



National

# Clothesline

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## A changing industry showing itself



The Meadowlands Exhibitions Center was a beehive of activity on Sunday as cleaners swarmed through the aisles to see fully operating equipment and seek ways to improve their businesses from vendors.

Changes in the industry are perhaps no more evident than at its trade shows where fewer companies and fewer cleaners are seen than at trade shows of the past.

The National Cleaners Association's Texcare exposition in Secaucus, NJ, held Oct. 19-20 was an example. NCA has held its show at the Meadowlands Exposition Center for years and those who have attended over those years easily notice the diminishing size and scope of the show.

Fewer cleaners are turning out, too. Saturday attendance was sparse. Business picked up on Sunday as more cleaners flowed through the aisles where exhibitors demonstrated and described their offerings.

And there was more. Both mornings featured free seminars full of ideas to breathe new life the business. Saturday focused on harnessing computer power to reach new customers, retain existing ones and stay on the cutting edge. On Sunday, cleaners heard from NCA Executive Director Nora Nealis on the challenges of the current business climate and how to meet them after NCA's Technical Services Director Alan Spielvogel advised cleaners who may be looking to wind down their careers in the industry.

So while fewer cleaners are turning out, those who came got much to take home.

## Census count of cleaners continues drop

A decline in the number of drycleaning plants in the U.S. as reflected in data from the U.S. Department of Commerce continued in the five-year period from 2012

to 2017 but was not quite as steep as the drop in the previous five years.

The numbers come from the department's Economic Census of

businesses taken every five years. The 2017 figures, released in September, showed 20,621 drycleaning establishments in the U.S., down from 22,543 in 2012 and

from 26,093 in 2007. In all, there were about 20 percent fewer drycleaning establishments in 2017 than were counted in 2007.

The 2017 number is the lowest since the five-year census cycle began in 1967.

While the five-year census provides a useful measure of the industry's economic health, it can't be taken as a complete tally of all drycleaners. Many businesses are not even counted. For example, non-employers, which the government defines as businesses that had no paid employees during the census year, are not included in the data. Many other small employers do not receive census forms. Data on these firms is derived or estimated from administrative records of other federal agencies.

Despite the lack of hard data from every single drycleaning plant, the census over the years seems to accurately track rising and falling fortunes of the drycleaning industry. The 1967 census, which marked the begin-

ning of the five-year census cycle, counted 30,625 drycleaning plants. That fell to 28,422 five years later as the infamous "Polyester Recession" kicked in. Every five years thereafter showed a continuing decline until hitting the previous low in 1987 when 21,527 were counted.

In terms of revenue, there is good news and bad news in the numbers. The good news is that total receipts rose between 2012 and 2017 and are approximately the same as 2012, both at about \$8 billion. The bad news is that inflation has eaten away at the value of those dollars. If revenue over those 10 years had keep pace with inflation, they would need to be \$9.9 billion. So in real dollars the industry has lost nearly \$2 billion in revenue or just under 25 percent in the past 10 years.

Payroll for the industry rose in the past five years and is back to about where it was in 2007. But in 2007, that payroll was divided among 169,580 employees; the

*Continued on page 8*

### The ten-year trend: 2007-2017

Kind of Business	Establishments	Receipts (\$1,000)	Payroll (\$1,000)	Employees
<b>Drycleaning &amp; laundry</b>				
2007	26,093	8,090,342	2,739,085	169,580
2012	22,543	7,605,494	2,526,754	143,598
2017	20,621	8,096,848	2,718,496	133,251
<b>10-year change</b>	<b>-5,472</b>	<b>6,506</b>	<b>-20,589</b>	<b>-36,329</b>
<b>All drycleaning &amp; laundry services</b>				
2007	39,484	23,389,776	7,505,855	344,588
2012	35,811	23,360,275	7,164,811	299,506
2017	33,905	27,059,580	8,007,550	298,539
<b>10-year change</b>	<b>-5,579</b>	<b>3,669,804</b>	<b>501,695</b>	<b>-46,049</b>

**Drycleaning and laundry services** comprises establishments primarily engaged in one or more of the following: (1) providing drycleaning services (except coin-operated); 2) providing laundering services (except linen and uniform supply or coin-operated); and 3) providing drop-off and pickup sites for laundries and/or drycleaners; and providing specialty cleaning services for specific types of garments and other textile items (except carpets and upholstery), such as fur, leather, or suede garments; wedding gowns; hats; draperies; and pillows. These establishments may provide all, a combination of, or none of the cleaning services on the premises.

**All drycleaning and laundry services** includes the above plus coin-operated laundry and drycleaning, linen and uniform supply and industrial laundries.

*Source: U.S. Department of Commerce, 2017 Economic Census*



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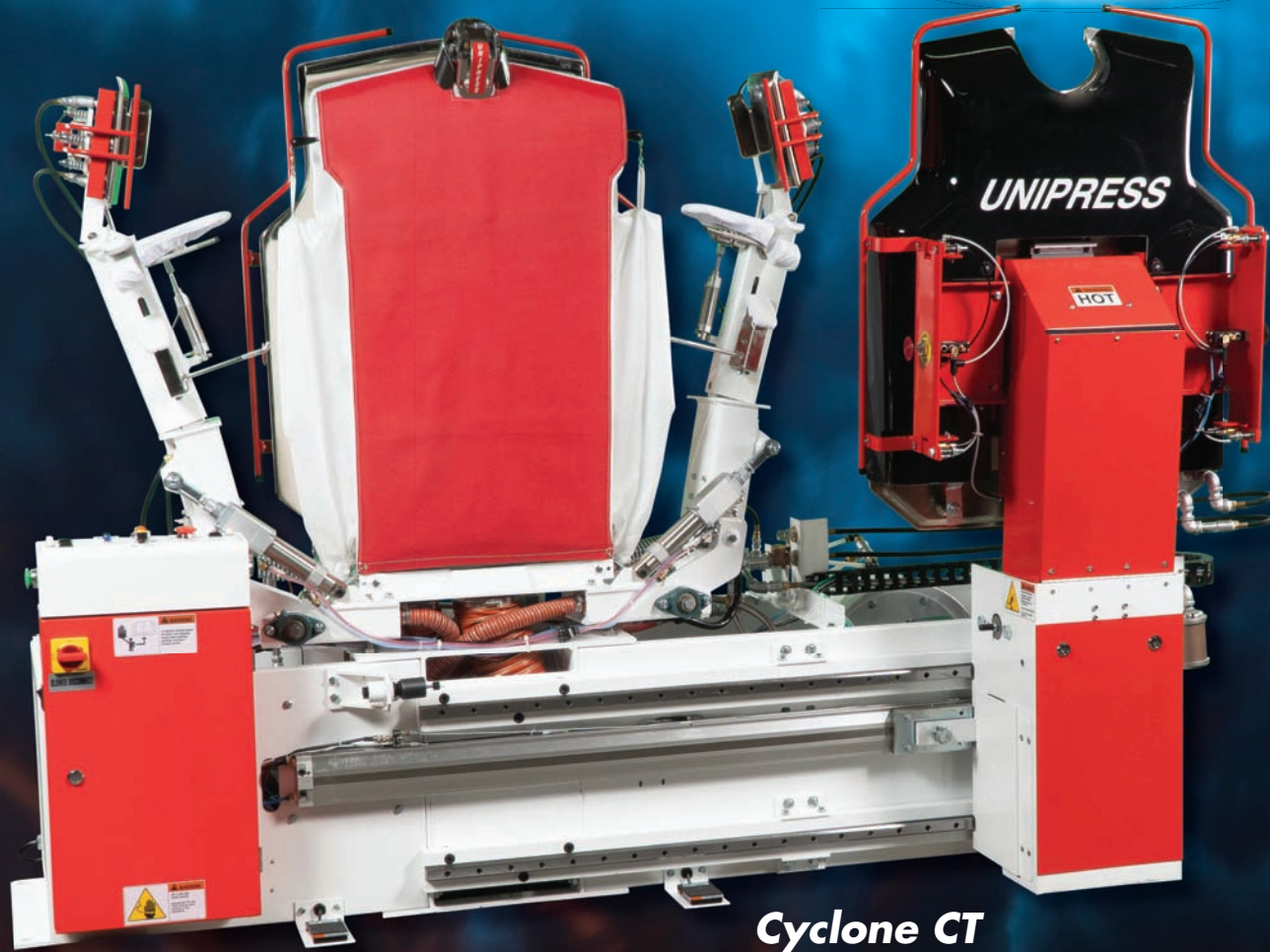
Expanding employee rights through courts and legislation are making it more difficult for employers to do the right thing.





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# The shrinking pie of drycleaning

Every five years the U.S. Department of Commerce takes the measure of the nation’s businesses through its Economic Census. For the drycleaning industry, the recently released tally from the 2017 census does not look good. That was the case in the 2012 census, also, as the numbers charted a decline that has been going on throughout the 21st century. Back in 2002 the census counted 27,066 drycleaning establishments, just a slight drop over five years but the beginning of a slide that has not stopped. The recession that began in late 2007 took a toll on everybody but the rising tide that benefitted most business has not lifted the drycleaning industry. The one trend that has held steady over those years, recession or not, has been the increasing casualization of American dress styles that has led to a direct drop in the demand for drycleaning. It was recently suggested that if you show up for work wearing a suit and tie your colleagues will assume you are either interviewing for another job or going to a funeral. Demographics have played a role, too, as the Boomer generation retires and puts their business wear into retirement, too, and a new generation of Millennials rises up that seems to barely know what a drycleaner does, much less have a need for one. One might think that fewer drycleaners at least means a bigger slice of the pie for those who remain. That may be the case for individual drycleaners who see competitors close down, but overall the pie itself is shrinking, too. The census recorded receipts for drycleaning of just over \$8 billion in 2017. That’s a slight increase from 2007 but when inflation is factored, it’s not really. Just to keep pace with the general inflation rate between 2007 and 2017 receipts would need to be at almost \$10 billion. Basically we lost about \$2 billion in revenue in that 10-year period. That’s 25 percent. The decline in numbers of drycleaners for that same period is about 20 percent. So we have fewer drycleaners dividing an even smaller pie. None of this is really news to anybody who has been running a drycleaning business over these past 20 years. Many have found success by expanding their horizons, diversifying their offerings to the public and reaching out to a new, tech-savvy generation that has different needs and expectations. Who knows? Someday people might start dressing up again, valuing finely finished tailored clothing that only a skilled drycleaner can provide. We have been hoping for that day for a long time, but as it has been said, hope is not a plan. Until such a day comes, it will be a challenge to keep your drycleaning business viable. Only those ready to change and adapt will survive

