price, valet, route services, cleaners/prepay, hotel services and more. CBS's design includes features such as a precision lot management system and integration with major assembly conveyors, making it an ideal solution for large operations, while simple features like the employee time clock, detailed reports and easy-to-operate design make it a perfect solution for any drycleaning operation.

Booth 4243

See ad on page 33

Cleaner's Supply

Cleaner's Supply is the largest supplier of drycleaning products in America, having more than 20,000 products in stock. The company offers a variety of custom printed products such as bags, invoices, mats, hangers, garment covers, heat seals and more. For same-day shipping, place an order before 5 p.m. EST, and it will ship that day. Shipping is free on all orders over \$99.

Booth 4542

See ad on page 50

Columbia/ILSA Machines

Columbia/ILSA Drycleaning Systems has provided innovation, reliability & craftsmanship to every product it makes for more than 40 years. Innovations are represented in the model lineup, which will be on display, running live, at the show, from the Professional Series to the world's best-selling machine IPURA, the exhibit features solutions for today's garment care professionals. A worldwide dealer network will be on site to assist in and explain all products. Stop by to see how we take complicated to simple. Brands include Columbia/ILSA drycleaning systems and its models: IPURA, Compact, Proformance C Series, Professional N Series, GreenEarth, Drynique, Pronto, Pronto Plus, P Series, Vantage Series, and others.

Booth 3943

See ads on page 7

Commercial Coils, Inc.

Commercial Coils offers an extensive inventory of replacement coils for laundry and drycleaning equipment. Coils are precision built and guaranteed to fit. The company also offers shell and tube heat exchangers and replacement tube bundles, inline solvent coolers, still condenser coil re-tubing, and high efficiency evaporative coolers.

Booth 1734

European Finishing Equipment (Hi-Steam)

Hi-Steam will exhibit its full line of tensioning equipment, starting with the most popular SAM-451 multi-garment finisher, the new and deluxe Turbo-440 shirt finisher, which takes up less space, uses less steam and gives a great finish with very little touch-up. Hi-Steam will also have on display the economical and high-production finisher TURBO-JR

Continued on page 20

Thursday, June 20					
Time	Sponsor	Session Title			
8-8:55 am	ALM	Customer Migration.	9-10 am	ARTA	Study Shows Peracetic Acid Kills C.diff Spores
8:30-9:30 am	DLI	No Bad Days: Positive Attitude is Everything.	2-3 pm		General sessions
8:30-9:30 am	TRSA	Protecting Your Customers, Employee and Business Assets Through New and Improved Contracts.	3:30-4:30 pm		Business Apps to Make Your Life Easier.
8:30-9:30 am	CLA	Laundries Connecting Communities.			Secrets to Chick-fil-A Hiring and Training for Exceptional Customer Service.
9-10 am	ALM	Preventing Microbial Growth and Infection in Laundry Facilities.	8-9 am	DLI	Customer Service: Being Good is Not Good Enough.
		General Sessions	8-9 am	CLA	Wash-Dry-Fold 2.0: What's Next for Full-Service Laundry?
2-3 pm		The Future of Marketing: How to Build A Brand that Sells with Social Media.	8-9 am	TRSA	TRSA Certification: Hygienically Clean, Clean Green, Certified Professional Laundry Manager.
3:30-4:40 pm		Workplace Risks of Legalized Marijuana.	8:30-9:30 am	ALM	Consistent Benchmarks for Competitive Analysis.
		Friday, June 21	9-10 am	DLI	Tips for Entering the Wash Dry Fold Market.
8-9 am	DLI	Extend the Customer Experience Beyond the Store with Technology.	9-10 am	CLA	Due Diligence: Preparing to Buy (or Sell) Your Next Laundromat.
8-9 am	ALM	Are You a Trusted Advisor? New Role of Sales.	9-10 am	TRSA	Top OSHA Violations and New TRSA Safety Certification Program for the Industry.
8-9 am	TRSA	Venture Capital and Private Equity			General Sessions
8-9 am	CLA	Laundromat Lifecycles: Planning for the Future	1-2 pm		Tips for Entering the Commercial Laundry Industry.
9-10 am	DLI	Are Your Marketing Methods Changing with Your Clientele?	3:30-4:30 pm		#NotHere: Sexual Harassment Prevention.
9-10 am	TRSA	Labor Law and Compliance: Current Issues and Trends			Sunday, June 23
9-10 am	CLA	CLA Connect Live: Interactive Idea Exchange	8-9 am	CLA	Introduction to Laundromats for Investors.
9-10 am	ALM	New Textile Technologies for Infection Prevention	9-10 am	CLA	Top 10 Secrets First-Time Laundromat Owners Must Know.



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MVP-35B

PND-3000A with MVP-35B

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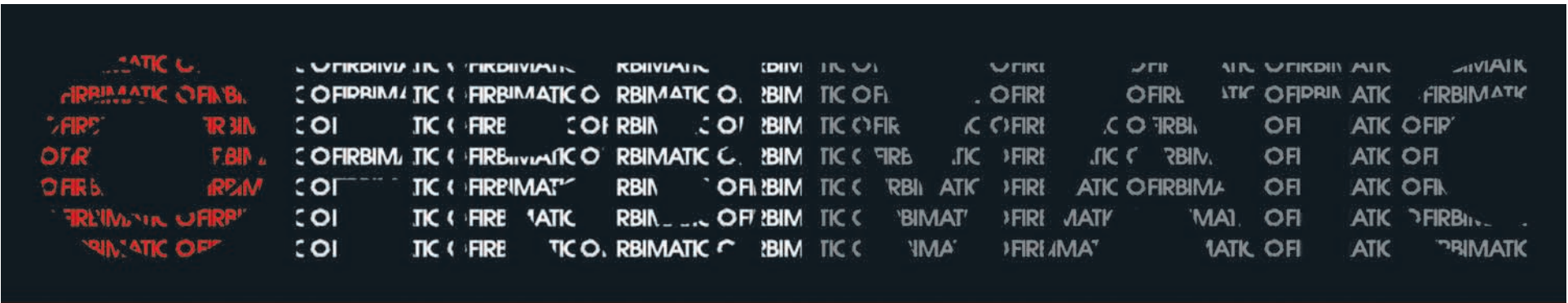
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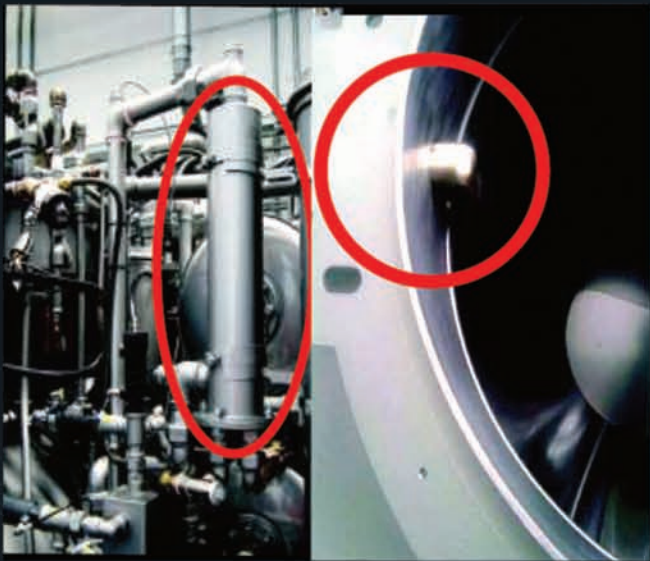
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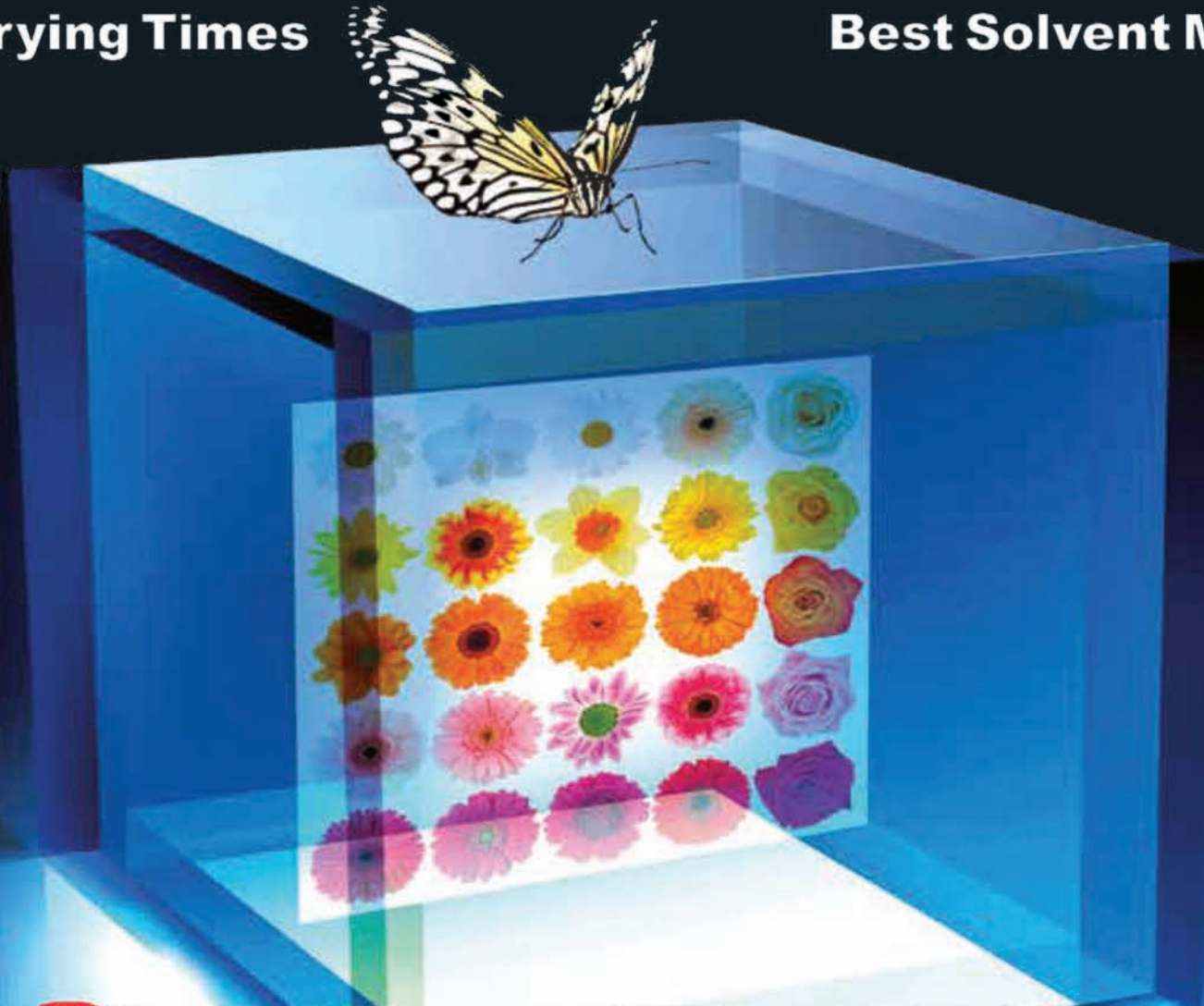


