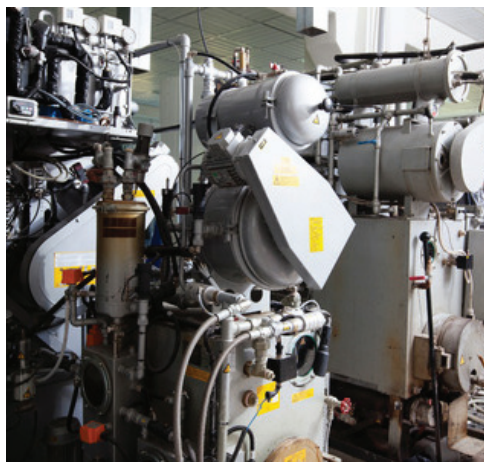




The Messenger

www.macassociation.org

MAC Set to Host Preventative Maintenance Workshop



ON WEDNESDAY, DECEMBER 6, MAC HAS ARRANGED FOR JERRY MOORE, PRESIDENT OF MOORE SERVICES, TO CONDUCT A PREVENTIVE MAINTENANCE WORKSHOP AT THE DLI HEADQUARTERS IN LAUREL, MD.

The program, "Proper Maintenance: The Key to Productivity and Efficiency" will explore the routine maintenance required for keeping your equipment in top operating condition. The workshop will not only discuss the drycleaning machine maintenance, but will also explore: pressing equipment, compressors, and even boiler maintenance."

"If you think of the anatomy of the drycleaning plant," observed Peter Blake, "the drycleaning machine and the presses make up the body of the plant, but the boiler is the heart. The boiler is what keeps everything pumping, everything moving. A properly maintained boiler will keep the plant functioning. If the boiler is the heart -- the air compressor is the lungs. Without a properly functioning air compressor, you are left with no power. Just like the human body, you need everything functioning together to achieve peak performance and efficiency."

This program is designed to demonstrate proactive ways you can ensure your equipment is operating at their optimum capabilities. Jerry Moore will draw on his 40+ years of experience with the drycleaning industry, and the sales and service of equipment, to help explore what needs to be done to be in compliance with local and federal regulations, as well as, what you need to do to increase your productivity. All equipment needs to be properly maintained, and this workshop will help you protect your equipment investment.

The cost of the program is only \$25 for members and \$35 for non-members. The cost includes a dinner at DLI following the program.

For more information visit the events page on www.macassociation.org where you will find a link for the registration form. Please call the MAC Office at 800-235-8360 or e-mail us at peter@macassociation.org if you need assistance.

MID-ATLANTIC ASSOCIATION OF CLEANERS / WWW.MACASSOCIATION.ORG / 800-235-8360

SEPTEMBER/OCTOBER
2017

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PRESIDENT'S MESSAGE...

Help Wanted: Looking for Volunteers to Help Guide MAC

MAC IS MOVING FORWARD, AND WE ARE IN GOOD SHAPE. OUR MEMBERSHIP HAS BEEN STABLE AND EVEN GROWING THE PAST 3 YEARS. WE ARE A MUCH STRONGER ASSOCIATION NOW, AND WE WANT TO KEEP THE MOMENTUM MOVING FORWARD.

MAC is looking for a few good men and women who are committed to the industry and MAC and want to help shape the future. We are looking ahead, and we want you to be a part of it. We need more people to join together and help guide us and assist in creating education opportunities, new programs and new service that will help all our members to grow and prosper.

The MAC Board meets a minimum of three times a year throughout the Mid-Atlantic region. The Board's primary function is to help guide the MAC, to help determine what directions the association should go in, and to provide me guidance in how MAC continues to serve our members.

"When asked to join a Board of Directors," offered Russ Kaplan, Zips, "many people immediately think of the time drain, or in the burden of what needs to be done. I honestly think that the benefit I derive from being on the MAC Board far outweighs what I put in. I get so much out the opportunities and the meetings -- my business is better by my involvement. Learning from peers, being the first to know what is happening in our area (and around the country), as well as helping to create programs I know my staff and I will benefit from makes it a tremendous opportunity for me."

Make plans now to join us for our December 6 meeting (featured on front page) and learn how the Board works and how you can be a part of shaping the future. If you can't make that meeting or want to learn more about time commitments and/or responsibilities -- please contact me and we can explore the potential. I know you, and your business, will benefit more than you know by getting involved.

WHAT LIES AHEAD?

MAC is working on new and exciting programs. Plans are underway for a weekend management conference in Virginia on the weekend of May 18th. MAC is also planning a second Management BootCamp with Don Desrosiers for this summer, and is currently developing a BootCamp II which will feature a further exploration of management and human resource issues.

If you would like to see programs in your area, or want to find out more about upcoming programs reach out and contact me. I am committed to helping you succeed.