# Setting an example as he leaves the stage

“You should always go to other people’s funerals, otherwise, they won’t come to yours,” – Yogi Berra People often die without every being able to say goodbye to the people they care about. So, we say goodbye to them (and hope that they can hear us) with a big party or a touching tribute. Life is a spectacle in all of its permutations of wonder and tragedy, but how we honor death may be the biggest display of our humanity. If that is indeed the case, then it’s a shame that most of us didn’t get to know Dennis Valstad before he passed away recently (See page 30). He was many things: a drycleaning business owner, a pilot, an employee of Green Giant and Sara Lee, and a retiree who spent a lot of his spare time on the road making deliveries of fire trucks assembled in Appleton, WI, to all over the country. He was a lifelong bachelor who quietly tried to help people whenever he could. He must not have been very good at it — not the giving part as he had that down to a science — he just wasn’t as quiet as he thought, which explains why almost 270 people showed up to his funeral to pay their respects. For their efforts, they were paid by Valstad, who willed half a million dollars to be divided up evenly by anyone who showed up to his funeral (about \$1,900 each for the 267 present). The gesture itself was typical of Valstad, but remarkable to most of the rest of us. He also willed money to his church and various community organizations, as well, encouraging his funeral attendees to pay the unexpected money forward if they did not need it. A man who lived an exemplary life (by all accounts) taught the rest of us a lesson in death: money comes and goes, but kindness is eternal. While it seems highly likely that Dennis Valstad’s charitable contributions have reached their end, he has replaced it with something better: a legacy. He reportedly often used the computer at the Ripon Public Library and road a bike around town instead of driving a car, leaving many to speculate if he had much money at all. Now, his story is being told on a national level as CBS Sunday Morning aired a story on him called “A surprising funeral announcement.” The man who had a big effect on his local community may have a bigger effect on the rest of the country. At last count, the story has been viewed over 100,000 times on YouTube.com (and growing). That makes Valstad something else, as well: an inspiration.

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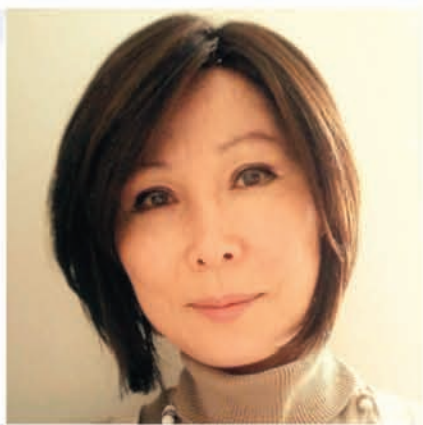


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# Successful succession

**W**hen you break it all down, the biggest challenge in the drycleaning industry has nothing to do with drycleaning; it's people. Essentially, they are all different and that's when things get complicated.

"Everyone is unique, whether it's a customer — they have unique expectations and needs and clothing — or, if it's an associate... we obviously have a generational thing going on in the labor market," noted Rich Kramer, a third-generation owner of City Dry Cleaning of Findlay, OH. The Kramer family has been involved in the business of cleaning clothes for over 75 years.

"Millennials are coming on board. I think it's a good challenge. We're trying to harness the culture of that generation and speak to them, present the job in a way that makes sense for them," he continued. "But, it's always changing because you've got the different schools of thought... Generation X and Generation Y... and Millennials coming in and Baby Boomers going out."

Different customers want different things, so the solution is simple: offer a little bit of everything.

In the beginning, however, it was just about laundry. After the Kramer family arrived in America from Germany around World War I, Carl Kramer worked for a laundry in Pittsburgh, PA. He was recruited by another business in Toledo, OH, and promised part ownership if he joined.

"Shortly after he moved to Toledo, maybe within a year, that family sold their business and all the promises of my grandfather having stock in the company went away," Rich explained. "So, in 1944, my grandfather decided to raise a little capital and start his business in Findlay."

**I**n the beginning, it was strictly a family affair. Carl was joined by his wife and his father.

"From what my grandmother tells me, the first employees were drivers so they were hiring people to do the pickup and deliveries," Rich said. "Basically, the family ran the business internally."

Over time, though, they grew and hired more staff. Business did stall a bit when home washers hit the market with a vengeance.

"That was a catalyst for them to transfer their attention to drycleaning. They focussed on drycleaning up through the early 1970s," Rich recalled. "Then my dad came into the business in 1973. He started to grow the industrial piece, which is rental uniforms, rental linens, more business-to-business type work."

Ironically, one of their first customers was Whirlpool, which has a large processing plant in Findlay. In time, the various companies conjoined under the name of Kramer Enterprises: City Dry Cleaning, City Uniforms and Linens and City Apparel, a national provider of branded merchandise, uniforms, promotions products and corporate apparel.

A third generation of the family soon stepped up to guide the business. Rich's sister, Andrea, has focussed most

of her career on direct sales and overseeing the City Apparel division while Rich had other goals. He earned a hybrid degree of Economics and Business Management from Ohio Wesleyan University.

"I didn't know what I wanted to do out of college. I thought I wanted to be a commercial lender and so I applied for some jobs, got a few offers, but I wasn't really excited about them," he recalled. "I decided to come to work temporarily at the family business until

we're creating more of a capacity with some more predictable type business that we can depend on, rather than hoping our customers turn in as many pieces as they did last year."

**B**ecoming more efficient has been a long work in progress. Perhaps the key factor in it all is staying on top of all of the production numbers.

"What we've done is we've value-mapped our facility so we've docu-

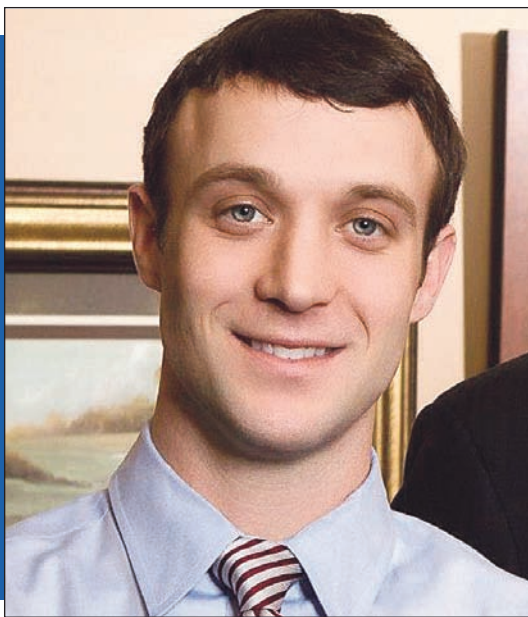
ities."

They've also invested heavily in the community. The City companies handle work from a local restaurants all the way up to Ohio State University.

**L**ooking back over the 75 years of family history in business, it has been all about adaptation. The big question is what will the cleaning industry be in the future.

"Drycleaning is a great industry and it's changing. I don't think it's going to

www.citydrycleaning.net



## Rich Kramer

I found a better opportunity. That was about 2006."

**A**fter a while, Rich discovered something he wasn't quite expecting.

"They convinced me to stick around and I started to really fall in love with the industry," he noted. "Once you find something you're passionate about — it's ironic that I have a passion for this — but you don't get it until you try it."

In the beginning, he started in sales. "I spent probably seven or eight years knocking on doors, cold calling people," he recalled. "I got a lot of no's. I got to learn what perseverance was about. You can't take this stuff personally."

Sales and revenue were big concerns not long after Rich joined the family business, especially when the recession soon hit.

"We probably lost about 30 percent of our customer base in about a six-month period when the economy crash came about," he said. "There was a need to go out and grow, so I felt that on my shoulders."

Sales doesn't solve every problem, of course; another aspect of the company that Rich has focussed on has been to become more lean in lean times.

"Drycleaning is just a very tough market right now. It's declining. There are different ways to approach that," he emphasized. "We're trying to really be the most efficient processing facility in our region so that we can survive some of the declining market and possibly gain some market share from our competition that's going out of business."

In Findlay, the drycleaning market seems to be embroiled in a war of attrition. About 30 years ago, the town had 14 cleaners. Today, that number is down to only four.

"We're becoming more efficient, so

mented every step that we take in our facility," he explained. "We've included the team. We hold weekly huddles on metrics so we look at our pieces per operator hour every week. We discuss PPOH at our plant and by work station. We talk about ways that we can improve workflow. How do we eliminate steps that aren't necessary?"

Extra steps aren't the only thing the company has worked to eliminate; they also prefer to cut back on the surprise factor. You cannot expect the unexpected, but you can have systems in place for every contingency.

"We actually have a training matrix where we keep track of every team member to see where they've been trained, how proficient they are at each role. That's all part of our succession planning," he noted. "I always tell my people, the more value you bring, the more you know about our business, the more you can contribute, the more value you are to us and the more opportunities will come to you."

"Generally, it works," he added. "It's a really tough labor market. We want to invest in them so that they are more committed to us and, therefore, less turnover, more industry experience — all those things."

**T**he main goal for City Laundry and the family's other companies is relatively simple: survival. The strategy to accomplish that is a little more complicated and it requires discipline on a daily basis.

"Our strategy is: We're the best drycleaners in town in terms of quality. We pay all claims. We are a certified Sanitone Master Drycleaning facility," he noted. "We're also the most expensive."

"The long-term strategy is that we are going to out-service our competition and eventually they'll go out of business. We've reinvested in our facil-

ity go away completely, but it's definitely evolving into something that it didn't used to be," Rich said. "It doesn't matter what time frame you're talking about; industry is always changing. But, I'm firm believer that drycleaning is still a great business. It's tough right now but I think that we're coming up on a new age where maybe people operate a little differently and can still cater to the market and earn a living while there at it."

**E**very business will have to find its own way to keep up with the changes, but the Kramer family have no plans to change their emphasis on business succession.

"If we want to sustain our businesses, we have to start thinking about what's coming up next," he added. "I kind of look at it like a relay race. What's the most important part of a relay race?"