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Who's showing what

A preview of the Clean '19 exhibit

Continued from page 18

and, for shirts and blouses, the innovative all-electric shirt finisher the Turbo-Jr(E), as well as the classic, rotating form finisher JAM-510R, and the most powerful pant topper, PAM-510P. Also on display will be a full line of vacuum and blowing boards in all sizes and shapes, accompanied by the popular line of mini-boilers (regular and automatic pump for all day pressing). Hi-Steam will also have its spotting board with ultra vacuum, two cold guns, and light above the spotting area. Demonstrations with professional pressers will show what these machines can do.

Booth 4143

See ads on page 18 and 32

EZProducts International

EZ Products manufactures heat seal presses in three models and two software versions. The presses are TUV SUD, OSHA and UL approved and made in the USA and can print sequentially numbered barcode labels in one day. The EzLabelOff safely removes permanent clothing labels from most fabrics. The EzLabelDispenser holds a roll of barcode labels neatly at the counter. Genuine MBH Rope-Ties eliminate tangled sleeves and shaking out shirts. Molly the HangerDolly is a stand-alone hanger storage dolly. EzSort is

an assisted assembly system with lights and no moving parts and transfer bars.

Booth 4312

See ad on page 48

Fabricare Management Systems, Inc

Fabricare Manager offers business management solutions built for drycleaners. In particular, the Fabricare Manager drycleaning POS touch-screen system provides all of the capabilities required to manage today's drycleaning businesses. Since 1999, businesses using the company's software and drycleaner's computer system have confirmed that it is the perfect choice for controlling cash, inventory, production, and more. Based on Microsoft Windows and a specially designed touch-screen interface, the system is reliable, affordable, and easy to use.

Booth 4635

See ads on pages 16 and 17

Firbimatic

Firbimatic is a leader in commercial and industrial drycleaning machine manufacturing, design and development, its success and growth driven by international markets and being at the forefront of innovative technologies. Firbimatic drycleaning machines have advanced manufacturing solutions and the company introduces revolutionary products

into the USA marketplace. Firbimatic has many different commercial and industrial drycleaning machine models for hydrocarbon, KTex, SolvonK4, and GreenEarth such as EcoGreen, Saver, K Series, Trio, EcoPro, and F Series. In addition, the company has a full line of perc machines with the Vortex and Axial models.

Booth 2657

See ad on page 19

Forenta

Forenta has manufactured garment presses in Morristown, TN for 58 years. Complete fabrication, sales, service and engineering operations are accomplished at one facility and all Forenta products are Made in the USA. Provided is a complete line of equipment for customers — drycleaning and laundry presses, shirt units, conveyors of all types and water chillers for drycleaning machines and spot cooling. The sales force, service techs and engineering staff will be in the booth to assist and machines will be "live" for a hands-on pressing opportunity to use Forenta equipment.

Booth 3821

See ad on page 15

Fulton Boiler Works

Founded in 1949, Fulton has been serving launderers, drycleaners, and the textile industries for 70 years. The company introduced

the world's first vertical tubeless boiler, and since then has become an industry leader in steam boiler supply. More recently, Fulton unveiled another first — the VSRT vertical spiral rib tubeless steam boiler, the latest in a tradition of revolutionary steam products Fulton offers to the garment care industries.

Booth 2765

See ad on page 39

Garment Management Systems

Garment Management Systems (GMS) specializes in providing automation that is cost effective, effortless and dependable. QuickSort Automated Assembly Systems, QuickSeal Heat Seal Machines and 24/7 Express are products for the drycleaning industry, while Ready2Wear Automated Uniform Systems and JacketRAK Automated Coat Check Systems are used by hotels, convention centers and casinos. The cost-effective QuickSort automated assembly conveyor offers intuitive design, helps cleaners maximize profitability and eliminates assembly headaches by increasing efficiency, reducing errors, simplifying end-of-day reconciliation, and cutting labor costs. The QuickSeal heat seal machine was designed specifically for the drycleaning industry for applying barcode labels to garments. QuickSeal is a heavy

duty, auto-opening, small format heat press that is reliable, easy to use, and backed by the industry's best warranty. Its small size allows for use on any worktable surface.

