



The Messenger

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MAC Board Meeting Report from Rocky Gap

JULY/AUGUST
2019



MAC Board members Norman Way & Dan Criswell winding down with Josh Criswell after Meeting

MAC RECENTLY HELD ITS BOARD MEETING AT THE ROCKY GAP CASINO RESORT IN FLINTSTONE, MD.

The Board focussed on four major areas of concern: Membership, Member Services, Education, and next year's Spring Leadership Conference in Virginia Beach.

"This was a great meeting", offered Mike McKay, MAC President, "and I am really excited about the future of MAC. This meeting laid the foundation for a great 2020 and beyond. Our membership has been extremely stable over the past few

years, and we have even experienced some modest growth. Most associations throughout the country have been experiencing membership declines and we have been able to buck that trend and we are looking forward. MAC is more financially stable than we have been in well over a decade. All this points to great things ahead.

MAC is making membership growth and retention a top priority. In order to accomplish that, they are recommitting to an aggressive Educational Program over the next year that will include member meet & greets in all areas of MAC. MAC is also committed to a stronger in-field presence and has authorized Executive Director, Peter Blake, to spend more time visiting and interacting with the members and prospective members.

"I am really excited about getting out more to the member," observed Blake, "and this will give me a better understanding of what our members are looking for and what services will best assist their success."

The groundwork has also begun on MAC's Spring leadership program to be held the weekend of May 3rd. The plan is to revisit Virginia Beach, but explore a new facility. Keep watch on www.macassociation.org for updates and for more on the speaker platform.

MAC is on the lookout for members who are interested in joining the MAC Board. If you are interested, reach out and let us know!

IN THIS ISSUE

Executive Director's Report: Looking for Answers?	2
Networking: What is the Net Worth?	3
Next MAC Board Meeting set for December 11	3
Suffolk Quality Cleaners Closes after 72 Years.....	5
Has Contamination Cracked Your Nest Egg? (Part 2).....	6
Street's Launches New Ink Stain Remover.....	8
Great Uses for Hydrogen Peroxide	10
Allied Trade Members	11

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EXECUTIVE DIRECTOR'S MESSAGE...

Looking for Answers?

THE FAVORITE PART OF MY JOB IS TALKING TO MEMBERS (AND OF COURSE PROSPECTIVE MEMBERS). I GET TREMENDOUS SATISFACTION OUT OF BEING ABLE TO HELP PEOPLE.

Typically, I get a great deal of calls every month asking questions that are all over the map: business, marketing, technical how-to, and even equipment recommendations.

I am not going to act like I have all the answers and know-it-all, but I pride myself on helping you get the answers you need. That is what I believe my job is: to be a one call-does-it-all solution to your questions and issues. If I don't have the answers, I certainly can help you get to the right place to find the answers.

Recently, I have had a lot of calls asking for advice on boosting sales. This is one of the most common questions, and effective marketing is one of the easiest answers. I know people don't have unlimited budgets, but MAC and DLI are striving to provide you tools and services that will help you tell your story. If you have marketing concerns and want to start promoting your business, I implore you to watch the Marketing Video Series on the DLI website produced by Brian Rashid. They are free for all members and they are worth your membership investment by themselves. In addition to the marketing videos, join DLI's Effortless Social media program today. If you are like me, you have thought about, started to do it and got distracted and never went back. Just do it. Go online and register your business.

Yesterday, I got a call from a drycleaner looking to put in a computer system. Believe it or not, she does not have one yet and we discussed the need to invest in her business and reviewed some of the main features and benefits of having a system she can use. Too often small businesses think of their POS systems as glorified cash registers, but in reality they are an important business tool, and if used to their capacity, can translate into business growth. I have heard countless stories about the dramatic change a POS system can have on the financial stability of a business. The industry is so much more complex today, and to succeed, you need to use all the tools you have available to you.

If you are wondering who I recommended -- I gave out the numbers to Spot Computer Systems and Fabricare Manager. I am a huge believer in supporting the companies that support your association. Refer to page 11 whenever you are looking for vendors for any product or service!

DO YOU HAVE ANY QUESTIONS?