Many answer "the anchor," or the final runner, but that misses the point entirely.

"I would argue it's the baton. You could have a great anchor, but if you don't pass that baton to that anchor, you just lost the race," he explained.

Then the issue becomes figuring out what the baton represents.

"Is it your succession plan? Maybe it's just your plan to sell," he continued. "We all need an exit strategy, whether it's hiring a replacement or building your business up to a point and knowing that you're setting it up to have someone else buy it off of you."

The reason succession is so important to Rich can date back all the way to 1944 and the early days of City Laundry.

"I am appreciative of my dad and my mom for setting a foundation for us," he said.

"Now, it's our job not to screw it up."



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# Anton's to add to 1 million coat tally

Anton's Cleaners is in the midst of its 25th annual Coats for Kids drive, aiming to add to the tally of more than one million coats that have been collected, cleaned and distributed over the last quarter century.

Sponsored by Anton's Cleaners, Jordan's Furniture and Enterprise Bank, the

drive kicked off Oct. 14 and will run through Jan. 12. Partners for this year's Coats for Kids drive include Anton's Cleaners, Jordan's Furniture, Enterprise Bank, Boston 25 Cares, Kiss 108FM, Jam'n 94.5, 101.7 The Bull, WBZ 1030, 97.7 The Beat, WRKO, and 100.7 WZLX.

"It is hard to believe we have spent the last quarter of a century helping our neighbors in need, and carrying out the Caring Partners mission to provide a coat to anyone who needs one," said Arthur Anton Jr., COO of Anton's Cleaners and founder of the program. "Unfortunately, cost of living has continued to rise and make expenses a hardship for New England families. It takes a village of collection partners to meet the rising need each year — over 50,000 coats are needed this year; 25 more collection partners would be an incredible way to mark our 25th anniversary."

Caring Partners relies on the collaborative efforts of local partners — schools, companies, clubs, and nonprofits — to help neighbors in need. Together, these partners help collect, clean and distribute over 50,000 winter coats to help babies, kids and adults who otherwise wouldn't be able to keep themselves warm this winter.

Coats for Kids accepts warm winter coats that are gently used, good quality, and all sizes, especially XL and infant/pre-K

sizes. Coats with rips, tears, broken zippers, or permanent stains are not accepted, nor are sweatshirts, vests and spring coats. Coats are accepted at all 42 Anton's Cleaners, six Jordan's Furniture stores, and 23 Enterprise Bank branches.

Donated coats are cleaned free of charge by Anton's and distributed through partners made up of major local nonprofit and social service agencies such as Massachusetts Community Action Programs, Salvation Army, Middlesex Human Service Agency, Women's Lunch Place, BU Medical Center Outreach Van Project, and many more.

Coats for Kids had more than 200 school groups making up one half of all collections in 2018. Local public, parochial and independent schools experience the rewards of community service and are incentivized through the School Rewards Program offering prizes to the schools that collect the most coats per capita.

For more information on Anton's and its Coats for Kids drive, visit [www.antons.com](http://www.antons.com).



Corporate partners in Caring Partners' Coats For Kids drive hold up coats donated to the drive by schools, organizations and companies throughout eastern Massachusetts and southern NH. From left are Eliot Tatelman, CEO of Jordan's Furniture. Arthur Anton Jr., COO, Anton's Cleaners and Jack Clancy, CEO of Enterprise Bank.

# DLI, NCA name speakers for conference

Three speakers are lined up for the Five Star/Brainstorming conference jointly sponsored by the Drycleaning and Laundry Institute

and the National Cleaners Association. The all-inclusive Grand Velas Riviera Nayarit resort in Puerto

Vallarta, Mexico, will be the scene for the annual winter conference Jan. 16-19.

For NCA it will be a return to

the site of its 2007 Brainstorming with the Best conference. That was before NCA and DLI joined forced to jointly sponsor the Five Star/Brainstorming conferences, the first of which was held in 2012.

For this eighth edition of the joint venture, topics were chosen based on survey responses from previous attendees and are designed to help drycleaning business owners identify opportunities in their businesses. As such, speakers will cover customer service, the emerging millennials and strategies to grow profits.

Global hospitality expert Peter Kressaty will help attendees set their businesses apart through customer service. As executive vice president of the Forbes Travel Guide Global Partner Services Team, Kressaty scouts hotels, restaurants, and spas worldwide, searching for the best in customer service. When his team identifies properties as offering excellent customer service, Forbes invites the property to join its travel platform.

Kressaty will share stories about what he has seen and learned in his global search for the best customer experience and offer ideas to help attendees take their service to the next level.

The challenge of leading a new and different workforce will be addressed by John Dame, an author, strategist and business coach who will help attendees expand their understanding by defining purpose and communicating differently to retain top talent and cut turnover costs.

With Millennials now compris-

ing the largest generation in U.S. history, companies must evolve. Dame will highlight the steps necessary to understand and lead a different workforce by defining purpose and communicating differently.

Dame operated a standalone AM radio station in the 1970s which along with his family he grew into a 23-station chain, ultimately selling Dame Media to Clear Channel Communications for \$85M.

He then founded Dame Gallagher Networks in 1999 to syndicate national talk radio host, Mike Gallagher, out of New York City and now owns and operates Dame Management Strategies.

David Winford, a small business profit expert and business coach, has been helping small business owners achieve profit growth and build multimillion-dollar businesses since 1995.

With his creative thinking and talent for simplifying sophisticated business strategies, he can help drycleaning business owners establish growth strategies to build business profits.

In addition to the business programs there will be a welcome cocktail party for all attendees followed by a full dinner.

There will also be time to enjoy the amenities of the resort which include an award-winning spa and fitness center, a range of dining and entertainment venues, 24-hour room service and a host of activities for children and teens.

For more information or to register, call DLI's Melissa Wagner, (800) 638-2627 or NCA's Ann Hargrove, (800) 888-1622.



Peter Kressaty



David Winford



John Dame

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## Census count of cleaners continues to decline

*Continued from page 1*

number fell to 133,251 in 2017.

Drycleaning establishments represent the majority of firms in the broader laundry and drycleaning services category in which the census also counts coin-operated laundries, linen and uniform supply firms, and industrial laundries.

The aggregate total all of these firms in 2007 was 39,484 with total revenues of \$23.4 billion compared to the 2017 count of 33,905 establishments with total revenue of \$27 billion. Most of the decline in total establishments comes from the drycleaning sector while receipts have actually risen overall by nearly \$4 billion.



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BY JAMES PEUSTER

# THE ROUTE PRO

## More efficient or more difficult?

**A**s we near 2020, it's time to seriously look at what several people ask me about — time stamped delivery zones or delivery windows.

This would be the situation in which a customer can request a pick-up within a certain time frame.

There are several POS systems that are continuing to push this option and we tend to field calls about this service. There are a lot of factors that come into play for this to work and work well.

One thing to seriously consider is demographics. While various areas have many rooftops, condos and business offices within a tight area, there are other scenarios in which there may be windshield time that comes into play.

Wherever you are, you have to deal with traffic, parking and simple luck to service customers.

Most of the cleaners I have seen cannot service the same amount of customers within a scheduled time window versus those who have a static route.

The second thing is GPS, optimization and basic driving strategies that are needed to be in place for this to be profitable.

Remember, we start our day at a specific time and hope that everything falls

**Anyone who has actually driven a van on a regular basis knows that you cannot plan on getting your route done the same, even if you had the same stops day in and day out.**

in line at the right place and the right time.

We also must rely on the customer leaving the bag out during the specific time as well as having to deliver a second time.

In the history of working with delivery systems, time stamped pick-up and delivery sets you up to fail.

Another thing is the on-demand mindset that continues to draw comparisons with other services.

Remember, those who do this have margins that are a lot better than our industry. We make the two trips and there isn't much margin for missed bags, missed turns, miscommunication, narrowly missed cars or cats, missed calls and, most important, missed sales opportunities.

Anyone who has actually driven a van on a regular basis knows that you cannot plan on getting your route done

the same, even if you had the same stops day in and day out. Busses, special requests, customer service circumstances and weather all can play a part in trying to make certain time-sensitive stops nearly impossible to hit from one time or another.

The only way this works is if your prices are high enough and your average order is large enough to make this worthwhile. Some charge an on-demand fee and I would be happy if we did.

Again, the idea of this type of service may prevail in certain markets better than others. Yet I continue to see cleaners excel with simple routes in which \$10,000 a week is common.

The customers only need to know the days and to leave the bag out by 8 a.m. Drivers only need to drive around and get the order or delivery by the end of the day.

The KISS principle (Keep It Simple Stupid) is still one of the best business strategies you can have.

The bottom line is this: Most of the successful cleaners know that selling while doing the route is one of the best strategies to grow. If we are forced to get to the next stop in a certain time frame, we will miss prospects. Also, drivers need to be able to contact missing or inactive customers. Time stamped systems don't always allow you to do this when you need to — during the route.

**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 information, call (816) 739-2066 or visit [www.theroutepro.com](http://www.theroutepro.com).**

## ABC group tackles labor challenges

Affiliates of America's Best Cleaners who clear their calendars every year for the group's annual meeting in September were rewarded this year when they gathered at The Landing Rivers Casino in Schenectady, NY.

Best Cleaners New York hosted the Sept. 11-13 meeting where the theme was labor.

Affiliates were greeted with a trip to The Van Dyck for a beer tasting with three local brewers, Mad Jacks Brewing Company, Wolf Hollow Brewery, and Great Flats Brewery, as well as a Q&A panel with the brewery owners that focused on the labor challenges they are experiencing.

Day Two began with a trolley trip to the headquarters and plant of Best Cleaners. Affiliates were given free reign for a complete inspection within the main produc-

tion plant and retail store.

Then it was back to the hotel for a detailed debrief and development of a comprehensive improvement plan.

After a lunch break, affiliates dug in for several informative sessions led by ABC partners and vendors. With the tone of the event set by ABC that quality is the first priority, ABC Technical Trainer Liz Davies led with a presentation on "Benchmarking Production and Quality."

The remainder of the afternoon featured presentations by industry vendors on how to improve quality and productivity with efficiencies from ticket to bagging. Presenters included Paulo Rocha of Miele, Richard Fitzpatrick of Kreussler Inc., Bill Odorizzi and Wesley Nelson of Sankosha and Nathaniel Dubaski of Metalprog-

etti.