Booth 4521

See ad on page 24

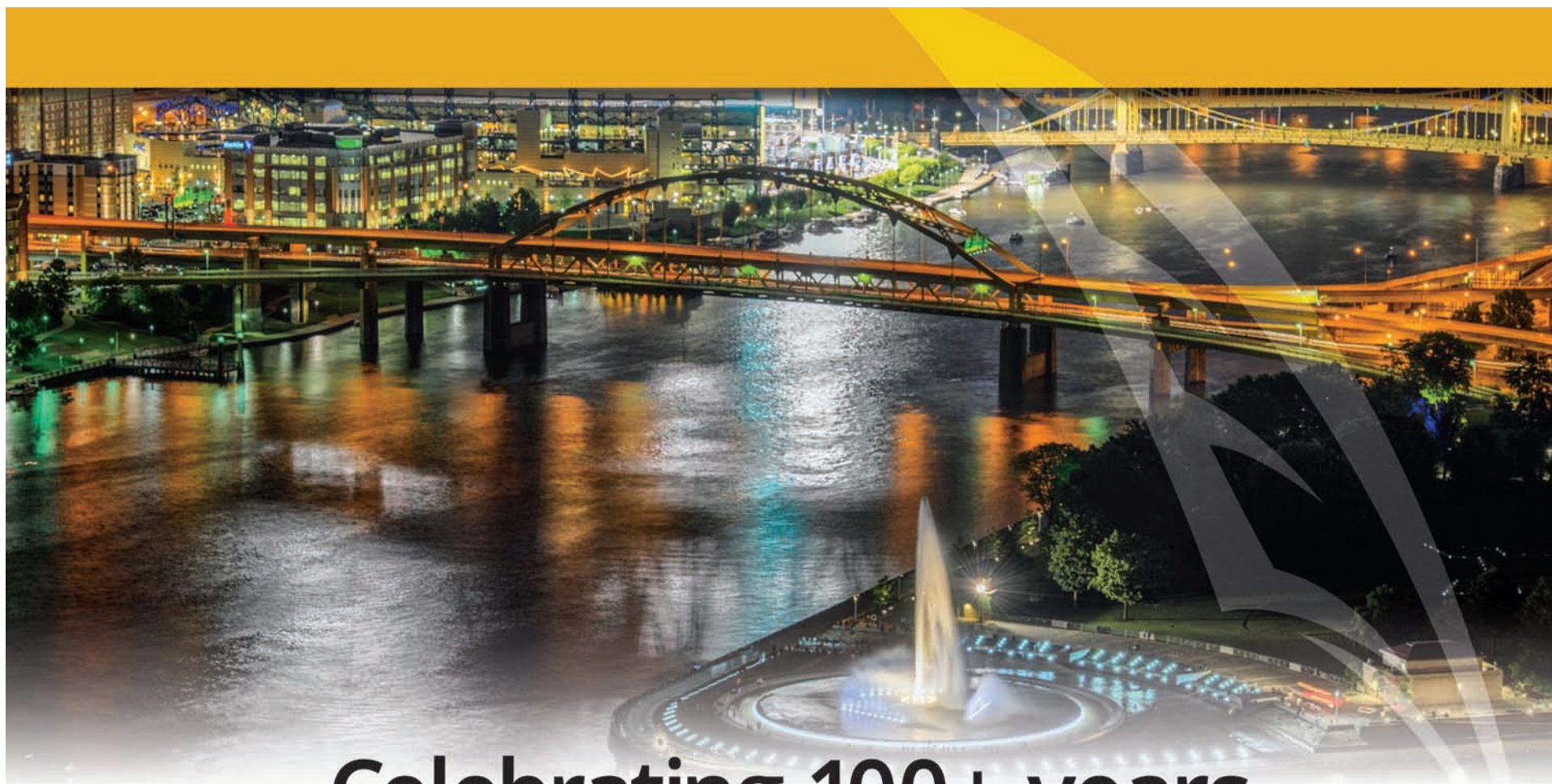
GreenEarth Cleaning

Formed in 1999, GreenEarth Cleaning has developed a sustainable drycleaning process for the garment care industry. With more than 6,000 points of service worldwide, affiliate members are able to use all GreenEarth intellectual property, including patents, trademarks, copyrights, licensed products and know how for cleaning with GreenEarth's proprietary liquid silicone. Additionally, the in-house staff provides expert guidance through all facets of members' operations, including in-plant technical support, social media marketing support, and landlord relations support. This GreenEarth Member Program has caused leading companies in the real estate, garment manufacturing, garment retailing, insurance, and banking industries to specify the use of GreenEarth based upon its performance and to eliminate environmental and health liability.

Booth 4455

See ad on page 13

Continued on page 22



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As a top supplier to the dry cleaning and laundry industry, AIR WORLD can expand your world even more.

Collar & Cuff Padding

When customers switch traditional felt to our patented Blue Silicone Flannel, they get a big reduction in broken buttons, less touch ups, and even faster drying time.

To improve results even more, remove your steel base pad and replace with our solid yellow silicone base pad.

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Blue Silicone Flannel
replaces
white nylon
flannel padding



The Red, White, and Blue PERFECT SHIRT SYSTEM

Improve your shirt press results with Air World's most innovative system to date!

RED hi-temp cover, WHITE microfiber air bags, and our patented BLUE silicone flannel pad make this the **perfect shirt system**.

Performs better than traditional systems – works great on ALL shirt units!



Most
innovative
shirt system
anywhere

Press Pads & Grid Plates

The Air World silicone Dream Pad is crafted from a high quality OPEN CELL SILICONE, giving you a top quality result over any standard foam pad.

- Lasts 50% longer, breathes better
- More heat-resistant than latex foam
- Better steam and vacuum increases productivity and pressing quality



High
durability and
long-lasting quality
make this a perfect
combination

Grid Plates from Air World feature a premium double-layer diffuser design.

- Form molded for a perfect fit every time
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- All Sizes Available



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Who's showing what

A preview of the Clean '19 exhibit

Continued from page 20

InnoClean Corp.
InnoClean develops and manufactures eco-friendly hydrocarbon drycleaning machines based on cutting-edge technology and constant R&D.

Booth 4666

Itsumi USA
Itsumi's patented design results in higher productivity, higher quality and reliability. The unique buck movement design ensures efficient and fast operation with a small footprint to maximize floor space. The new double/single buck machines feature sleeve angle adjustment, backstroke for faster start-up and higher vacuum power and blower power up.

Booth 4165
See ad on page 27

M&B Hangers

Since 1943, M&B Hangers has been producing wire garment hangers in the United States, supplying top-quality hangers and paper products to the drycleaning and textile rental industries. As a fourth-generation, family-owned business, M&B knows the value in having what you need, when you need it, and its mission is to produce hangers with an integrity you can hang onto. Through its Pink Caped Hanger program, M&B makes donations to the American Cancer Society.

Booth 3811

Memories Gown Preservation
Memories Gown Preservation offers environmentally friendly wholesale gown cleaning, preservation and prepaid shipping to bridal salons, tux shops and drycleaners across the continental United States. Memories

is the largest gown preservation company in the United States servicing more than 75,000+ brides annually from all across the country.


Booth 1305
See ad on page 35

Miele Professional
Miele's Benchmark washers deliver world-class cleaning results with energy savings of up to 70 percent on electricity and 35 percent on water (Miele Performance Plus 84 compared to the same capacity competitor model on 140° cotton program).

Booth 4121

Multimatic
Since its inception in 1967, Multimatic has served the worldwide textile care industry with quality drycleaning machines. Through every generation, starting with its Solo Plus and, today, with its MultiStar and AirStar models,

Meet the
NATIONAL
CLOTHESLINE
staff at Clean '19



Booth 4307

Multimatic has innovated equipment and operating features for efficiency and economy.

Booth 4323
See ad on page 12

Newhouse Specialty Co.
Newhouse makes high-quality,

low-cost specialty products for the laundry, drycleaning and garment manufacturing industries. As the manufacturer, Newhouse has control so most custom orders can ship the same day. Products include iron shoes, steam hoses, steam irons, water hoses, sleeve formers, ink removers, spotting brushes, laundry scales, finishing brushes, ironing accessories, sleeve boards, floor mats, laundry marking pens, carders, spotting guns and pill removers.

Booth 4874
See ad on page 50

NIE Insurance
NIE is an insurance company owned by drycleaners and laundrers. In 1915, when nobody would insure drycleaners, the National Association of Dyers and Cleaners (now DLI) formed what is now National Fire and Indemnity Exchange (NIE Insurance). The Exchange is still owned by its policyholders. Ninety-nine percent of those policyholders are drycleaners and coin laundries. Experts will be on hand to advise on insurance for drycleaning plants, drop stores, laundromats or any other business associated with fabric care.

Booth 4514
See ad on page 5

Olin Corp./HSIA
As the only global supplier of chlorinated organics products, Olin is large enough, yet agile enough, to scale to drycleaning's operational needs by providing a high-purity solvent that offers the non-flammability, low viscosity, high density and quick evaporation needed during cleaning cycles, while also leaving no residue or odors. Perc is perfect for dissolving most organic stains, enhancing fiber penetration, improving mechanical action, common fabrics and dyes in the fashion industry, delicate fabrics, and modern drycleaning equipment.


Booth 4448
See ad on page 41

Parker Boiler Co.
Parker will be displaying its 103 series 15 HP high pressure steam boiler, which is a cut away model showing internals of pressure vessels. Parker celebrates its 100th year in 2019 and is known in the industry not only as a leader in boiler market, but also can generate 100 psi steam pressure from a cold start in under 10 minutes. We are also dubbed the last boiler you have to buy with modular design, you can fix it for fraction of the cost for the next 50 years or more. Parker will have four Parker Personnel in the booth as well as three large flatscreen slideshows playing.

Booth 1031
See ad on page 51

PONY SpA
PONY SpA, based in Italy and founded in 1958, relies on a network of more than 200 distributors around the world. The range includes shirt finishers, both with pressing and blowing systems.

Continued on page 24



Wet Cleaning is the New Dry Cleaning

“Wet cleaning is better & faster than dry cleaning. We wet clean anything from wool suits to wedding gowns.”

— Gary Heflin, Owner, Perfect Cleaners

Poseidon offers innovative programmability for complete control over every conditional aspect of the wet cleaning, drying and ironing process. That's why professional fabricare operations rely on Poseidon equipment to perfectly wet clean the most delicate items including tailored wool suits, cashmere sweaters, silk wedding dresses, and so much more!

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Amy Bartlett
Director of Research
Answering questions about the chemistry behind Sanitone.



Guest Jason Flack
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Technical Team!

Who's showing what

A preview of the Clean '19 exhibit

Continued from page 22
tems, single and double, featuring the most cutting edge technology, laundry and drycleaning presses, tensioning formers for jackets, pants toppers, tables, spotting cabinets and tables.