Peter Blake, MAC Executive Director

Peter Blake

MAC Executive Director
(617) 791-0128

Management BootCamp Receives Rave Reviews



MAC HELD ITS FIRST EVER, MANAGEMENT BOOTCAMP TO RAVE REVIEWS. THE PROGRAM WAS HELD ON SEPTEMBER 23 AND 24 AT THE DLI OFFICES IN LAUREL, MD.

THE CLASS WAS ATTENDED BY 10 MANAGERS FROM THROUGHOUT THE REGION.

The program, "How to Run a Drycleaning Plant Easily, Efficiently, and Profitably" was a first of its kind, and was presented by Management Expert Don Desrosiers of Tailwind Systems. Plans are underway to bring this program to different regions of the country.

"This was a great program," observed Mike McKay of The Shirt Salon, "it reinforced many of the thoughts and ideas I had, but gave me some solutions to many problems I have when implementing them. It was great to have two people there, myself and

one of my key managers, so we could be on the same page moving forward and really understand where we need to go."

The course explored the necessity of monitoring labor and production. Attendees learned the basics of why you need to track information, and then they explored how to put that information to use. Included in the discussion was methodology for calculating cost per piece, boosting productivity, managing labor costs, and interpreting information.

"Management training is one of the most requested topics we receive," offered Peter Blake, MAC Executive Director, "and this was a great opportunity. I wish more people had been able to take advantage of it. People need training like this, and need to prioritize it when it is available. Unfortunately, there is never a guarantee the program will be repeated in an area."

Due to the feedback of the attendees, MAC will be planning a second, follow-up BootCamp in the Spring. For more information on all upcoming events, visit www.macassociation.org where you will find the most up-to-date information on all MAC Activities. Please call the MAC Office or e-mail us at peter@macassociation.org if you would like to request a class or educational program in your area.



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Information at Your Fingertips: Have you Downloaded Your DLI Apps Yet?

Written by Peter Blake, MAC Executive Director



ARE YOU PUTTING YOUR MEMBERSHIP TO GOOD USE? ARE YOU MAXIMIZING YOUR RETURN ON INVESTMENT FOR YOUR MEMBERSHIP DOLLAR?

I sincerely hope you are, but if you are like many members you get too busy

and things seem to slip through the cracks and before you know it a year has passed and you haven't used your membership as much as you intended. This new series of articles are designed to make sure you get the most from your membership. Six times a year we will highlight one member service for you to use this month.

PUT DLI TECHNOLOGY TO WORK

Free download for all Members: DLI's Garment Analysis App

Free download for all Silver, Gold and Premier Members: Stain Removal App & Encyclopedia of Drycleaning App

DLI remains the leading expert of drycleaning and laundry. They are the premier source of information for all things drycleaning, and have been providing members with information and guidance crucial to their success.

They continue to publish great information in Fabricare Magazine, their e-blasts and services, and on their website, but now you can access it all through their series of Apps and fully-searchable Member Only section of DLIONLINE.org.

DLI ENCYCLOPEDIA APP

This app is free to members in Silver level and above, and features main topics you can browse including: Fibers & Fabrics, Customer Service, Laundry, Management & Marketing, Not-In-Vogue, TABS, Technical Operating Information, Wet Cleaning, and Regulatory & Legislative.

Or you can type in your subject matter in the search line at the top of the initial page. All results are downloadable and can be printed in full color.

One caution, you do need an active internet connection to access use the app.

"This is a great tool for owners, managers, and even counter sales personnel", offered Blake. "I know cleaners that have placed I-pads at the front counter so if there are any questions from consumers, you can look up information instantly. Can you imagine the reaction from the customer that sees you have all this information available at the touch of a button? It really shows your professionalism."

DLI STAIN REMOVAL APP

This app was DLI's initial venture into the digital world back at the Atlanta Clean Show in 2015 -- and it has been getting better and better ever since.

The app is an easy to use, step by step guide to removing even the toughest stains. The initial screen comes up and you identify the type of stain: beverage, food, pets, oils, cosmetics, personal, or household. Then you are brought to a second screen where you identify the type of stain (wine, ketchup, mustard, etc.). Lastly, you are brought to a third screen where you identify the fabric (cashmere, angora, ramie, etc.).

Then you are brought to a page featuring step-by-step instructions on removing the stain. It is as simple as that: effective, easy to use, and accurate. You do not need an active internet connection to use this app, but you do need to update the information periodically.

But that is not all.. on the initial start-up screen, there is a red button "SP" in the top right hand corner. If you hit that button, it changes the language from English to Spanish! Just click the EN to put it back in English.

DLI GARMENT ANALYSIS APP

This app is free to download for all members, but there is a cost to use the service. All levels of membership can use the analysis services, and some levels have a number of free analysis included as a part of their membership investment.