Following a dinner at Cornell's in Little Italy, the affiliates departed for what was billed as a "surprise event" that turned out to be a private drycleaning themed improv show in which the affiliates were encouraged to participate and show off their comedy chops.

The third and final day opened with Toran Brown of SPOT Business Systems speaking on "Client to Technician Communication to Quality Control and PPOH." A 15-minute recess was granted immediately after to allow affiliates to catch up on their notes and let the information soak in.

Dave Troemel of BeCreative360 then educated the audience on the power of customer reviews.

The meeting host, Tim Mc-

Cann, invited local business leaders Jim Harris of Janitronics and Matt Mazzone of the Mazzone Group to discuss their solutions to productive labor.

After lunch, ABC partners Catherine McCann and Chris White took the stage. McCann delivered her thesis on organizational structure, incentives, and KPIs entitled "Management for the Future," while White addressed intentional management systems and quality control with a presentation focused on management and forecasting.

The day then wrapped up with an open forum that allowed affiliates to take the stage and present a new successful program or a business challenge they are facing.

Tim McCann, CEO of Best Companies, had quite a bit to say about the event.

"Hosting owners and leaders of the continent's leading garment care businesses created energy and focus to improve every element of our operation prior to the conference," said McCann. "These brilliant and humble leaders respectfully found and communicated hundreds of action items that will improve our product, systems, and profitability."

"The ROI for hosting for this conference is the highest ROI of any effort, program or tactic that we've ever taken," he added. "In addition to the direct benefits to

Best Companies, we also had the benefit of reaching into our community to build and strengthen relationships in Schenectady and across the region."

Affiliate Kurt Lucero of the Cleanery had an experience to remember, as well. "It truly was a fantastic meeting with great speakers, guests and presenters. It is such a privilege to share, contribute and learn from the best drycleaning entrepreneurs in the United States."

Affiliate Laurie Corona of Greene's Cleaners said she found value in the labor theme of the meeting.

"The focus on labor at the fall ABC meeting was key because it covered an area that we are all struggling with in the current economic climate," Corona said. "I came away from the meeting with some insights on how businesses in other industries handle labor struggles, as well as some great ideas I can implement to run a strong organization with fewer people. ABC has been integral in helping me approach my business from a strategic mindset."

America's Best Cleaners is a certification agency and a team of consultants who assist owners, managers, and team members to realize their full potential while striving for continued personal and professional success. For more information, visit [www.americasbestcleaners.com](http://www.americasbestcleaners.com).



ABC affiliates gathered for a group photo during their fall meeting in Schenectady, NY.





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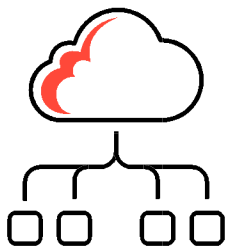
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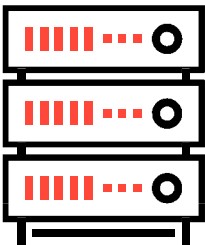


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✓	10001039	Laundry	1	
✓	10001040	Dry Clean	1	
✓	10001053	Laundry	1	
✓	10001038	Dry Clean	2	
✓	10001039	Laundry	1	
✓	10001040	Dry Clean	1	
✓	10001053	Laundry	1	
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# NORTHEAST



**SERIO'S CLEANERS** in Merrick, NY, installed a Columbia drycleaning system using Sensene solvent. Joe Carlucci of Hercules Machinery is flanked by the owners, Mr. and Mrs. Chong.

## Five speakers on NEFA's Fall Fest program in Worcester

A handful of expert speakers will headline educational programs during the North East Fabricare Association's upcoming Fall Fest convention, set for Nov. 15 to 17 at the AC Hotel in Worcester, MA.

As usual, the event will be accompanied by exhibitor showcases and the Saturday night silent auction, but the bulk of the weekend will be spent learning from a handful of industry experts who will help attendees "Capitalize on

Opportunity," as the event's theme suggests.

After welcoming remarks, the Saturday sessions will begin with Sean Abbas discussing "The Best Culture Wins" from 9 to 10:30 a.m.

Abbas is president of Threads, Inc., a software company that he co-founded that helps organizations review employees on culture. He also has over a quarter of a century's worth of experience managing people and leading

companies.

Next up will be Rita Foley, president of the North Carolina Association of Launderers and Cleaners and owner of Regency Cleaners in Durham, NC.

She recently spoke at the Clean Show in New Orleans this year, focussing on how drycleaners can expand their services to include wash-dry-fold relatively quickly and painlessly. Her program will run from 11 a.m. to 12:30 p.m.

After, NEFA will offer a luncheon interactive roundtable discussion that will emphasize best industry practices. It will last about 90 minutes.

Bobby Patel, owner of Kona Cleaners in California, will speak at 2 p.m. on "Marketing Then and Now" in which he will describe his journey from a neophyte cleaner to a leading expert on marketing techniques as he built his business.

Peter Blake, executive director of NEFA, will deliver the last seminar of the day at 3:30 p.m. on "Using All the Tools in Your Toolbox."

Blake, who has been with NEFA for over 30 years, also oversees three other industry associations and has gathered a lot of information on marketing, promotion and business development in such capacity.

That evening, the association will host its Saturday Night Cocktail Reception and Silent Auction from 5 to 7 p.m.

The final two educational programs will take place on Sunday morning, beginning with James Peuster who will present "Turning Potential into Performance: Investing in Your Staff" at 9 a.m.

Peuster is founder of The Route Pros consulting group which offers training on management, team building and staff development, in addition to starting and growing pickup and delivery routes.

At 10:45 a.m., Chris Allsbrosks will emphasize "The Importance of Valuing Your Customers."

Many might recognize Allsbrosks from her days with DLI for 16 years, primarily as a garment analyst. Today, she is the director of store operations for Zips Dry Cleaners, a company she has been with for over ten years.

Full registration packages for association members cost \$250 per person; non-members must pay \$300 each. Premier Members can register one person and receive a second person admission free.

For discounted room reservations of \$149 per night (based on double occupancy), call the AC Hotel at (774) 420-7555 and mention your affiliation with NEFA. For more information, visit [www.nefabricare.com](http://www.nefabricare.com).

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# WRENCH WORKS



By BRUCE GROSSMAN

## Keeping the compressed air clean

In my long career troubleshooting and maintaining drycleaning and laundry equipment, by far the largest cause of machine failure has been the condition of the compressed air reaching the machinery.

Valves and regulators directing the flow of compressed air are wonders of modern manufacturing technology with close tolerances requiring the compressed air to be as free from particulates and moisture as possible.

During the air compression process moisture, compressor oil, debris and other materials which from now on I will call contaminants, are blown into the compressor tank (sometimes called the receiver). To prevent most of these contaminants from reaching the machinery, several methods are used.

The first of these methods, and the subject of this article is the piping itself and the components that are installed in this piping.

This month's article will address two physical forces employed to aid in removing water and debris from the compressed air stream. Gravity — we all know what that is — and inertia, which is the tendency of objects to keep moving in a straight line at constant velocity.

Follow along using the accompanying illustration.

**1. Gravity.** Notice first that the large pipe called a header is connected at each machine by branches which are called

drops, used to supply compressed air to each individual machine.

When designed properly, the drops are taken off the top of the headers. Since water is much heavier than air, it runs along the bottom of the header, pushed along by the flow of the air while the air flows along the top. Thus, gravity provides a very effective additional stage of separation.

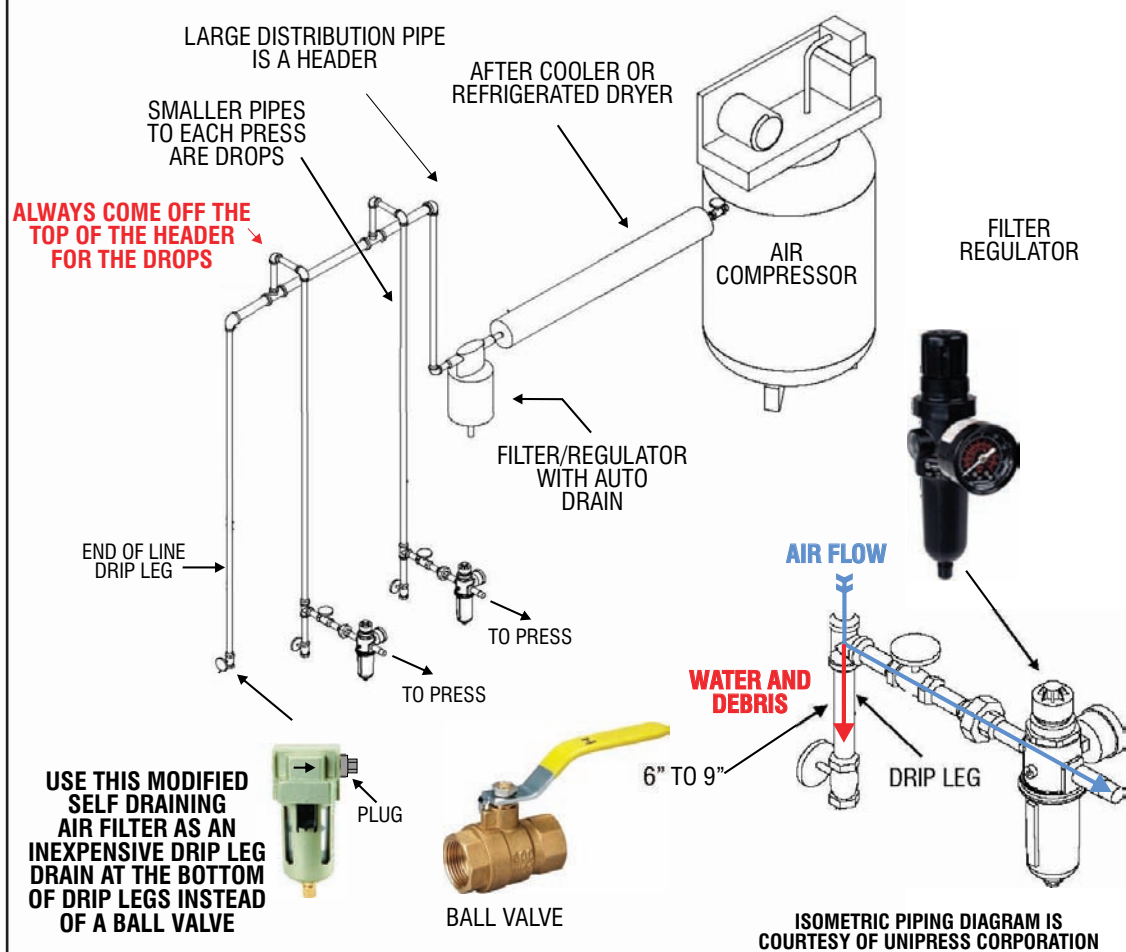
I have seen many installations where the drops were taken off at the bottom of the headers literally capturing and forcing water and other contaminants down into the machinery — a very unhappy situation causing machine performance nightmares.