Trust me -- if you have a question, so do other members. I can answer them here or on the MAC Facebook page! As a special thank you for reading this article, and for taking my advice... any member who emails me after watching the Brian Rashid marketing videos on dlonline.org will get a special gift from MAC!

Send your questions to peter@macassociation.org or post them to MAC's Facebook Page and I will do my best to post the answers there. If you need more personal service, feel free to call me anytime, my number is listed below.



*Peter Blake,
MAC Executive Director*

Peter Blake

MAC Executive Director
(617) 791-0128

Networking: What's the Net Worth

Written by James Peuster, 21st Century Drycleaning & MAC Member



PROS IS "SHOULD I JOIN A CHAMBER OR DO SOME OTHER TYPE OF NETWORKING, LIKE ROTARY, LION'S CLUB, ETC. IN ORDER TO BUILD MY ROUTES." WHAT ABOUT BNI OR LE'TIPS OR OTHER REFERRAL BASED GROUPS? THESE ARE ALL GREAT OPPORTUNITIES THAT PROVIDE YOU THE CHANCE TO SEE

THE WHITES OF PROFESSIONAL'S EYES IN ORDER TO PROMOTE BOTH YOUR ROUTES AND STORES.

So what do you do in order to measure the net worth of networking?

First of all, realize that the goal is not to just get the members of the event to becoming customers, but to determine who they know. I always use the following formula in assessing a network group by basing it on 25 members knowing 200 potential customers I don't know. $25 \text{ members} \times 200 \text{ leads} = 5000 \text{ potential leads}$.

This means that you are one tier away of having them refer 200 people you don't know and multiplying that by 25 members, which gives me access to 5000 potential leads. Then take that one step further: $5000 \text{ leads} \times 200 \text{ leads} = 1,000,000 \text{ tier 2 leads}$.

Ok, some say I may be dreaming, but you are two tiers away from 1 million leads. Granted, you are not going to increase your route by 1,000,000 customers, otherwise you might need 3000 vans, but you are able to build your own network by getting in front of 25 people.

The second most important aspect is the identity or mission of the group. Some are designed to just be a small meet and greet. I'm good with these as long as you approach this as an opportunity to set future appointments. Go in with a farmer mindset, not a hunter. Set up one-to-one meetings and introduce each other and see if you are a good, cross marketing fit.

A third key step is to be involved in a group that commits to attendance. Selling takes commitment and this is why I love groups

and require attendance. Otherwise you will go when you want to and so will the other members. Selling should be proactive-not reactive.

My fourth and final component is measure your time more than the money spent on networking. If you or your staff member is spending 5 hours a week networking and not producing results, then you might look elsewhere. Just like the time you spent in the field selling, business events should eventually provide you with results as well.

"The goal is not to just get the members of the event to become customers, but to determine who they know."

The bottom line is that networking gives you a chance to be in front of potential customers as well as potential referral sources while increasing your professionalism in front of your community.



Get involved, stay active and committed and you will see results in both your stores and routes.

James Peuster is well known in the industry as "The Route Doctor". He has been a frequent workshop leader for the industry and can be reached at 1-877-DR Route.

The Next Mid-Atlantic Association of Cleaners Board Meeting

MAC Winter Board Meeting

3:00 pm, Wednesday, December 11, 2019 (Subject to Change)

Puritan Cleaners, Richmond, VA



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DRYCLEANING & LAUNDRY
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Suffolk Quality Cleaners Closes after 72 Years

TOM WILLIAMS HAS BEEN A HANDS-ON OWNER OF SUFFOLK QUALITY CLEANERS EVER SINCE HE BOUGHT THE WEST WASHINGTON STREET STORE IN 1987. HE WAS A DEVOUT SUPPORTER OF MAC AND DLI AND HAS BEEN A CHAMPION OF THE INDUSTRY.

Tom joined the MAC Board back in 1995 and has continuously served the industry. He served as President in 1999-2000.

When at his cleaners, he would wait on customers, work the pressers, handle all of the billing and payroll and made any needed repairs. He did it all, but after 72 years — 32 of those with Williams running it — the store recently stopped taking clothes and will close for good after everyone picks up their items and he empties everything out.

“The equipment’s getting older, I’m getting older, my employees are getting older ... I have always been a hands-on owner-manager,” Williams said.