Booth 3665
Poseidon Textile Care Systems
Poseidon Textile Care Systems will showcase the company's highly programmable Poseidon wetcleaning machines, shirt laundry plus washers and moisture-sensing and reversing Poseidon dryers. Poseidon will engage visitors with product and programming demonstrations as well as opportunities to investigate Poseidon equipment and its advantages. Poseidon dryers will be spot-

lighted during Clean '19. The Poseidon dryer features programmable drum rotation, moisture sensing, timed reversing, automatic cool-down, and more. Oven temperature, drum temperature, drum speed, reversing on/off sequence, and moisture levels are all programmable. A programmable dual-temperature sensor at the airflow inlet and outlet creates a balanced dry and continuously monitors temperatures for total control over cooling speed. The booth will also feature soft-mount Poseidon wetcleaning machines and demonstrations of the advanced Inteli control that makes every variable of the wetcleaning process programmable, including water temperature and levels, number of baths, rinses and pre-washes, automatic

chemical injection, wash-rotation speed and duration (including zero rotation), extract speed, timed chemical dosing by the second, and bath cool-down. Poseidon's hard-mount washers will be on hand, also. They deliver high-quality results and advanced programmability to properly clean a variety of items, including dress shirts, khakis, jeans, skirts and more.
Booth 4557
See ad on page 22

Pristine Collars
Pristine Collars is a preventative product that is sprayed on the collar prior to wearing the shirt. This protective barrier prevents yellowing of the collar from perspiration, make-up, oil, spills, sun screen, etc. Pristine Collars is 100 percent non-toxic, bio-

degradable, and eco-friendly. For \$100 you get a starter package that will generate enough profit to double your next order and so on to set you up to make as much as \$30,000 net profit a year from that initial \$100 investment
Booth 4774
See ad on page 50

Realstar USA
Realstar, USA is part of the FMB Group, a leading manufacturer of quality drycleaning machines. Realstar, USA is based out of McDonough, GA, and stocks a vast supply of parts as well as having an extensive technical support and one of the largest distributor networks in the world. Realstar machines are noted for innovative designs, cutting edge technology, safety

of operation, high quality control and compliance with federal, state and local regulations.
Booth 3755
See ad on page 34
Rema Dri-Vac Corp
Rema Dri-Vac is family-owned company and has operated since 1947, specializing in manufacturing air vacuum units, boiler feed systems, blow down tanks, condensate systems, custom tanks, storage tanks, extra large tanks, steel tanks, stainless steel tanks. Rema is an OEM for Crane Pumps, Burks Pumps, Barnes Pumps, Deming Pumps, Weinman Pumps and Grundfos Pumps.
Booth 4113
See ad on page 36

Renzacci
Renzacci S.p.A. has invested a vast quantity of resources in research and continuous development of new machineries and technologies at the disposal of the industrial washing and drycleaning industry worldwide. The result is more than 390 different models and versions — Biodrycleaning machines from 20 up to 180 pounds and washers and dryers from 20 up to 260 lbs. New this year is the Sanitizing and hygienizing cabinet i-Genius and the exclusive Oceano System for wetcleaning.
Booth 4233
See ad on page 25

Safechem
If you are looking for a new solvent that cleans well, simplifies your work, and gives garments a nice touch and a pleasant smell, Sensene is your answer. Since its launch in 2016, more than 300 machines worldwide are now running with Sensene, with drycleaners in the U.S., Europe, China and New Zealand raving about its cleaning performance. At the Clean Show, drycleaners will tell how Sensene has transformed their cleaning process at 11 a.m. and 2 p.m. each day at Seitz booth #4535. Machine manufacturers will also be running Sensene in their machines.
Booth 4535
See ad on page 45

Sanitone by Fabritec
Fabritec sells professional drycleaning detergents, wet-cleaning soaps and spotting chemicals as well as restoration and shirt laundry products in the US and throughout the world. Sold under the brands Fabritec, Stamford, and the Certified Master Drycleaner program Sanitone. Brands include Sanitone, Fabritec and Stamford.
Booth 4860
See ad on page 23

Sankosha USA, Inc.
Sankosha plans to emphasize one of its core strengths by unveiling the "Born From Experience" campaign. This campaign highlights Sankosha's commitment to the laundry and drycleaning industries from its very beginning over 50 years ago when founder Mr. Mitsuyuki

2019 Clean Show
Booth 4521


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Who's showing what

A preview of the Clean '19 exhibit

Continued from page 24

Uchikoshi was a drycleaner himself. Everything Sankosha does and everything it makes is designed with drycleaners and laundries at heart. The "Customer First" credo carries over to welcoming customers, guests and the curious alike to our state-of-the-art, cutting edge, creatively designed booth. New items for Clean 2019 include a spotting board, improved bagging system, restoration oriented stationary washer and new top-of-the-line form finisher.

Booth 3829
See ads on pages 10 and 11

Seitz the Fresher Company
Seitz manufactures a complete line of laundry and drycleaning chemicals and provides solutions for processing and restoring every textile, even the most delicate items. Products include detergents and spotting agents for every solvent on the market, including Seitz' alternative solvent, Intense!

Booth 4535
See ad on page 29

Trevil America
Since 1980 Trevil has designed and manufactured professional ironing equipment and electric steam generators for industrial use. The R&D engineers work to provide innovative and technologically advanced solutions for customers: simplicity, ruggedness and energy saving are their key concepts. All production is carried out in Italy by people who care for quality, who look forward to producing machines that perform well and last for a long time.

Trevil products include the Presto FC Hot Plate Shirt Finisher, the Trevistar Blown Air Shirt Finisher, Pantastar Automatic Pants Finisher that presses an entire pair of pants including the crease, the Princess Ultra Multi-Garment Tensioning Finisher, the Treviform Tensioning Form Finisher and various tensioning pants toppers, spotting equipment, steam tables, ironing tables with suction and blowing, vacuum ironing tables, boilers, wetcleaning systems, flatwork ironers. Demonstrations will be ongoing throughout the show.

Booth 4021
See ad on page 52

Union Drycleaning Products
Union, USA is the United States' largest distributor of drycleaning machines manufactured by the Union factory in Bologna, Italy.

Clean Facts

Who? The international drycleaning and laundry industry.

What? World's largest drycleaning and laundry trade show, held every other year with more than 400 exhibiting companies and 10,000 attendees.

When? June 20-23.

Where? Ernest Morial Convention Center, New Orleans, LA.

How? Members of the sponsoring associations can register in advance for \$119; registration is \$149 for all others. Pre-registration closes June 10; register on site for \$169.

Sponsors: Five industry trade associations: Drycleaning and Laundry Institute, Textile Care Allied Trades Association; Coin Laundry Association; Textile Rental Services Association of America; Association for Linen Management.

Management: Riddle & Associates.

Web site: www.cleanshow.com

Union is part of the FMB Group, a leading manufacturer of the highest quality drycleaning machines.

Union, USA is based out of McDonough, GA, since 1990 and stocks a vast supply of parts in addition to extensive technical service and support for one of the largest distributor networks in the world.

Booth 3143
See ad on page 31

Unipress Corp.
Unipress is a leader in the design and manufacturing of finishing equipment for the laundry and drycleaning industry. Based in Tampa, FL, Unipress has been providing quality and technologically advanced products to the industry for decades. The newest innovations for 2019 will be on display.

Booth 3743
See ads on pages 2 and 43

Unisec, Division of New York Machinery
Advanced drycleaning machines with EM Technology — no distillation, no steam, no water drycleaning machine. Unisec has more than 40 years of drycleaning machine manufacturing experience. New York Machinery has more than 30 years of service and distribution experience. Both have joined forces to produce a technologically advanced drycleaning machine available for use with EM technology and all alternative solvents.

Booth 3565
See ad on page 26

White Conveyors
White Conveyors' SUV-OAS Automated Order Assembly System is the perfect solution to boost productivity, improve customer service and increase profits while reducing operating costs. The system is designed to help make your business more competitive and profitable. Delivery and installation are quick and pain-free. It's time to begin realizing remarkable time and money savings.

Booth 1501

Yamamoto Japan
Yamamoto features industrial laundry equipment including washer extractors, combo washer extractors and folders. These along with the Harmony wetcleaning system will be on display.

Booths 3765 and 2556
See ad on page 28



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Unisec is available through our distributor network or from New York Machinery directly. Please call us for a brochure or check out our website for further information.