At the end of the airline, it is always beneficial to have what is known as a "drip leg." A drip leg in its simplest form is nothing but a vertical piece of pipe used to collect and retain water and debris entrained in the compressed air system.

**2. Inertia.** Any remaining contaminants entrained in the compressed air are moving rapidly along through the headers and drops. Because of inertia they want to keep moving in a straight line.

An abrupt change of direction in the drop is created by inserting a tee and piping the air flow to the machine from the side of the tee. The lighter compressed air makes the 90 degree turn out of the tee while the contaminants continue moving in a straight line and are captured in the drip leg.

### CORRECT COMPRESSED AIR PIPING PROCEDURES



A combination of components after the tee provide the remaining pathway conducting the compressed air to the machinery. A ball valve is used to shut off the compressed air flow from the drop to the machine for maintenance and a combined filter/regulator provides another stage of contaminant removal along with filtration and air pressure regulation.

Draining the drip legs can be done manually with a simple ball valve or automatically using a device known as a "drip leg drain". I use an inexpensive air filter purchased from Harbor Freight, Item #68279 plugged at the outlet side as a drip leg drain.

I am aware that in almost all cases the piping for the machinery already exists and you are not going to get into replac-

ing it because of this article. However, look at the diagram in the lower right of the illustration. It is very easy to just re-pipe the section at the end of the drop to the machine. Use soft copper tubing and compression fittings from the drop to the machine. Just having this section done properly will eliminate a great many problems.

*Compressed air is dangerous! Before attempting any maintenance on compressed air systems, be sure to bleed off any air in the compressor or piping until there is no air pressure left in the compressed air system.*

That's it for now. Next issue's article will be about removing moisture from the compressed air system.

Bruce Grossman is the chief of R&D for EZtimers Manufacturing, maker of the new EZ Level return tank water level control. To prevent boiler scaling and other damage, the EZ Level return tank water level control replaces that troublesome ball float valve in the condensate return tank. For saving money on handling waste, the Sahara and Drop in the Bucket line of high purity separator water mister/evaporators provide a thrifty, legal method to get rid of the separator water generated by the drycleaning machine. For more information, visit [www.eztimers.com](http://www.eztimers.com). Address any questions or comments to [bruce@eztimers.com](mailto:bruce@eztimers.com) or call (702) 376-6693.

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

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

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

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

**Bill Wright** (*Royal Fine Cleaners / Northport, AL*)

For as long as I've been in dry cleaning, I've been using Seitz products. From their spotting chemicals to dry cleaning detergents, all performed beyond my expectations. So when it came time to make the switch from Perc to an environmentally friendly solvent, I turned to SEITZ. Their answer was **intense®**. It's cleaning and grease cutting ability made my transition from Perc very easy. I'm glad I chose SEITZ. Thank you for another quality product!

**Julian Bulsara** (*Prestige Cleaners / Lauderhill, FL*)

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# WEST



**GALAXY CLEANERS in Surprise, AZ, purchased a Columbia Ipura cleaning machine through New Wave Equipment. Matt Bizzack (left) of New Wave is pictured with Chris Hogard (center) of Columbia and Lyle Agnew of Galaxy Cleaners.**

## Utah cleaner Dan Hemmert plans 2020 run for Congress

The first time Utah State Senator Dan Hemmert (vice president and owner of the large drycleaning chain Red Hanger Cleaners) represented District 14, he was not elected; instead, he was appointed by Republican delegates in August of 2016 to replace Sen. Alvin Jackson who resigned his seat.

However, he won the seat in a special election in 2016 before being re-elected two years later. Since that time, he has served as Majority Whip of the Utah State Senate.

Now he is seeking to win another election in 2020 — this time for a new position.

Hemmert hopes to earn the Republican slot to run up against Democratic incumbent Ben McAdams as Representative of the state’s District 4.

Hemmert, who owns 23 Red Hanger laundry and drycleaners altogether, told the *Salt Lake Tribune* back in late August that he was running because the Congressional district “needs a strong representative in Washington who

will fight for Utah’s common-sense conservative values like fiscal restraint, less government intrusion and free market economic principles.”

First, though, he’ll have to survive a crowded Republican primary field that also includes Kathleen Anderson, a former Davis County official, nurse practitioner Chris Biesinger, Representative Kim Coleman and former KSL Newsradio talk show host Jay McFarland.

The primary will take place on June 23 of next year.

Hammer, who has an MBA and a law degree from Brigham Young University in addition to a B.A. in Economics, is the father of six, and resides in Orem, UT, with them and his wife, Natalie.

For more information on his campaign for Congress, visit [www.danhemmert.com](http://www.danhemmert.com).

Red Hanger Cleaners has been around since 1961 with locations throughout Salt Lake, Davis and Weber counties.

Additionally, the company also offers free pickup and delivery service throughout northern Utah.

For more information on the company, visit them online at [www.redhanger.com](http://www.redhanger.com).

## SCCA hosts ‘best ideas’ event Nov. 6

It’s rare to go to a casino and win money without gambling, but the Southern California Cleaners Association is getting the word out for a seminar event sponsored by SoCalGas on sharing best business ideas.

The winner will take home a grand prize of \$250.

Everybody (regardless of winning the prize or not) will take home several great techniques to become more efficient, cut labor and becoming even more profitable.

The event will be hosted at the Bicycle Club Casino at 888 Bicycle Casino Dr. in Bell Gardens, CA.

It will begin at 6:30 p.m. on Wednesday, Nov. 6.

The cost to attend is \$45 for members (with RSVP) or \$55 at the door. Non-members must pay \$75 each.

For more information or to register, contact SCCA by calling (714) 494-9350 or visit them at [www.socalcleaners.org](http://www.socalcleaners.org).

Previous SCCA offerings from this year have included Dan Miller of Mulberrys Garment Care on “Innovating in Your Drycleaning Business & Your Life,” and “New Workplace Rules” by Jibit Cinar, Esq., of the Cepkinian-Cinar Law Group.



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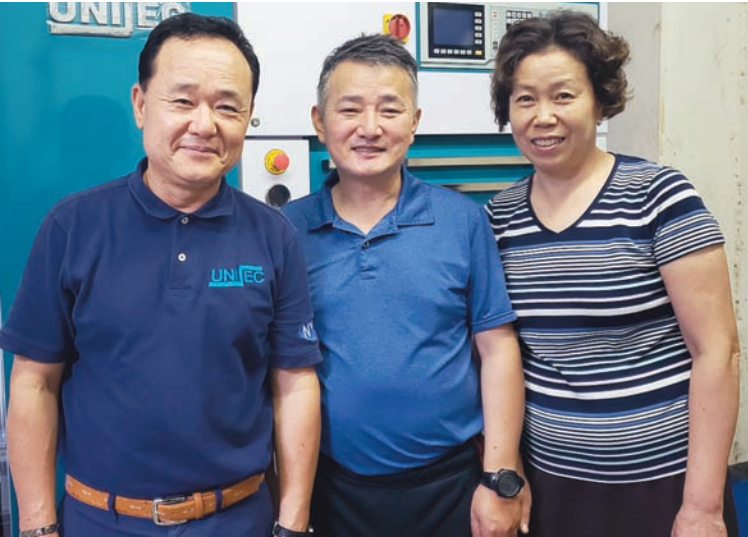
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# MIDATLANTIC



**SPOTLESS CLEANERS** in Sewell, NJ, purchased a Unisec MS-402N cleaning machine through New York Machinery. Robert Lee (left) of New York Machinery is pictured with Mr. and Mrs. Park, owners of Spotless Cleaners.

## PDCA represents cleaners in Philly at plastic bag ban proposal hearing

In an effort to make the industry's voice known, the Pennsylvania and Delaware Cleaners Association attended a Philadelphia Commerce Department meeting recently.

The public hearing was hosted to discuss the proposal to ban most single use plastic bans, as well as levying a 15-cent surcharge on recycling plastic and paper bags provided by stores.

Bags exempt by the proposal would include those used to transport bulk goods, fruit, produce, meat, etc., within a store.

Present at the meeting was PDCA Executive Director Carol Memberg, along with Todd McKenna of FM Supply, Nick Kashkashian of Frankford Machinery, Jay Fisher from the poly manufacturer First Film and several Philadelphia cleaners.

The attendees separated into groups with the drycleaners comprising a store owner's group who emphasized the problems drycleaners would have if the ban went into effect.

Memberg, meanwhile, attended a policy group and stressed

that keeping garments clean after processing was essential to a drycleaner's success and that there were no practical alternatives. Somebody else in the group proposed an amendment to exempt cleaners from the proposal, noting that nobody ever sees drycleaning bags blowing around in the street.

The next step in the legislative process is to introduce the bill in the session that just began; it is possible cleaners will be exempt but that won't be known until the final proposal passes.

In other legislative news from Harrisburg, House Bill 17 amends the Tax Reform Code providing for statute of limitations on criminal tax prosecutions. The legislation adds Section 3003.23 providing a ten-year time period during which the Department of Revenue must collect any assessed tax.

The ten-year period applies to all taxes administered by the department, including Inheritance Taxes. It may pass in the Senate.

There has been no action on the proposed minimum wage increase.

### PDCA plans seminars

Meanwhile, PDCA is planning three educational seminars in the near future.

The association will be exploring two topics in a Fall series of offerings, Marijuana in the Workplace and Worker's Comp, at three locations around the state on Nov. 12, 13 and 14.