This new service has been working very well. With the quality of images that can be taken with cell phones and other technology today, DLI can effectively analyze up to 75% of all issues through pictures and information without having to send in the garment. The process is much quicker, and saves on shipping costs of garments to and from the Institute.

Even after using the app, there is still the possibility of further testing required, so some garments will still have to be sent in for evaluation.

DOWNLOAD THEM NOW-- HERE'S HOW!

For android devices, visit "Play Store" and type in "DLI" and search. Both the "Stain Solver" and "Garment Analysis" apps will show up for free download. Download them both and when you open them, you will need to enter your 6-digit membership number to access them and begin use. You may need to search: "DLI Encyclopedia" to locate and download the last app.

On Apple Products, visit the APP store, and search for "DLI" and all three apps will come up. You may have to scroll down to find them all, but they are there for free download. Once installed, you will need your member number to activate them.

Aristotle “Telly” Svingos



ARISTOTLE “TELLY” LAMBROS SVINGOS, 63, OF HUNTINGTON, PROCLAIMED VICTORY OVER HIS BATTLE WITH CANCER AND WAS RECEIVED BY HIS LORD JESUS CHRIST ON OCT. 21, 2017, AT HIS RESIDENCE WITH HIS

WIFE AND CHILDREN BY HIS SIDE.

Aristotle was born July 28, 1954, in Huntington to Lambros Aristotle Svingos (who preceded him in death) and Mary Jonson Svingos of Huntington. Also surviving is his wife and soulmate of 31 years, Janet Compton Svingos; his four children, Anthony A. Svingos, Lambros A. Svingos (and his daughter Avery), Alexandra A. Svingos, and Maria Simone Svingos; two brothers, two sisters, and two god-children. Aristotle “Telly” Svingos, together with his sister Joanna are continuing the family tradition of hard work, passion and dedication to serving the community.

When Telly’s father Lambros retired, Telly and his sister Joanna bought the cleaners from their father which moved Victor’s Cleaners into the third generation of the family. Telly grew up in the business and the industry learning from both his father and grandfather the value of hard work.

Telly’s father always instilled in him the need to be present in the business -- to be working it. His thought is if you are not in it -- you will lose it. He and Joanna have been living that motto ever since they were entrusted with carrying on the family legacy.

“If you can walk” joked Telly, “you can work in the drycleaning business with the family. Telly was involved since he was 12 or 13 -- and he loved the business. Not just for the great life it has afforded him, but also for the rewarding feeling he got from their loyal customers. We are always here, always working on premises because we truly love it.”

Personal thoughts and may be left on the virtual guestbook at www.klingelcarpenter.com. Expressions of sympathy may be made to the Multiple Myeloma Research Foundation, www.themmr.org. American Cancer Society Musekamp Hope Lodge, www.cancer.org/hopelodge or the GBS-CIDP Foundation International, www.gbs-cidp.org.



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What's the Point?

Written By Don Desrosiers, Tailwind Systems -- Management Consultant



MOST PLANT OWNERS OR MANAGERS DO SOME SORT OF RECORD-KEEPING. SOME TRACK SALES, SOME TRACK PIECES, SOME TRACK LABOR AS A PERCENTAGE OF SALES, SOME TRACK PIECES PER LABOR HOUR. BUT WHY? WHAT DO YOU DO WITH THE INFORMATION YOU COLLECT? DO YOU KNOW WHAT IT

ALL MEANS TO YOUR BUSINESS AND YOUR BOTTOM LINE?

PUTTING THE INFORMATION TO USE

The most important question you can ask is "Now what?" What are we going to do with the data we have collected? The first company that I worked with that kept daily records was meticulous about it. On a pre-printed form, they would jot down the number of drycleaning pieces and the number of labor hours used in that department.

Similarly, they would collect and record the number of shirts and labor hours. Then, using a calculator, they would divide the number of pieces by the number of labor hours. The result was the number of pieces per labor hour. On the form, there was a space for these entries for each day of the week. I considered this to be quite impressive. But I soon changed my tune.

I asked the manager what he did with that data. He responded immediately with an answer that was both accurate and disappointing. He said, "We put it in a file and never look at it again." He was 100% correct. That is exactly what they did. I cannot help but wonder why they kept records.

What purpose did this serve? I doubt that they had an answer. I guess that the boss asked for the data. Compiling this data sounds like the right thing to do. So, compiling and storing the data must

be necessary, but it doesn't serve any purpose unless the compilers of these numbers use the data in the future.

DATA ACTS AS A "CALL TO ACTION"

Recording numbers is very important. The point is to tell management what needs attention. Data first acts as a call to action.... This is what needs a manager's attention.... And then it maps the progress of the remedial action. You cannot accomplish this if the paperwork is buried in a file cabinet!