When Williams took over operations of the store, he went to dry cleaning school at DLI for three weeks to learn how to operate the equipment. Admittedly, he claims to have known zero about dry cleaning when he took over. Now, ask him anything about any machine in the plant now and he can rattle off exactly what it does, how it works and what it would take to fix it.

The physicality of the work has taken its toll, not only on him, but also on his staff. Williams nearly shut down the store a couple of years ago after having difficulty with inflammatory arthritis that made him incapable of lifting anything for about a year and a half. He also had to deal with the aftermath of the recession that reduced the amount of business he was getting.

He made the decision to close the store in June after one of his longtime employees notified him of her intention to retire after 25 years. This summer, he said, has been much slower than in summers past. With that, the physical nature of the work, as well as his age and that of the equipment, Williams called time on the store. That didn’t make it easier when he broke the news to his employees July 30. Both he and they shed tears.

“I told them, and some of them were crying and they (couldn’t) believe it,” Williams said. “My wife was with me, and I teared up too. It was very sentimental.”

Customers have shed some tears also as word has spread about the store’s closure, and he said he shed more tears after he shut off the pressers for the final time. Williams explained his philosophy



(From top left, clockwise) Top outside the cleaners, as a graduate of the IFI School of Management in 1990, pictured with wife Jackie in 1998 in front of ‘new’ awning, and Tom in his natural habitat!



of running the store, reading from a handout he has been giving customers as they pick up items for the last time.

“The manager and staff want to thank you for your friendship, loyalty and business,” Williams said. “You notice I didn’t put business first. (I put) the friendship and the loyalty first. We’ve gotten that way. We know people. ... They’re not just people who come and give you a dollar. They’re people you bond to.”

“This is a loss for the community,” offered Peter Blake, MAC Executive Director, “and a loss for MAC as Tom will also be retiring from the Association’s Board. He has proved to be a valuable resource for us and the industry. He was a voice for the smaller operator, and a voice for those in the industry in the Hampton Roads area. I am proud to call him a friend, and will still be reaching out for his counsel and guidance.”

No one should be fooled into thinking Williams isn’t going to stay active. After a brief break to recharge, he plans to dive into work with the Boys and Girls Club, and perhaps get back into working with the Boy Scouts, things he hasn’t had time to do while working every day for the past 32 years. Besides, if he stays home too much, he said, he’d only drive his wife crazy.

“I’m energetic,” Williams said. “I do want to spend time and learn and guide and help teach kids, and that’s what I’m hoping to do once I settle down and take a break.”

Has Contamination Cracked Your Nest Egg? (Pt. 2)

Written By Jeff Carnahan, LPG President, EnviroForensics



IN PART ONE, WE LOOKED AT THE PAST LANDSCAPE OF ENVIRONMENTAL CLEAN-UP AND HIGHLIGHTED SOME OF THE CHANGES AND TRANSITIONS THIS FIELD HAS UNDERGONE.

This month, we will look more into the affect this all

has on your industry, the drycleaners & launderers. We understand that this is a traditionally small business and blue collar industry, and we know you have many difficult challenges when navigating the complex arena of environmental remediation. When you have questions or concerns -- call us, or call the association. There are always people that can help you navigate these areas.

THE CHALLENGE FOR DRY CLEANERS

Here is the tricky part; due to the prevalence of environmental issues related to use of perchloroethene (PCE, Perc) in the dry cleaning industry, just the fact that a dry cleaner exists, or used to exist, at or adjacent to the sale property, is enough to trigger a Phase II ESA per the due diligence standards. At this point in the property transfer process, if you want to continue with the sale, there will definitely need to be sampling.

The process can be stopped right after the Phase I ESA without any liability to the property owner, but that won't get the property sold. This is a very uncomfortable spot to be in, I'm sure. Many of you know this for a fact.

Putting the property sale process aside for a minute, when a business is being sold, a similar due diligence process is undertaken by the potential buyer. They will want to make sure that the business they are acquiring doesn't have a current or hidden environmental liability that could hit the new owners at some point in the future and affect the value of their investment. Businesses are usually sold either as asset-only acquisitions, or stock plus assets acquisitions.