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 <p>Pre-Spot Amazing effect of EM in pretreatment</p>	 <p>Stain Killer Water soluble, oil soluble, excellent protein stain elimination</p>	 <p>EM Hydrocarbon Product proven over 15 years</p>



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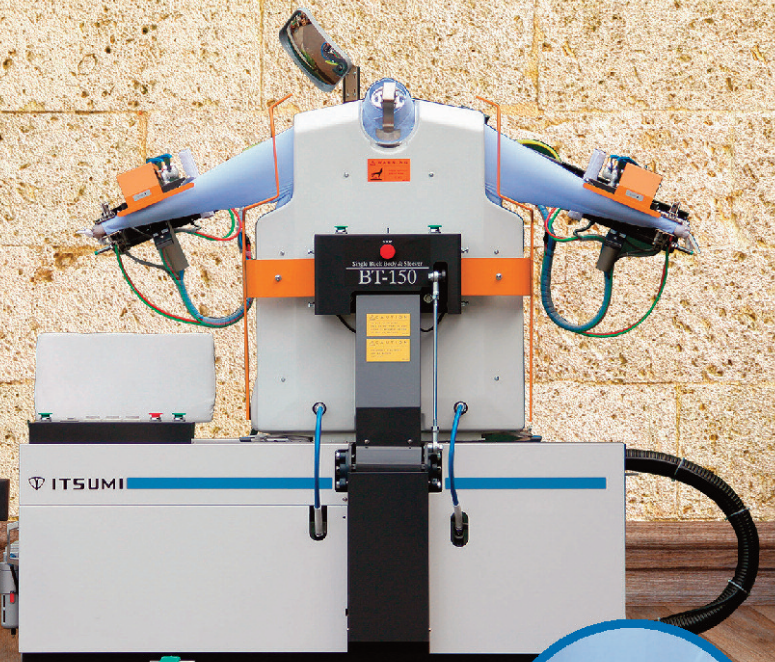
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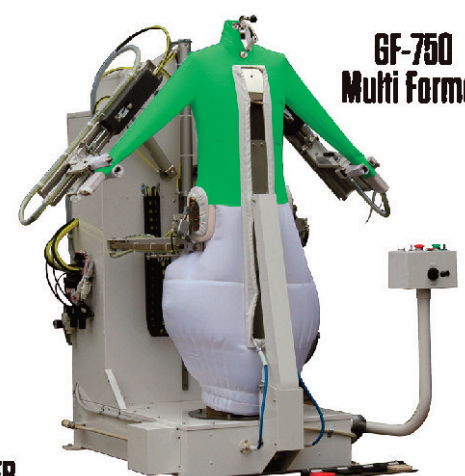
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To learn more, see the Index of Advertisers on page 50 or visit www.natclo.com/ads

MARKETINGMAN



BY LARRY SIEGEL

Maximize connections at the show

I am a huge fan of trade shows! I have worked on all sides of them over the years: management, exhibitor and attendee.

There's nothing better than putting a face to a voice, shaking hands, talking and listening to industry movers and shakers, and, best of all, seeing and touching new products. With hundreds of exhibitors and 30 educational sessions, the Clean Show has everything you're looking for to build your business... plus, it's in New Orleans!!

It's a big investment of time and money (even if you live in or near the host city) for owners and key staff of a cleaners to attend the Clean Show, so I'm going to dare to make an assumption that you have a purpose for going and a plan to make the most of the days you go. (You also know to bring lots of business cards, financial data if you're going to make deals, and two pairs of comfortable shoes to switch every few hours, right?)

So, as you traverse the exhibits and attend seminars, look for opportunities to establish and build industry relationships and find content for your social media platforms.

If you're active on Facebook and In-

stagram, or if you blog, share your Clean Show experience with your fans to let them know there's more to your business than drop off and pick up. You don't have to go crazy, but when you discover things that are new, different and/or interesting that will make the quality of your work and service better for your customer, share!

Of course, you might need to explain, for example, what a double buck shirt press is and why a new one will be better, but your excitement about it can be contagious.

Be sure to also share photos of the installation process and one of your production teammates using it in the future.

Personally, I prefer taking photos more than being in them, however, I actually like being included in trade show shots. It's good to be visible within the industry, so don't shy away from a camera when an exhibitor or a show photographer points it at you.

When you are taking group "selfies" and posting on social media, be sure to hashtag the exhibiting company name and the Clean Show; it's also nice to attach these photos in post-show emails with your contacts from the exhibiting

company.

The availability of video calling technology like FaceTime, Google Hangouts, Whatsapp and Skype offers you the opportunity to connect what you're doing at the show with your teammates who couldn't make the trip to New Orleans. Introduce them to sales reps and industry experts they may have spoken to but never met face-to-face; show them parts of an in-booth demonstration taking place. Just keep in mind what time zone you're calling!

Do you have questions about how other cleaners get new customers, what are the best promotional offers, whether email or snail mail is more effective, or fashion trends that are heating up?

Whatever you're pondering, take a little survey of the people you meet at the show! This is a great ice breaker when you're attending seminars with your peers or even standing in line for refreshments.

Most people don't mind sharing information when they know you're not competing with them from down the block... and, when you exchange business cards, offer to send them your survey results after the show.

Finally, when you read NATIONAL CLOTHESLINE and other trade magazines, do you ever think to yourself, "Hey, I could have said that," or wanted to let the industry know about a successful promotion you ran?

The major trade publications have booths at the show — ours is Booth 4307 — and the editors roam the show floor constantly in search of product news and interesting stories to cover. Feel free to approach them and introduce yourself, let them know you're available for comment on industry trends, even pitch a story. The series of articles I wrote over the last six months resulted from a conversation Hal Horning and I had at the Fabricare convention in Long Beach last year... prior to our face-to-face contact, I was only sending him media releases for my clients.

Enjoy the show!

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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When I found out I had to change from perc after 14 years, I was very concerned that I would have to deal with the “alternative solvent” headaches I had heard so much about. To my surprise, since switching to **intense®** I have had none of the issues I was worried about. My cleaning results have been nothing short of amazing. My customers have noticed that there is no chemical smell on their garments anymore and are pleased with the feel and cleanliness of their clothes, as well as the idea that we are more environmentally responsible now. **intense®** was the right move for us.

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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- has a high cleaning effect
- ensures smooth goods and reduces the ironing effort
- ensures exceptional cleanliness
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SOUTH WEST



DUTCH BOY CLEANERS in San Antonio, TX, purchased a Columbia C550VGH hydrocarbon cleaning machine through Mustang Enterprises. Pictured from left are Ruben Venegas, production manager, Jeff Daake, general manager, Pat Gardner, owner, and Chris Hogard of Columbia/ILSA.

Mulberrys Garment Care opens first Dallas retail store

Already boasting a significant presence in California and Minneapolis, Mulberrys Garment Care continues to expand its reach. Recently, the company opened its first retail store in Dallas, TX, to accompany its on-demand service in the city that began last July.

The store is located at 4441 Lovers Lane in Dallas; the University Park location, as it is known, is supposed to be the first of many to be opened in Dallas and the state of Texas. Dallas is the company's third major market.

Mulberrys will be considering areas downtown and in Uptown Dallas, Plano and Preston Hollow.

For almost a year now, Mulberrys has used its on-demand mobile app service in the area, which includes options of one-hour pickup and 48-hour return delivery.

"We are so happy to open our first retail location in Dallas and know that our customers from University Park will love visiting our store," noted Dan Miller, Mulberrys founder and CEO.

"We are reinventing the laun-

dry experience both with our storefronts and with our on-demand app service and we look forward to our continued expansion in Big D and beyond," he added.

The company, which was founded in 2009, emphasizes its eco-friendly and technology-driven practices in an attempt to give customers a better overall experience. Storefronts also feature nice benefits such as modern decor, free coffee and snacks, biodegradable packaging and 24-hour drop boxes.

Originally, Miller, despite having no drycleaning experience, was inspired to consider owning a drycleaning plant based on bad experiences with others.

In a profile interview with National Clothesline from January of this year, he explained: "A lot of it was the standard issues that customers face, whether it was lost or broken buttons or a torn hole in the shirt or clothes coming back smelling funny of chemicals, the lack of technology, the fact that a lot of cleaners didn't even have a web site."

Currently, Mulberrys operates nine stores and 350 locker locations in San Francisco and Silicon Valley and is the largest laundry provider in the state of California. It also operates six locations in Minnesota's Twin Cities of Minneapolis and St. Paul.

For more information on the company, visit them online at www.mulberryscleaners.com.

SDA begins plans for Oct. board meeting, 2020 showcase

No specific agenda has been detailed yet, but the Southwest Drycleaners Association has already started making post-Clean Show plans, including a board meeting late this year and its annual Cleaners Showcase show early in 2020.

SDA's board and membership meeting will be held from Oct. 25 to 26 in Tulsa, OK. Then, the next installment of its Cleaners Showcase is set to take place in Fort Worth, TX, from April 16 to 18.

The association is expecting to feature wares and services from over 100 exhibiting companies with over a thousand attendees walking the exhibit hall aisles. They also plan to host live demonstrations for attendees and offer idea-generating educational sessions.

Look for more details of each upcoming event in the coming months from SDA by visiting them at www.sda-dryclean.com or contact the office directly at (512) 873-8195.

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MIDWEST



BEST WAY CLEANERS in Anderson, IN, installed a Quicksort assembly system. The owner, Tony Thanas (left), is pictured with Brett McLeod of Garment Management Systems.