For more details, visit online at [www.pdclean.org](http://www.pdclean.org).

## MAC will host maintenance seminar in VA

The Midatlantic Association of Cleaners has enlisted the assistance of Puritan Cleaners in Richmond, VA, to host an upcoming seminar on "Proper Maintenance: The Key to Productivity and Efficiency."

The program will take place on Wednesday, Dec. 4, and will be presented by Jerry Moore of Moore Services.

It will run from 5 to 8 p.m. and include dinner.

Attendees will learn about the routine maintenance required for keeping your equipment in top operating condition, including the importance of pads and covers.

In addition to offering maintenance tips for drycleaning machines, pressing equipment, compressors and boiler maintenance will also be covered, with an emphasis on finding and fixing steam leaks.

The cost is \$25 for members and \$35 for non-members. Register by calling (800) 235-8360 (for hotel information, as well) or visit [www.macassociation.org](http://www.macassociation.org).

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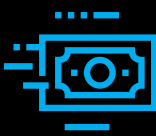
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# THE SPOTTING BOARD



BY DAN EISEN

## New products for dryside lubrication

**L**ubrication is the action of removing a stain by emulsifying, breaking up and lifting the stain.

Dryside lubrication is working on stains that do not have a water base and do not mix with water. Even paint, which originally may be water based, becomes a dryside stain once dry.

Typical dryside stains are oil, grease, lipstick, nail polish, make-up and most inks.

Lubrication also produces protection for the fabric when applying mechanical action. Mechanical action is the use of brushing, tamping and spatula that aids in removing stains on a lubricated fabric.

New dryside lubricants that are now on the market make dryside lubrication easier and more effective.

### Dryside stains

Heat and age oxidize dryside stains. If a salad oil is dropped on a fabric, simple lubrication will remove the stain. If the stain oxidizes and sets it is difficult to remove the stain and may require expensive mechanical action.

Many oil stains appear to be tannin in nature. Oil stains often form a cross or T in the fab-

lations used alcohol and solvents.

There were many problems

use of this formulation in many states such as California. This product also cannot be

## New dryside lubricants that are now on the market make dryside lubrication easier and more effective.

ric because they absorb slowly and follow the weave of the fabric.

The difference in tannin stains can be observed because it usually has a dark outer ring. If you hold the fabric up to the light, oil stains may appear to be translucent while tannin stains are not. Paint, nail polish and lipstick are not absorbed in the fabric and remain on the surface.

If you work a stain wetside and it appears brighter because the fabric turned darker, it usually means it is dryside.

### Dryside lubricants

**Original oily-type paint removers.** The oily-type paint remover formulations have changed. The original formu-

posed with this formulation. If the oily-type paint removers (OTPR) contacted water, they released alcohol and caused color damage to the fabric. That is why it was important to have a black brush only used for dryside spotting.

When spotters were faced with an unidentified stain, they would work it dryside, and then dryclean the garment and work it wetside.

Other problems associated with the original OTPR was that it contributed to odor in the solvent and affected the distillation process.

Different companies make different products and usually the darker one with a strong odor was stronger. Environmental concern restricted the

used in some of the alternative solvents.

### New formulations for oily-type paint remover

The new formulations for oily-type paint remover are effective and easier to use.

The formulations may be slightly alkaline in nature, but I have found them to be safe to fabrics and color if used correctly.

Some products can be left on the fabric for a period of time, while others must be drycleaned or flushed immediately.

They can be flushed wet or dry and pose no distillation problems in the solvent.

It should be noted, however, that vivid colors on delicate silk fabrics should be tested.

### Citrus based lubricants

These are products that contain a solvent derived from orange peels. This solvent is referred to as d-limonene. It is also combined with a non-ionic lubricant which also works on dryside stains.

This formulation is also effective on many inks that require wet and dry stain removal. It is a very effective lubricant when added to the wetcleaning operation.

### New oily-type ink removers

These ink removers are very effective on many inks. These products are usually slightly acid in nature. They are also very effective on plastic-based stains such as nail polish, glue and some paint.

In many cases, I have found them to be just as effective as amyl acetate on many plastic-based stains.

### Lanolin-type ink remover

These ink removers are very effective on some inks that other products are not. They are slightly alkaline in nature so some colors on silks must be tested.

### Combining dryside lubricants

Some dryside lubricants can be combined with wetside products to make stain removal more effective.

- Oily-type paint remover that is alkaline in nature can be combined with a protein formula.

- Lanolin-type ink remover can also be combined with a protein formula.

- Oily-type ink remover can be combined with a tannin formula.

- Citrus based products can be combined with a dryside or wetside lubricant.

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

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**RICK'S CLEANERS** in Austin, TX, purchased a Union H-890 with solvent heating through Gulf States Laundry Machinery. Pictured are Matt A. Lipman (left) of Union Drycleaning Products and Ian Noble, owner of Rick's Cleaners.





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# SHIRT TALES



BY DON DESROSIERS

## A final look back at the Clean Show

This month, I will conclude my coverage of the Clean Show in New Orleans which, by now, is fading into our memory banks, only to be recalled when we need to remember what we learned about POS systems or shirt units or whatever else we need to know about on a certain day.

That's ok. That is exactly what the Clean Show is for. Its function is to build an encyclopedia of knowledge that you reference when you need to refresh your memory on important subjects.

During the past few months, I have told you about Unipress' new philosophy. They have made several of their pieces of equipment substantially smaller — much smaller.

Sankosha has introduced a spotting board, a stationary washer and a tensioning suzy with a myriad of never-before-seen features.

Itsumi has a tensioning suzy too. It can press practically any garment save pants, wet or dry! Insane.

Forenta has really stepped up their game by updating vir-

tually all of their equipment with built-in vacuums and pneumatic valves.

YAC has a robotic-like arm that wipes the back of the shirt, much like a human would do, seconds before pressing. Meet George Jetson!

Barbanti is a new kid on the block but they really impressed me.

I have yet to feature PONY, so here I go.

I love the Teflon coated steam chests. Their shirt units are unconventional looking. I do not get the impression that they copied someone else's unit. I always feel like PONY designed their unit, on their own, from the ground up.

PONY is a major player in Europe. This year they have made numerous technical improvements. The touchscreens are now remotely connected to a cell phone app. They have improved the sleeve devices so that they press the pockets and stretch the sleeves at the correct angle. The side stretchers are really nice too.

Go to my website and watch the movies of these and other units in action. [www.tail-](http://www.tailwindsystems.com)

[windsystems.com](http://windsystems.com).

Click on any of the Quicklinks at the top of the Home Page and view the movies on YouTube. Be sure to subscribe to my channel too. I often make training videos and post them.

I think that the videos of yours truly pressing on these units is really important. It is one thing to go to a trade show and watch a seasoned manufacturer's rep press on their own equipment, with dozens of hours of practice. It is another thing entirely to have someone like me with three or four minutes of training press on an entirely new shirt unit, pressing flawless shirts. That says a lot about the unit.

And here is something that I have never said before: In the past, there have been units that I have pressed on that actually did a bad job. The demonstrator did not do a good job and neither did I.

This has not happened in recent memory, but it has happened. To me, this proves that some shirt units really are poor and not all of them can be made to seem ok at the show.



PONY's shirt units look unconventional and appear to be designed from the ground up and they now sport touchscreens that remotely connect to a cell phone app.



So, if you need a new shirt unit, look at the features of the various choices. Watch the movies. Compare the quality of the press jobs and of the machinery. Still can't decide? No surprise there.

The price of the equipment plays a small role, too. What is the proverb? "The bitterness of poor quality lingers long after the sweetness of low price is gone." Something like that. It's true though.

But there are other key factors to consider as you narrow your choice.

Who can service your new shirt unit?

What about parts availability?

What about reliability?

Who else owns this make and model and what do they think of it? Would they buy it again?

What about pads and cov-

ers? How does this affect the overall cost of use?

Are you buying a brand new version? An untested version 1.0? Or is it a tried and true workhorse?

Best of luck in your search. I am here to help!

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

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Graduates of DLI's Advanced Drycleaning course held July 22-August 2 included, in front from left, Genesis Grandberry, Lyons Cleaners, Memphis, TN; Debbie Young-Baker, Al Phillips The Cleaner, Irvine, CA; Boipelo Lindiwe Mosaka, Sakies Dry Cleaners, Soweto, Gauteng, South Africa; Mojgan Anvari, Carousel Cleaners, N. Vancouver, British Columbia, Canada; Debbie Nieto, Lyons Cleaners, Memphis, TN; Elizabeth Knight, Smithsonian Institute, Washington, DC; Natalia Perez, and Crystal Cleaners, Winston-Salem, NC. In back are Nate Whitmer, Balfurd Cleaners, State College, PA; Wayne Riddle, Al Phillips The Cleaner, Irvine, CA; Silvio Carlos Santos Russo, Zaps Cleaners, Lanham, MD; Robert Marshall, Glyndon Lord Baltimore Cleaners, Glyndon, MD; John Pack, Davids Cleaners, Inc., Winston-Salem, NC; and Danilo Hernandez, DLI, Laurel, MD.



Graduates of the July 15-19 Introduction to Drycleaning class at DLI included, in front from left, Danilo Hernandez, DLI, Laurel, MD; Lori Williams, A 1 Dry Cleaners, Rockford, IL; Denesha O'Brien, New Oriental Laundry & Cleaners, Nassau, Bahamas; Boipelo Lindiwe Mosaka Sakies Dry Cleaners, Soweto, Gauteng, South Africa; Fatima Alvir, McLean Cleaners, McLean, VA; Elizabeth Knight, Smithsonian Institute, Washington, DC; Cindy Ruiz, Durham Cleaners & Laundromat, Durham, NC; and Julie Puente-Mata, Tiffany Couture Cleaners, Las Vegas, NV. In the middle row are Randy Jennings, Gormans Cleaners, Inc., Houston, TX; Debbie Young-Baker, Al Phillips The Cleaner, Irvine, CA; Wayne Riddle, Al Phillips The Cleaner, Irvine, CA; Josette Varela, Lyons Cleaners, Memphis, TN; Natalia Perez, Crystal Cleaners, Winston-Salem, NC; Samuel Wetzel, American Cleaners, Ballwin, MO; and Lisa Wetzel, American Cleaners, Ballwin, MO. In back are Kelly Crapser, Wedding Gown Preservation, Co., Endicott, NY; Diana Cataffo, 4th Avenue Cleaners, Brighton, CO; Verdell Rolle, New Oriental Laundry & Cleaners, Nassau, Bahamas; Chris Ainsworth, A 1 Dry Cleaners, Rockford, IL; Arika Williams, Curtis Cleaners & Laundry, Lowell, MI; Michael Manz, Paradise Dry Cleaners, Dickinson, ND; Silvio Carlos Santos Russo, ZAPS Cleaners, Lanham, MD; and Valesia Turnipseed, Lyons Cleaners, Memphis, TN.