The CERCLA liability that we are talking about is tied to the stock of the company and its owners. Because of this, many times business buyers will want to purchase just the assets (equipment, customers, brand, goodwill, etc.) of the company, and not acquire the property or stock.

That allows the buyer to skim the cream off the top of the business, and leave the junk at the bottom, like the environmental liability, for you. This is a way, however, of getting the job done and keeping a good bit of value for your nest egg.

PRESERVING YOUR NEST EGG

Let's talk about a couple of ways that you can preserve the integrity of that nest egg in preparation for the time when you are ready to cash-in and move on.

First, there are a variety of insurance products available that you can purchase as protection against environmental liability. The insurance industry started specifically excluding coverage for environmental pollution from their general liability policies back in the mid-80's, right around the time that the CERCLA responsibilities were being formed. However, environmental pollution liability can still be insured today as specific policies or riders if it needs to be a part of your calculation.

If you think that these may be of interest to you, I encourage you to reach out to your agent or a representative for a carrier that is involved in the dry cleaning industry. An insurance company with a long history and knowledge of dry cleaners would probably be best.

Another way to help preserve your nest egg against devaluation from contamination is-

issues is, of course, those old general liability policies from before the mid-80s, when there weren't specific exclusions. From my experience, this is usually the time period when environmental releases actually occurred anyway. Find them and assess their value.

Even if there are no known environmental releases associated with your dry cleaning business, having these old policies in hand may be what is needed to convince a potential business or property buyer that they won't be stepping into a problem that can't be paid for if they close the deal with you. Those old policies are an asset to your business, so they should be part of your nest egg calculation.

"Even if there are no known environmental releases associated with your dry cleaning business, having these old policies in hand may be what is needed ..."

ABOUT JEFF CARNAHAN

Jeff Carnahan, LPG & President of EnviroForensics, is an industry leader in environmental issues. Contact him directly at (317) 614-0590 or jcarnahan@enviroforensics.com.

EnviroForensics is a long-time member of MAC and is a strong supporter of the industry and the association. They are frequent contributors to "The Messenger", and is a featured author for *The Cleaner and Launderer*. Visit enviroforensics.com for more information.



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Street's Launches New Ink Stain Remover



R. R. STREET & CO. INC. (STREET'S) HAS LAUNCHED A NEW ADDITION TO THE COMPANY'S LINE OF STAIN REMOVAL PRODUCTS. INKTASTIC™ IS DESIGNED SPECIFICALLY FOR THE REMOVAL OF INKS.

The Company says Inkstastic was recently introduced to distributors and customers at The Clean Show in New Orleans. It generated a lot of buzz and excitement, and Street's is pleased by the interest and feedback that they continue to receive from customers.

"Inkstastic is a great product. It removed a large ink stain that resulted from a broken pen, completely, with minimal effort. It really works wonders and is less time consuming with great results," said Scott Lloyd, Manager of Durham Cleaners, North Carolina.

Available through authorized Street's distributors in filled 12-ounce bottles and single-gallon jugs, Inkstastic extends garment life, and increases productivity by quickly and effectively removing a variety of stains with one product, reducing labor and costly recleans.

Available immediately, Inkstastic is a newly formulated solution designed to overcome a wide variety of both wet-side and dry-side ink and dye stains. No matter the type of ink or dye, Inkstastic effectively penetrates, loosens, and removes stains from almost any fabric. Its all-in-one efficiency eliminates the costly and tiring process of using various different stain removers and procedures, saving the customer both time and money.

Beyond ink removal, Inkstastic's versatile and quick-action formula also eliminates autoclave tape and adhesives, and stubborn combination stains, including heavy greases, oils, make-up, and sauces.

R. R. Street & Co. Inc., founded in 1876, is the leader in the manufacture and marketing of premium, reliable drycleaning, wet-cleaning and laundry process additives, stain removal agents and filtration products in North America and Internationally. Street's provides access to the largest and most highly trained technical support staff to help ensure the highest quality fabric care. For more information about Inkstastic and Street's, please contact your local Street's representative, call 1-800-4STREET or visit 4STREETS.com

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Great Uses of Hydrogen Peroxide

Written by Jeff Schwarz, A. L. Wilson



SIMILAR TO YOUR HOME TOOLBOX, EVERY CHEMICAL IN YOUR DRYCLEANING PLANT HAS A FUNCTION. EVERY CHEMICAL ON YOUR SPOTTING BOARD IS A TOOL. ONE TOOL REMOVES RUST, ANOTHER TOOL REMOVES INK, ANOTHER REMOVES UNWANTED

DYES, ETC. (SOME PEOPLE BELIEVE IF YOU CAN'T FIX IT WITH A HAMMER, IT MUST BE AN ELECTRICAL PROBLEM...HA!)