MWDLI plans its annual convention for Cincinnati

A quartet of top speakers have been lined up for the Midwest Laundry and Drycleaning Institute's upcoming annual convention, set to be held at the Hyatt Regency in Cincinnati, OH, from Aug. 2 to 4.

Their topics will range from hiring to marketing to customer service. But first, before those Saturday and Sunday sessions begin, golf must be played.

The association will host a round on Friday at the Devou Park

Golf Course for those who register to play. The cost is \$50 in addition to the convention registration.

Following a full day on the greens, attendees will gather for a cocktail reception from 6 to 8 p.m.

On Saturday morning, MWDLI will begin the day with welcoming remarks and the installation of new officers from 8:30 to 9 a.m. before Jeff Jordan begins the seminar sessions with an hour-long program on "How to Hire,

Motivate and Retain Valuable Employees for Small Businesses."

Jordan is the vice president of business development for Fabritec International. He graduated from Thomas More University with a degree in Business Administration and Human Resources and will draw on his experience as a recruiter and department sales manager for Citibank North America and 53rd Bank.

After a break for vendor exhibits and the silent auction, Mary Miller, CEO of JANCOA Janitorial Services will discuss "How Creating Value Drives Results" at 10:30 a.m.

Miller is a founder of The Dream Manager program which encourages and inspires employees to identify their dreams and take real action to achieve them.

At 1:30 p.m., Brian Rashid, CEO and creator of the modern day branding and communications company "A Life in Shorts" will help you figure out your own company's story and how you can tell it effectively to your customers.

MWDLI will host a Saturday evening dinner and then Trudy Adams, the principal of Blue Egg Consulting, will speak on two separate topics Sunday morning.

At 9 a.m., she will present "Delivering on a Constant Customer Service Promise." Then at noon she will focus on "The Importance of the Customer Service Experience."

Many attendees will remember Adams from her tenure as vice president of sales and customer service at Cleaner's Supply. Today, her work with Blue Egg Consulting centers on sales, marketing and customer service for clients.

This year's headquarters hotel is the Hyatt Regency Cincinnati located in the downtown district at 151 West Fifth St.

MWDLI has reserved a block of rooms for attendees at a rate of \$175 per night. The cut off date for making reservations is July 11. Call (800) 233-1234 and mention your affiliation with MWDLI.

Registration for the convention is already open and those who want to avoid a \$20 late registration fee should sign up before July 11.

The cost for a full registration package, which includes the Friday night cocktail reception and all Saturday and Sunday functions, is \$175 per person. Additional full conference registrations from the same company cost only \$150 per person.

Individual registration packages are also available. To sign up, or for more information, visit www.mwdli.org and click on the "Events" menu option on the top of the homepage to be taken to a registration form.



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THE ROUTE PRO



BY JAMES PEUSTER

Getting everyone on the same page

As we prepare for the Clean Show, we would first like to invite you to our booth (1304). We will be providing a *free* route analysis to anyone who attends. Enough of the shameless plugs. The

big question I have for all of you is how do you feel about your current route situation? It seems like for the past few years I've talked to a lot of owners who are comfortable and complacent about

where their routes are, and they are not doing thing to make them grow. Eventually I get the phone call that says I need your help and, hopefully, it's not too late.

One of the things that I continue to see is that the pick-up and delivery portion of the business tends to get orphaned and forgotten. Year after year goes by maintaining a customer base and the growth just isn't there. Eventually people move, die, lose their job, get divorced and change drycleaners and you are stuck in a situation where your routes decrease. Yet you stay the course.

So here's the deal. Seriously take a look at your current route situation and look at it as a growth portion of your business.

When you seriously take a look at it in this manner, you recognize that you need to focus on sales and marketing and do it in a profitable way.

This is where many of you get to, and then you have to make a hardcore decision and determine if your current route drivers are on the same page as you are in regards to building the routes.

Are they trying to get two or three new customers a week or are they trying to get done by two or three? Are they doing the retention needed? Are you holding them accountable for it?

Too often I deal with the situation where the owners, the drivers and the managers are not on the same page and this is the most critical foundational element of the business.

Failure to communicate, plan, invest and focus leads to a decrease in route business.

Again, we hope to see you at the Clean Show and sit down with one of our staff members to determine if your future looks promising in 2020 and beyond.

It's not about surviving it's all about thriving!

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



OAKS CLEANERS in Houston, TX, installed a Union HL-860 cleaning machine with solvent heating. Pictured from left are Saleem Ali, owner, Matt A. Lipman of Union and Rahim Maknojia, owner.



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NORTHEAST



A1 CLEANERS in Elmford, NY, purchased a Unisec MS-502N cleaning machine through New York Machinery. A1 Cleaners manager Ms. Rocky is pictured with Robert Lee of New York Machinery.

Mandatory MA boiler training class offered by NEFA in June

Those needing to update the proper Special Boiler Operator & Special Operator in Charge credentials for the state of Massachusetts will have an opportunity in June.

The North East Fabricare Association will offer a six-hour continuing education course on the topic on Saturday, June 15. Those who attend will be able to renew their licenses.

The site for the event will be Anton’s Cleaners Corporate Offices at 500 Clark Road #3A in

Tewksbury, MA. The class will begin at 9 a.m. in the morning and conclude at about 3 p.m. A light lunch will be included.

The course outline for the day will include: boiler plant principles; boiler plant operation and maintenance; water treatment for boiler plant; understanding your boiler; and Massachusetts laws and regulations regarding boiler plant operation, maintenance, inspection and licensing.

The class can take a maximum of 20 students, so signing up early

is recommended. The registration deadline is June 7.

Cost to register for the class is \$225 for NEFA/DLI members and \$325 for non-members.

To sign up, go to www.nefabricare.com and click on the link at the bottom of the “Massachusetts Mandatory Boiler Training” section.

Clean Classic is coming

The NEFA website also has information on its “Brad Friel Memorial Clean Classic” that will be held on Wednesday, July 17 at the Cyprian Keyes Golf Club in Boylston, MA.

There will be a shotgun start at 9:45 a.m. Golfers will follow a 2-score, Bramble format this year.

The cost to play is \$660 per foursome or \$165 for an individual for 18 holes of golf, a cart, participation in the Longest Drive, Closest to Pin and other contests, lunch at the turn and an awards dinner afterward.

For more information, contact the NEFA office, (800) 442-6848.

NCA to host cleaning classes in June, July

The National Cleaners Association has designs on a busy summer. In addition to exhibiting at the Clean Show, NCA will host four courses in the next two months.

“Technical Training at the Counter for CSRs” will take place in New York City on Thursday, June 6. It is a seven-hour course.

Next up on Sunday, July 14 will be two separate options. The first will be an 8-hour one-day course on “Basic Spotting 101 with Alternative Solvents” that will be held in the Bronx. It costs \$250 for NCA members and \$350 for non-members (the same cost for the June CSR class).

Also on that Sunday, NCA will host a two-day, 16-hour course on DEC Certification for New York State. It meets on consecutive Sundays (July 14 and 21) in New York City and costs \$809 for members and \$1,309 for non-members.

Finally, the association will host a five-day, 40-hour Radical “Drycleaning/Stain Removal” course that meets from 8:30 a.m. to 5 p.m. Monday through Friday, July 29 to Aug. 2.

Tuition is \$750 for members and \$995 for non-members.

NCA is also making plans for its Texcare drycleaning and laundry exposition to take place Oct. 19 and 20 at the Meadowlands Expo Center in Secaucus, NJ.

Information for exhibitors is available on NCA’s website, www.nca-i.com.

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THE SPOTTING BOARD



BY DAN EISEN

Understanding chemicals and neutralizing

An important key to effective spotting is understanding which chemicals neutralize each other.

This gives the drycleaner the ability to correct color change and mix similar chemicals to improve stain removal.

Chemical neutralizing occurs in spotting, bleaching and wetcleaning. Although the principles are similar, the application is different.

Acids and alkali are your primary chemicals on the spotting board. Acids neutralize alkali and alkali neutralizes acids.

When a color change occurs, you use the opposite. When acids cause a color change, you use alkali and when alkali causes a color change, use an acid.

You can never use an acid and an alkali together since they neutralize each other and form water and salt.

If you are working on a stain, you can mix similar chemicals with each other. Mix acid-based chemicals with other acid-based chemicals and mix alkaline-based chemicals with other alkaline-based chemicals.

Acids

These release hydrogen ions in the presence of water and include tannin formula, color safe rust remover (oxalic acid), rust remover (hydrofluoric

formula, ammonia, some enzyme-based agents, and some lanolin type ink remover

Restore color change caused by alkali.

1. Flush.

other factors that must be considered when correcting a color change. You must consider whether the bleach is alkaline or acid in nature. The chemical nature of the bleach

ide or perborate.

Mixing bleaches

Avoid mixing bleaches as chemicals can cause rapid decomposition. For example, ammonia and chlorine bleach release chlorine gas.