# As 2019 classes wind down, DLI sets slate for 2020

As the last of this year's drycleaning classes wraps up this month at the Drycleaning and Laundry Institute, a full slate of courses for 2020 is ready to be rolled out.

DLI's General Drycleaning Course consists of two parts — a one-week Introduction to Drycleaning course and a two-week Advanced Drycleaning course. Students can take the two courses back to back or at separate times, fitting to their schedule of availability.

The first session of the five-day introductory course next year will be offered Feb. 24-28. The two-week advanced course will follow during the next two weeks, March 2-13.

The second introductory course will be offered July 13-17 with the advanced course following July 20-31. A third round will be offered in the fall with the introductory course running Oct. 19-23 and the advanced course from Oct. 26-Nov. 6.

The introductory course helps industry newcomers or those with less than one year of production experience learn about a variety of topics ranging from sorting drycleaning loads and soil and cleaning theory to stain removal procedures and using tensioning equipment to improve finishing quality.

The class also explores topics like fibers and their characteristics, pressing pants, coats and skirts, cleaning silk, satin and other fabrics and fabric constructions.

Those who complete the introductory course or who have a few years of production experience may want to consider the advanced course, which covers many of the same topics but is much more in-depth.

Advance class students also

learn about subjects such as using bleaches, wetcleaning wools, silks and more, maintaining and changing filters, troubleshooting the drycleaning machine, distillation procedures, current regulations facing the drycleaning industry, customer service techniques, getting clean, white laundry, pressing laundered shirts, designing the most effective work flow and understanding the differences between solvents including perc, GreenEarth, hydrocarbon and K4.

The classes meet from 9 a.m. to 4:30 p.m. Monday through Friday.

DLI also plans to hold a 2 1/2 day stain removal course Sept. 23-25. The class features instruction and practical application on stain removal, teaching the principles and chemistry behind stain removal, how to identify stains by type and remove stains properly.

Students learn how to remove coffee, ink, grease and other stains from clothing; identify cotton, silk, polyester, and other fabrics; using bleaches safely and using specialty products such as digesters, amyl acetate and acetone in stain removal; and removing spotting rings and water marks.

Tuition for the courses varies depends on various factors. For example, tuition for the full 15-day General Course is \$2,895 for non-members. But member plants in the Premier category can register for up to five courses at no additional cost. Premier members get additional education advantages such as four free self-study courses and three certification registrations among other benefits.

The tuition for the classes covers classroom instruction, lunch, notebook and other materials. Attendees are on their own for breakfast, dinner and lodging expenses.

Scholarships are available for DLI members located in the United States and Canada. For example, students at the recent courses attended on scholarships through Kreussler, the Lucky Amatore Memorial scholarship through the Pennsylvania and Delaware Cleaners Association, the Michigan Institute of Laundering & Drycleaning scholarship, the R.R. Street & Co. Scholarship, and the Illinois Professional Drycleaners and Launderers Association scholarship.

More information on scholarships is available through DLI and the various state and regional associations.

For more information on any of DLI's courses or to register online, visit [www.dlionline.org](http://www.dlionline.org) or call DLI, (800) 638- 2627 or

The DLI School of Drycleaning Technology is located at 14700 Sweitzer Lane in Laurel with three airports in the vicinity: Baltimore Washington International (approximately 20 miles away); Reagan National in Virginia (approximately 35 miles away); and Dulles International of Virginia (about 50 miles away). DLI recommends checking on hotel shuttle options for the trip.

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# NEWSMAKERS

**Jewell Kowzan** has joined the **Messe Frankfurt** team from **Riddle & Associates** to help manage the **Clean Show** which will next be held in Atlanta, GA, in 2021.

She will be the sales coordinator, working with **Greg Jira**, the show director, and **Veronica Carmichael**, the marketing manager, as Messe Frankfurt assumes its role as owner of the show previously managed by Riddle & Associates.

Kowzan will handle sales, booth information and package plan questions. Messe Frankfurt said there will be no significant changes to the package plan offerings for exhibitors at the 2021 show.

Kowzan was exhibits coordinator with Riddle & Associates for more than three years prior to joining the Messe Frankfurt team.

Carmichael will handle marketing op-

portunities, attendee registration and media relations while Jira will be in charge of floor plan inquiries, show policies and operations inquiries. Before joining Messe Frankfurt, she was marketing manager for Surf Expo, water sports trade show.

Jira was director of trade show operations for the Specialty Food Association for two years prior to joining Messe Frankfurt.

Messe Frankfurt said it will be updating the "look and feel" of the show but plans no significant changes at this time. For starters, the show's website at [www.clean-show.com](http://www.clean-show.com) has been revised.

The five U.S. based trade associations

that previously owned the show will continue in an advisory capacity to provide education opportunities at the show. Those associations include the Drycleaning and Laundry Institute, the Textile Care Allied Trades Association, the Coin Laundry Association, the Association of Linen Management and the Textile Rental Services Association.

Exhibitors that participated in Clean 2019 will receive the exhibitor prospectus in the mail by the end of March 2020. Registration will open in November 2020 for the show at the Georgia World Congress Center June 10-13, 2021.

The **Association of Wedding Gown Specialists** has partnered with **Wish Upon A Wedding**.

Wish Upon a Wedding, based in Columbus, OH, grants wishes for weddings and vow renewals to couples across the country who are facing illness or life-altering circumstances. Members of the AWGS will provide gown care and gown preservations to help commemorate the celebrations of love.

"Our members, represented in more than 500 cities around the world, specialize in caring for wedding gowns, both old and new," said **Kermit Engh**, AWGS president. "When we learned about the truly remarkable dream weddings made possible by Wish Upon a Wedding, our members immediately volunteered to offer our services to these couples in crisis."

Most recently an AWGS member took his alterations team to an awardee who was too weak to leave her home for gown fittings.

Couples seeking help may apply to [www.WishUponAWedding.org](http://www.WishUponAWedding.org). Individuals and companies, too, may offer support to this nonprofit which has allowed countless wedding and hospitality professionals the opportunity to provide goods and services to couples enduring great challenges. Brides are also encouraged to donate gowns that can be sold to raise money for granting wishes.

AWGS is a not-for-profit trade association with members offering MuseumCare ZeroCarbon green gown care in eight countries. Members are certified to ensure that wedding gowns and heirloom textiles of all kinds are cleaned according to established museum standards and preserved in archival-quality materials. Each member honors the guarantee of every other member no matter where in the world they may be.

AWGS also partners with major wedding media and sponsors the National Bridal Sale Event held annually the third Saturday in July. It has also taken a leading role in Come Find Your YES!, a national awareness campaign encouraging brides to shop locally.

Certified Wedding Gown Specialist locations may be found at [www.Wedding-GownSpecialists.com](http://www.Wedding-GownSpecialists.com).



**GreenEarth affiliates met at the company's home office in Kansas City, MO, Sept. 21 where topics spanning technical, marketing, sustainable fashion, and building a team were among those discussed. The full day of learning was followed up with a Kansas City BBQ feast. The evening prior, attendees were invited to a meet and greet at the AC Hotel in the trendy Westport neighborhood.**



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# KEEP IT LEGAL

# Labor and employment law trends

The United States Supreme Court starts a new term every year on the first Monday in October.

One of the first cases argued this year was whether the current civil rights law, Title VII of the Civil Rights Act of 1964, prohibits discrimination based on gender identity and sexual preference.

Ironically, some in Congress have tried to amend Title VII to specifically prohibit both types of discrimination, with no success. Therefore, the case is basically asking the Supreme Court to interpret Title VII in a way that does what Congress is unable to do legislatively.

One thing that a decision in favor of this broad interpretation will do is make company dress codes difficult to draft and enforce.

Current law permits dress codes that take into account gender differences, as well as the “sensibilities” of your customers.

considered “over the top” may become protected.

State and local jurisdictions continue to "tinker" with labor and employment laws, espe-

the higher rate (the simplest approach) or compensated differently depending on the hours worked in each jurisdiction (messy).

islaters seem to be obsessed with making showing up for work a secondary requirement of every job.

Showing up for work used

**Showing up for work used to be the first requirement of every job. Legislators now seem obsessed with making showing up a secondary requirement of every job.**

Of course, dress codes that unreasonably deal with religious practices or matters of racial identity (hair styles, for example) can be legally problematic, but bizarre modes of dress can be prohibited.

If the Supreme Court finds gender identity and sexual preference to be protected, modes of dress that used to be

cially in two areas: wage and hour and discrimination.

## Whose minimum?

Many states, counties, and cities are adopting higher minimum wage requirements than the federal minimum wage, which is legal under the federal wage and hour scheme.

So, what is the minimum wage for drivers who deliver goods in counties or cities with a higher minimum wage than that of other localities in which the drivers work?

The quick answer is that work performed in a jurisdiction is subject to that location's minimum wage. As a result, these drivers either have to be compensated for all hours at

Many state and local governments have already adopted anti-discrimination laws that go beyond the federal requirements.

For example, California has recently prohibited “hair style” discrimination.

In some jurisdictions, you cannot take into account that a job applicant is unemployed in deciding whether to hire that applicant. Check to see if your location has some of these unusual requirements.

## Salary history questions

Several jurisdictions are prohibiting employers from asking job applicants about their salary history with other employers.

The theory is that a “new” employer should make a job offer based on what it believes the employee is worth, not necessarily the sex or race based lower wage that the applicant is or was being paid by another company.

Check to see if your location makes salary history a taboo subject.

## No show, no problem

As I have reported in this column before, sick leave laws are sweeping the country. Leg-

to be the first requirement of every job. Expect the trend to move even farther away from that goal.