Hydrogen Peroxide (HP) is an amazing tool and it comes in different strengths - 3% you can buy at the grocery/ drug store; 15% (approximately) from hair care stores; some distributors carry a higher percentage of 30-35%. Commercial medical linen plants use HP at 90% strength, in 55 gallon drums, as their main bleaching agent because it won't set medicine type stains like chlorine will. These giant facilities dilute this down to formula specs. No one would ever use that strong of a bleach, without diluting it. (see photo below.)



For this article, let's talk about the uses with 3% HP. It comes in a brown bottle and almost any sprayer nozzle you have in your plant will fit; some bottles have a sprayer nozzle on it already. Keep your peroxide in this brown bottle and never store it in a clear container. If you buy higher concentra-

tions of peroxide, keep it away from heat and sunlight.

HYDROGEN PEROXIDE (HP) USES IN YOUR PLANT

1. General Stains. HP at 3 % it is safe on almost any garment and color. It can be used to remove perspiration stains, red wine, food, etc. I know that it's especially good on silk neckties and Tommy Bahamas shirts.

Spray onto the stain and put the garment in the sun, or boiler room. Heat and light activate this bleach; it then turns to water and evaporates. Re-apply every 15-20 minutes until the stain is gone, which may take 5-6 applications.

2. Testing Stains. HP is great for testing blood stains. Spray on the stain, if it's blood or another protein, the peroxide will turn white.

3. Stains on White & Cream Colors ONLY. Use HP and ammonia together to remove old perspiration stains, even on silk. Turn garment inside out and apply HP to armpit stained area. Add Ammonia at 9% or 26% (it doesn't matter). Use steam gun to heat, then flush out. If affected areas turn brown, that's O.K....flush out completely, then follow using RustGo. The RustGo will remove the brown color change.

4. Perspiration Stains. Many times HP will remove the white salt perspiration/ deodorant stains on suit jackets. Spray on inside and outside of jacket affected areas. Re-apply until stain disappears.

5. HP on Set Sugar Stains. HP will remove sugar stains on dry-cleaned garments. Sugar stains are invisible, so you won't see them at the counter. Sugar won't come out in the drycleaning process, but with heat and age, the yellowish brown stain will appear.

An example of this is a "Dryclean Only" wedding dress that the bride spilled champagne, or white wine, on the garment. I saved an \$11K purple, raw silk wedding dress for a Colorado cleaner, using nothing but store bought peroxide, a Z rack and the heat from the boiler room. It only took 2 applications and the dress was perfect!

I simply applied 3 % HP to the dress, hung it in the boiler room on a Z rack and re-applied HP 20 minutes later to all affected areas of the gown. I came back for third application and all the stains were gone, even though these sugar stains had been pressed into the dress.

EXERCISE CAUTION

Like using any tool, caution must be exercised. When using HP in higher concentrations, always wear gloves and protective eyewear. When using any bleaching agent stronger than 6%, remember to neutralize. HP and sodium perborate, or percarbonate, can be neutralized by 2-3 high rinses or by using 2 oz. of acetic acid/ gallon of water. If you don't have acetic acid, you can substitute 4 oz. of your tannin formula/ gallon cool water, soak for 20 minutes and rinse.

Your customers want their garments returned to them like new. Using all your tools in your toolbox will help you achieve that.

ABOUT THE AUTHOR

Jeff Schwarz, "the Stain Doctor" is a stain removal specialist and salesperson for A.L. Wilson Company. He is a contributing author for Cleaner and Launderer Magazine, and has presented numerous workshops and seminars throughout the country. He can be reached via email at jeffschwarz@alwilson.com or via telephone at 201-240-9446.

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