Wetcleaning detergents

Some wetcleaning detergents neutralize other detergents.

A cationic detergent breaks down when mixed with an anionic detergent. Softening agents are cationic in nature and also break down with anionic detergents.

Some spotting chemicals are anionic in nature and cause cationics to break down. This can cause difficult rings to occur.

Correcting rings

1. Acetic acid and nonionic lubricant.
2. Dryside agent.
3. Dryclean.

Laundering sour

When laundering heavily soiled fabrics, a large amount of alkali is used. The alkali is necessary to aid in soil removal.

If alkali is left in the fabric, yellowing and fabric weakness can occur. A sour or acid is used in the rinse cycle to neutralize the alkali.

If the amount of sour is not controlled, the sour remaining in fabrics can cause weakening and degrading of the fibers. Some drycleaners have opted for extra rinses to avoid using excess sour.

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.

When acids cause a color change, you use alkali to correct it. When alkali causes a color change, use an acid.

acid), and some oily type wet and ink remover

Acid color change correction.

1. Flush.
2. Ammonia.
3. Flush.

Rust remover

This agent does not easily flush out of a fabric. If it remains in a fabric, it can cause fabric damage and chemical irritation to the wearer.

To remove, use the following procedure:

1. Flush.
2. Protein formula.
3. Flush.

Alkali. These release hydroxyl ions in the presence of water. They include, protein

2. Acetic acid.
3. Flush.

Chemical mixing

From the list given, it can be seen that I can enhance my ink removal by using a tannin formula with an acid-based ink remover. I can enhance an alkaline-based ink remover with a protein formula.

Bleaching

There are two types of bleaches — oxidizing and reducing. Oxidizing bleaches put oxygen in a fabric while reducing bleaches remove oxygen. Oxidizing and reducing bleaches neutralize each other.

Although these bleaches are chemically opposite, there are

may be a factor in a color change.

Oxidizing bleach

Hydrogen peroxide. This bleach is near to neutral. Color change can be attempted using a reducing bleach such as bisulphite or hydrosulphite.

Sodium perborate and sodium percarbonate. These are alkaline in nature. Color change can be attempted by using an acid to neutralize the alkali. Then use an opposite bleach such as bisulphite or hydrosulphite.

Sodium hypochlorite. This is alkaline in nature. You remove the bleach by accelerating it with an acid. Then use hydrogen peroxide to neutralize the bleach. Then use sodium bisulphite or hydrosulphite.

Potassium permanganite. This is considered chemically acid. You neutralize it first with hydrogen peroxide and acetic acid. Then use bisulphite or hydrosulphite.

Reducing bleaches

Sodium bisulphite. This is acid in nature; correct color change by perborate or percarbonate.

Sodium hydrosulphite. This is acid in nature; color change correction is attempted by perborate or percarbonate.

Titanium sulphate. This is acid in nature. Correct change by removing discoloration by rust remover. Then use perox-

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KEEP IT LEGAL



BY FRANK KOLLMAN

Rules regarding payroll deductions

Remember your first paycheck? Were you surprised to learn that there were deductions for federal tax, state tax, and the Federal Insurance Contributions Act (Social Security and Medicare)?

In addition to these mandatory wage deductions, employers are frequently called upon to make other payroll deductions, either for the benefit of the employee, the benefit of the company, or the benefit of a third party like a judgment creditor.

The crux of the problem is that virtually every state has its own rules on non-mandatory payroll deductions, which are also part of state wage payment and collection laws.

In most jurisdictions, if you fail to pay an employee wages that he or she is due, you can be sued for double or triple the amount you should have paid, plus attorneys' fees. An improper deduction is considered a failure to pay wages when due.

In addition, the federal Fair Labor Standards Act imposes restrictions on payroll deductions, even if the deduction was proper under state law.

The general rule is that non-mandatory deductions need to be authorized by the employee in writing to be valid. It is immaterial that the employee owes you money (or may have even stolen money). A deduction without written authorization in most instances is improper.

There is nothing wrong

with getting that written authorization long before it is needed, perhaps as part of the employee's orientation, but a written authorization is the gold standard.

Even with a written authorization, some deductions are specifically prohibited by federal and state law. Any deductions that take an employee below the minimum wage can be problematic.

If the employee is repaying a cash advance or paying his or her share of health insurance premiums, voluntarily, typically that is fine. If the deduction is mandatory (for example, cash register shortages), the deduction cannot take the employee below the minimum wage.

Speaking of cash register shortages, some states specifically prohibit deductions for shortages, breakage, and other employee negligence. You can fire an employee in those states for shortages or breakage, but you cannot make them pay for it. Check your state laws.

Payroll deductions for salaried, exempt employees can run afoul of the Fair Labor Standards Act and cause a company to lose the exemption from overtime.

As you know from previous columns, to be exempt, most employees must be paid a salary. If an improper deduction is made, the Department of Labor takes the position that the employee has been converted to an hourly employee, and overtime must be paid.

For example, if an exempt

employee is called for one day of jury duty, he or she cannot have the day docked from his or her salary. The most you can deduct is the amount the employee received from the court

termination to earn the commission, the commission should be paid.

If more work was needed to be done by another employee to complete the sale, commis-

ders, even if the employee no longer works for you.

You must respond to the court if that is the case, and if the employee is due pay subject to the garnishment, you

The general rule is that non-mandatory deductions need to be authorized by the employee in writing to be valid.

for the day, in many cases being less than an hour of pay. You better also have written authorization to make that deduction.

The final paycheck

One tricky deduction issue can be caused by a final paycheck.

In most states, there are rules dealing with unused sick leave and unused vacation. If the employee has actually earned these amounts, he or she is usually entitled to be paid for the unused time. Some states will look at the actual sick time and vacation policy to determine if payment is required.

Another issue can arise for commissions. Most employers hate to pay commissions to employees after they leave, so their commission policies require the employee to be on the payroll when the commission is to be paid.

These policies are frequently found to be illegal — if the employee has done everything required prior to

sions can be withheld depending on the circumstances.

But what if the employee is caught stealing? Can you withhold that person's final paycheck?

Unfortunately, unless the employee agrees to the withholding in writing, the answer is "no."

Pay them and file criminal charges. Typically, the prosecutor will require restitution of the stolen amounts as part of any plea deal, or the court will separately order it. That is better than being sued for triple damages and having the state authorities claim that the thief was entitled to be paid under state law.

Court-ordered withholding

Sometimes, you will receive a court order to withhold money from an employee's paycheck. For example, in most states, a person or company with a judgment can garnish the wages of the person who owes them money.

Tip: Do not ignore these or-

must withhold the amount and send it to the creditor. Failure to do so makes the employer liable for the garnishment.

If you have any questions about the legitimacy of the court order, contact the clerk's office of the court. The clerks will normally be helpful.

Do not ignore orders for child support or tax liens. Never assist your employee to avoid them.

Again, if you doubt their authenticity, by all means do your footwork. Ignoring them, however, could cause liability for the amounts that should have been withheld.

Further, read the orders because they often tell you how to calculate the amount of the withholding.

Fixing errors

Payroll mistakes should be corrected as soon as possible. Some states even prescribe how long you have to correct an error. In any event, making sure that payroll mistakes are promptly corrected is a good business practice.

Finally, if you use independent contractors (normally a bad idea if they should, in fact, be treated like employees), deductions from their "contract payments" are not subject to payroll deduction restrictions. Nevertheless, if a so-called independent contractor is found to be an employee, all these deductions will be subject to wage payment and collection laws, as well as the Fair Labor Standards Act.

In sum, get it in writing, be mindful of the FLSA, know your state's laws, do not ignore court and agency orders, and do not misclassify employees as independent contractors. The devil is in the details.

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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SHIRT TALES



BY DON DESROSIERS

What your customers can teach you

I have had a particularly rough last few days of traveling. On the way to the airport this morning, I had that on my mind.

Most of the issues that I had don't really have anything to do with the airline, but are a byproduct of air travel. Nonetheless, because I travel as much as I do, I have become a very regular customer at several travel-related businesses. The fact that I am a regular customer at these places that I will name is what I want to talk about today.

When you have a regular customer, you get to know him or her. You call them by name. You may go up to the call office and chat with them when they come in. You may give them special privileges or discounts. You may send them a Thank You gift at the end of the year.

All very nice gestures that are part of maintaining a special relationship with customers that hold you in a high enough regard to give their business exclusively to you while forsaking all others.

Excellent. But what happens when a good customer be-

comes an ex-customer? Do you know about it? Did you catch it in time? Did you bother to learn why this "whale" or "big tuna" stopped patronizing you?

Database mining is the key to this and while I am not the

ice. Nothing more, nothing less.

Whether you are an airline, a travel agent, a drycleaner or a local hamburger joint, you must know what your customers think and what they think about you. You must

standard service and quality is offered in all categories. Jack of all trades, master of none.