## Whistleblowing

Finally, given the attention being paid to “whistleblowers” in the national news, you can expect more laws protecting employees who claim their employer is violating the law.

Currently, good faith complaints are protected from retaliation in most instances, but that could change as legislators encourage employees more and more to be in an adversarial relationship with their employers.

One thing is certain: labor and employment lawyers will continue to have lots of work. Do your best not to be one of those employers paying money to lawyers instead of your employees.

Frank Kollman is a partner in the law firm of Kollman & Saucier, PA, in Baltimore, MD. He can be reached by phone at (410) 727-4300 or fax (410) 727-4391. His firm's web site can be found at [www.kollmanlaw.com](http://www.kollmanlaw.com). It has articles, sample policies, news and other information on employee/employer relations.

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# SOUTH

## SEFA moving show to Kissimmee, FL

South Eastern Fabricare Association has announced that its Southern DryCleaners and Launderers Show will be in a new location in 2020 at the Gaylord Resort & Convention Center in Kissimmee, FL. The show dates are June 12-14, 2020.

The Gaylord Palms Resort has six restaurants, a spa, pools, the Cypress Springs Family Water Park and more all on property.

"This is a great opportunity for SEFA," offered Rhonda Eysel, SEFA President. "The hotel is gorgeous, the event space is terrific and I think we will have a tremendous show. I think having the Hotel and Convention Center under one roof is a great change."

"The Gaylord Hotel has a great space, and will be able to handle the unique challenges a live equipment show poses," added Peter Blake, SEFA's executive director. "We have been trying to secure a spot in Central Florida for years, and we have finally found a space

## Lapels expands in NC and FL

Lapels Dry Cleaning, headquartered in Hanover, MA, recently opened a full-service drycleaning satellite store at 6431 E County Line Road in New Tampa, FL. The drycleaning store had previously been a Hudson Cleaners.

The new location is owned and operated by Lapels Franchisee Burt Ferrer, who also owns and operates Lapels Dry Cleaning of Tampa

"Our sustainable, non-toxic way of drycleaning clothes has been very popular with customers and businesses in Tampa," said Ferrer.

Meanwhile, Lapels also announced it will start a free pickup and delivery service in the greater Charlotte, NC, area. Franchise owner Alka Yadav will run the delivery service, which will serve the Myers Park, Eastover, Uptown, South End and Cotswold sections of Charlotte.

Lapels entered the Charlotte market earlier this year.

"In order to bring this service to more people in Charlotte, we developed the free pickup and delivery program," said Yadav. "One of the reasons we can offer a free pickup and delivery service is the sustainable way Lapels cleans clothes."

Prior to this venture, Yadav worked in product development in the apparel industry for 25 years and knows apparel from fiber construction to the final garment.

"Starting Lapels in Charlotte is bringing my career to full circle as I started with working in fabric mills and have intense knowledge of fabric and garments," said Yadav.

that is both feasible and relatively affordable. I feel extremely confident that location will translate into some of our biggest attendance numbers in years."

SEFA has a block of rooms at the Gaylord Hotel, at a rate of \$187 per night.

Booth sales are now open.

For more information on exhibiting, download the show prospectus and floor plan at [www.sefa.org](http://www.sefa.org) or contact Leslie Schaeffer, SDLS show manager, at [Leslie@sefa.org](mailto:Leslie@sefa.org) or call (215) 830-8467.



Highland Cleaners in Louisville, KY, purchased two Union HL-890 heated hydrocarbon solvent cleaning machines through O'Dell Equipment. Pictured from left are Michael Jones, owner of Highland Cleaners, David Biller, technical manager at Highland, Tonya Carman of Highland, Vic Williams, Union USA eastern sales manager, David Doerr of O'Dell Equipment and Billy Mitchell of Highland.



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JANUARY 2019						
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# DATELINE

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## 2019

**November 6** “Share Your Best Ideas” event sponsored by the Southern California Cleaners Association. Bicycle Club Casino, Bell Gardens, CA. Call (714) 494-9350.

**November 15-17** Fall Fest '19, sponsored by the North East Fabricare Association. AC Hotel, Worchester, MA. Call (603) 635-0322.

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

**December 4** Maintenance seminar sponsored by the Midatlantic Association of Cleaners. Puritan Cleaners, Richmond, VA. Call (800) 235-8360.

**December 15** Advanced Stain Removal

and Bleaching course sponsored by the Neighborhood Cleaners Association, Bronx, NY. Call (800) 888-1622.

## 2020

**January 16-19** Five Star/Brainstorming Conference, sponsored by the Drycleaning and Laundry Institute and the National Cleaners Association. Grand Velas Riviera Nayarit resort in Puerto Vallarta, Mexico. Call NCA (800) 888-1622, or DLI (800) 638-2627.

**February 24-28** Introduction to Drycleaning course, DLI School of Drycleaning Technology, Laurel, MD. Call (800) 638-2627.

**March 2-13** Advanced Drycleaning course, DLI School of Drycleaning Technology, Laurel, MD. Call (800) 638-2627.

**April 16-18** Cleaners Showcase, sponsored by the Southwest Drycleaners Association, Ft. Worth, TX. Call (512) 873-8195.

**April 29-May 2** Textile Care Allied Trades Association annual conference and 100th anniversary celebration, Hilton Head, SC. Call (813) 348-0075.

**May 13-14** Excellence in Laundry Conference, sponsored by the Coin Laundry Association. Rancho Bernardo Inn, San Diego, CA. Call (800) 570-5629.

**June 12-14** Southern Drycleaners and Launderers Show, sponsored by the South Eastern Fabricare Association. Gaylord Palms, Kissimmee, FL. Call (215) 830-8467.

**June 20-24** Texcare International, Frankfurt, Germany. Visit [www.messefrankfurt.com](http://www.messefrankfurt.com).

**July 13-17** Introduction to Drycleaning course, DLI School of Drycleaning Technology, Laurel, MD. Call (800) 638-2627.

**July 20-31** Advanced Drycleaning course, DLI School of Drycleaning Technology, Laurel, MD. Call (800) 638-2627.

**July 24-26** Michigan Institute of Laundering and Drycleaning, summer convention. Crystal Mountain, Thompsonville, MI. Call (877) 390-6453.

**August 14-16** Fabricare 2020, trade show sponsored by the California Cleaners Association, Long Beach, CA. Call (916) 239-4070.

**September 23-25** Two-and-a-half-day Stain Removal course, DLI School of Drycleaning Technology, Laurel, MD. Call (800) 638-2627.

**October 19-23** Introduction to Drycleaning course, DLI School of Drycleaning Technology, Laurel, MD. Call (800) 638-2627.

**October 26-November 6** Advanced Drycleaning course, DLI School of Drycleaning Technology, Laurel, MD. Call (800) 638-2627.

## 2021

**June 10-13** Clean Show, Georgia World Congress Center, Atlanta, GA. Call (404) 876-1988.

## Texcare International set for Frankfurt in June

The next Texcare International will be held in June 20-24 Frankfurt am Main, Germany. As at the last show in 2016, Texcare will occupy Halls 8 and 9.

“We are very pleased that our concept for expanding the fair has been so successful,” said Kerstin Horaczek, group show director of technology of Messe Frankfurt said. “At the coming event, we aim to take particular advantage of the potential for growth offered by Hall 9. This means we will be able to react much better to market developments, such as the growing sig-

nificance of IT and logistics solutions in the sector.”

Texcare International one of the worldwide events held by Messe Frankfurt for the laundry, drycleaning and textile services sectors. With the Clean Show in the USA, Texcare Asia & China Laundry Expo in Shanghai, Gulf Laundrex in Dubai and JET Expo in Paris, Messe Frankfurt holds textile-care events in important economic regions of the world.

For more information on the trade show, visit [www.texcare.messefrankfurt.com](http://www.texcare.messefrankfurt.com).



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**Courtyard by Marriott Harrisburg West**  
4921 Gettysburg Rd., Mechanicsburg

**NOVEMBER 14**  
**Pittsburgh**  
**Courtyard by Marriott Pittsburgh North**  
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**Seminar — 4PM**  
**Reception — 5PM**

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## THE TRUTH ABOUT TOTAL COST OF OWNERSHIP

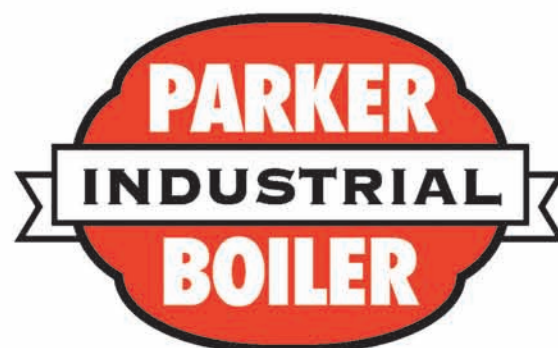
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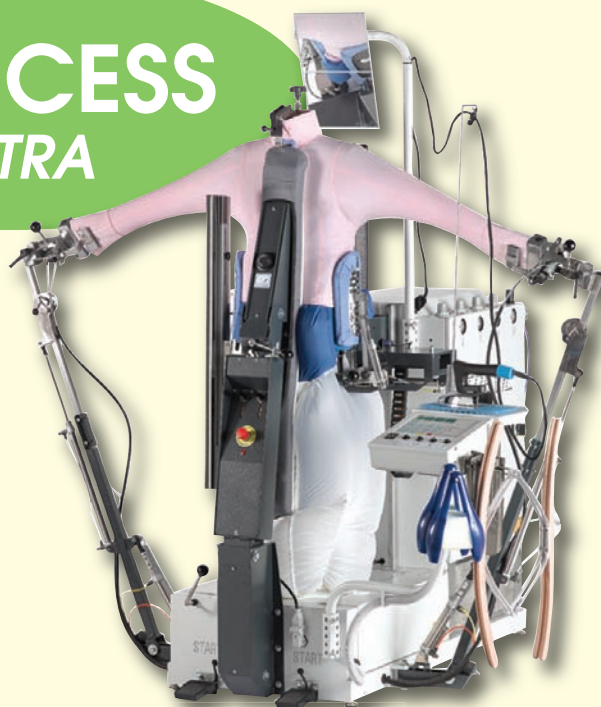


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