But I digress. Certainly an education about the wants and needs of a customer is in order rather than an educated wild guess about those wants and

you still think that you should lower your shirt price to attract new customers?

If you know what your customers think, you will make far more educated business decisions because you will be informed. Adding shoe repair,

What happens when a good customer becomes an ex-customer? Do you know about it? Did you catch it in time? Did you bother to learn why?

most qualified person to discuss how you should go about mining your customer database because I am not an expert on your POS, nor am I an expert on marketing, in some regard I am the most qualified person to explain the importance of learning about your customers because I am a customer at many places.

I really enjoy learning about other businesses. How they market, how they earn customers, how they make money.

In my opinion however, there is a common denominator and that is customer serv-

know what they want.

Often we try to avoid this fact-finding step by trying to offer the customers everything. I once read a sign in a drycleaners shop that said "We specialize in Drycleaning, Shirts, Leathers, Suedes, Shoe Repair, Tailoring and Alterations."

Perhaps a check with Webster regarding the definition of the word "specialize" is in order. This is an attempt to be all things to all people. This is merely a list of services offered rather than true specialties.

Often the case is that only

needs.

I have a few examples to share with you. They have nothing to do with the shirt business. There is a good reason for this.

I guess that I am a "big tuna" at my drycleaner. But I suppose that I am not the only "big tuna" at this cleaner. If I stopped going there, I would expect that the owner would call me or write me and want to know what's up.

There are a number of good reasons why you will lose dozens of customers this year: moved away (I moved away from my previous drycleaner's area), passed away, changed jobs, lost job, etc. Those are part of being in business.

But suppose that you lose customers because you press a lousy shirt? Or your orders are consistently late? Or you smash buttons? Or you can't get collars clean? Or you lose shirts and miss-assemble orders?

Will you still concentrate on adding new "specialties?" Will

for example, is nonsensical if you cannot provide good quality and proper service for the services that you and your customers expect you to provide.

So, the idea is to learn from your customers. POS database mining is probably the most effective way to do that.

When you go to the Clean Show this month, there will be many to choose from. I am not qualified to recommend one, nor am I qualified to show you how to extract information from the one that you may already have. But it is most important that you use your POS for more than a glorified cash register.

I am a good customer at numerous businesses and I am an ex-good customer at many. I believe that it is unethical to continue to support a business that does not care about my wants and needs. Continuing to do so, in my mind, is sort of endorsing their carelessness.

I think that many people feel that way, but may not have

Continued on page 46

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CRAZY CLEANERZ in Cordova, TN, purchased four Union HP860 cleaning machines through Cates Maintenance Co. Pictured from left are Vic Williams, eastern sales manager for Union USA, Kevin Burditt, GreenEarth technical representative, Andy Lien, GreenEarth technical director, William Cates, owner of Cates Maintenance, and Shaine Burns, owner of Crazy Cleanerz.



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Don Desrosiers

What your customers can teach you

Continued from page 44

thought it out that way. You simply patronize a business because it is convenient and maybe you don't know any better. It is hard to be a "big tuna" at the local dairy store or quickie mart, but we are in a business where you can generate — or perhaps stumble upon — a very good customer. When a customer starts bringing you 10 shirts a week, plus his drycleaning, you know that he is a professional that has high regard for his personal appearance and changes his shirt mid-day in order to present that appearance in the afternoons as well as the mornings. When he stops coming to you, you want

to know why. I have been buying airline tickets through Orbitz for many years. I am currently on my last trip with them. I switched to American Express travel for one reason only. I get double Membership Rewards points with American Express if I book my travel with them. This has been a particularly stressful switch for me because I regard myself as a loyal customer. I am simply not going to switch from one provider to another for no good reason. American Express is like you are when you try to get a new customer. You search for something that works. The harder it is to get a customer, the more that customer is worth because you know that

you are romancing a loyal customer. If the customer is too easy to get, they may also be too easy to lose. Will Orbitz contact me? That remains to be seen, but I expect that a vendor of that type — one that can generate, or stumble upon, big customers — would be very concerned about why they lost one. Orbitz doesn't make a ton of money on me — their fees simply are not that high — but I must be a good customer. How many people buy three, four or even five airline tickets per month? It simply cannot be the majority of their customers. United Airlines is annoying me. There have been a few in-

cidences of poor service that, at this moment, I simply choose not to ignore. A couple of other major carriers will transfer my current status with United to their airline simply because they know that I will simply and suddenly become a new "big tuna" at very little, if any expense to them. Will United Airlines call me? That too, remains to be seen. To you, it doesn't matter whether they call me or not. What matters to you is your business. What will you do when you lose a regular customer? Will you or will you not make the appropriate tweaks in your business that will help to retain

your good customer. United Airlines probably will not ever contact me. They probably have hundreds of thousands of customers like me and therefore consider me to be relatively insignificant. Shame on them. Take care of the pennies and the dollars will take care of themselves. My wife and I were very regular customers at a restaurant in the city. So much so that the manager always came to our table to greet us, always seated us in the section that we preferred. We even had our own personal waiter, so to speak. Because he was particularly good at his job, we always wanted him as a server and almost always got our wish. The meals there were always "over the top."

I believe that special attention was paid. We were treated like king and queen. We moved away and the manager knew this. He knew in advance that we would not be anywhere near as frequent diners. A few months ago, we made a special trip to this restaurant because we missed the special attention, fabulous food and royal treatment that we invariably experienced. We returned to find none of those things. The manager was the same though and he did acknowledge us, but nothing more. I expected to be received as the long lost son, perhaps our usual reception that would make me long to return. My trip to this establishment, this time, was more complicated for me than previous visits because it was further away. I would have expected to be treated more graciously rather than less graciously. Don't you agree that a big tuna in the making is worth seducing? That big tuna in the making is at least as valuable as the ones that you already have.

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

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

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SUNDAY, JUNE 9

Wet Cleaning in Action Open House
9 a.m. to Noon



Tom McAllister

Wet Cleaning in Action is the focus of an open house seminar at Signature Cleaners in Doylestown, PA on June 9. Tom McAllister of Kreussler will lead us through the process, demonstrating the methods for using wet cleaning on different types of garments and fabrics. We'll also learn about efficiency, profitability and environmental advantages of wet cleaning. Questions about pressing & finishing wet cleaned garments will also be addressed. Demonstrations will start at 9 a.m. and will be repeated throughout the morning, allowing attendees to come at varying times. Signature Cleaners is located at 1456 Ferry Road in Doylestown. Light refreshments will be served.

To reserve a place at these activities or if you have any questions, please call the PDCA office 215-830-8495 or email Leslie@pdcclean.org.

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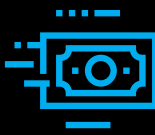
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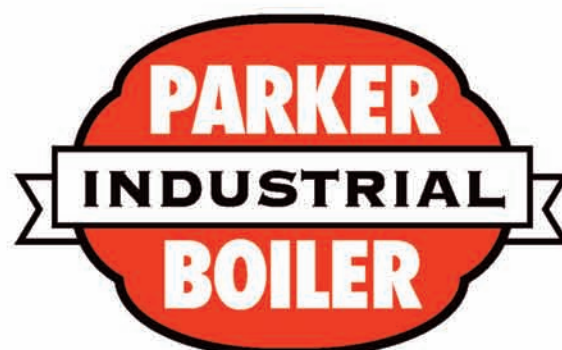
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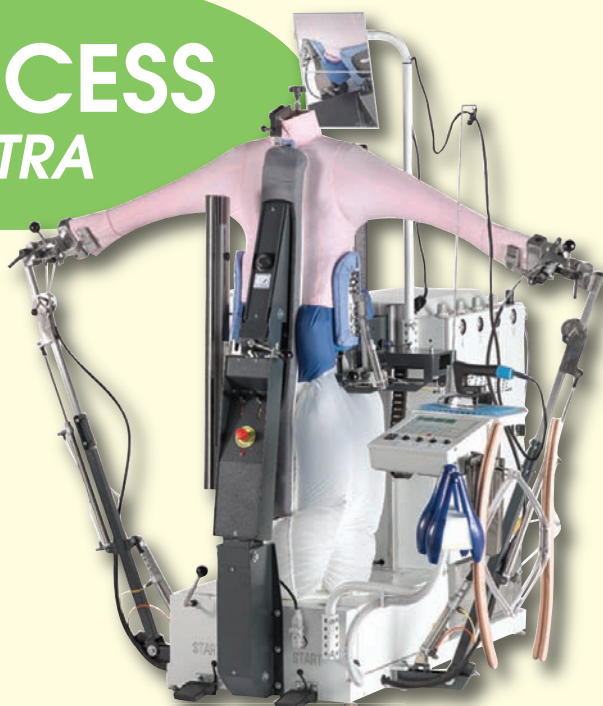
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