For example, let's say that a manager finds that the drycleaning department pieces per labor hour (PPLH) is 14. He considers this to be unacceptable. The manager now has something to do; improve that statistic! The record-keeping is already on its way to becoming invaluable. The data has pointed to and highlighted a problem area.

The manager sees this as a call to action. Now, the data becomes a monitor. Assuming that the manager works on the problem at hand, the daily reporting reports back to him/her. It says "This is how you're doing." If the statistic improves, the manager is on the right path. If it does not, they a different tactic is in order.

That's what record-keeping is for!

MANAGEMENT BOOTCAMP

MAC is planning to hold a second "2-Day Intensive Management BootCamp during the summer. The program was first presented in DLI Headquarters in September, and the attendees all raved about the program.

"This was a a terrific program," observed Mike McKay of Drycleaning Shirt Salon. "It reinforced many of the thoughts and ideas I had, and gave me some practical solutions to many problems I have when implementing them."

For more information on upcoming programs, visit www.macassociation.org. If you are interested in this program, or would like to have programs held in your area, please contact Peter Blake and the MAC Office (peter@macassociation.org). MAC is committed to reaching out to all our membership -- and we are committed to your success.

The Next Mid-Atlantic Association of Drycleaners Board Meeting

MAC Board & Annual Membership Meeting
2:00 - 3:30 on Wednesday, December 6, 2017
DLI Headquarters, Laurel, MD



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DRYCLEANING & LAUNDRY
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Start Creating Your Social Media Strategy

Written by Jennifer O'Keefe, Glikstorm LLC



IN LAST ISSUE'S ARTICLE, WE TALKED ABOUT THE STRATEGY OF DEFINING WHO YOU'RE TRYING TO REACH. NOW THAT YOU'VE IDENTIFIED YOUR TARGET CUSTOMERS, LET'S FIGURE OUT THE BEST SOCIAL MEDIA PLATFORMS YOU CAN USE TO REACH THEM. THE DEMOGRAPHICS ARE DIFFERENT FOR EACH SOCIAL MEDIA PLATFORM, AND

PEOPLE EXPECT DIFFERENT TYPES OF CONTENT ON DIFFERENT PLATFORMS.

WHAT TYPE OF PEOPLE ARE YOU LOOKING FOR?

Starting broadly, is your target customer male or female? While all social media platforms are used by both genders, men are likely to be active on Twitter, LinkedIn, and Facebook. Women are likely to be active on Facebook, Pinterest, and Instagram.

There's an age differentiator, too. The average age of users on the social media platforms from youngest to oldest is generally: Snapchat, Instagram, Facebook, Pinterest, Twitter and LinkedIn. Some platforms have a wider age-range of users than others. Snapchat is popular with the under 20 crowd, but also has an audience of 40-60 year old females (mothers of college kids using Snapchat). Facebook's main audience ranges drastically from 25-70 years old.

WHAT ARE THEIR INTERESTS & CAREERS?

You can find CEOs and upper-level business professionals on LinkedIn and Twitter. Mothers with young children can be found on Facebook, Pinterest, and possibly Instagram. College students can be found on Instagram, Facebook, and possibly Snapchat. Creative people who are artists, photographers or crafters can be found on Instagram, Pinterest, and possibly Facebook.

IS GOOGLE+ DEAD?

You may have noticed that Google+ hasn't been mentioned. While Google+ is not currently a very popular platform where people go to consume information, it's still important to your online marketing strategy. If used properly, Google+ can help the SEO (search engine optimization) of your website.

DIFFERENT PLATFORMS = DIFFERENT FOCUSES

People expect to find different types of content on the different platforms. On Instagram, Pinterest and Snapchat people expect to see pictures as the focus and main point of each post. On Twitter, posts are expected to be simple and concise. Twitter is also used heavily for breaking news and politics. Facebook users are toler-

ant of the widest variety of posts, including short videos and Facebook Live. On LinkedIn, posts are expected to be links to business/professional articles, press releases, job postings, or industry-related news.

ALL SOCIAL MEDIA PLATFORMS HAVE TWO THINGS IN COMMON:

#1 Obnoxious, blatant promotional posting is frowned upon. On all platforms, promotional messages should be infrequent, gentle, subdued, and not screaming at readers.

#2 Posts are expected to have a picture or video. Posts that contain only words tend to be skipped over by the reader's eyes. Don't post anything without a picture, unless it's an emergency...like "the building is on fire!!!"

KEEP YOUR END GOAL IN MIND

When trying to decide which social media platforms to use, you also need to refer to your strategic plan and the results you hope to achieve. Different goals may require very different tactics. If your strategy involves using sales and coupons, Facebook, Twitter and Google+ would work well. If you want to increase your public relations and highlight the work your company does within the community, Twitter, LinkedIn, and Facebook would work well. If you want to share before and after photos of your work, Instagram, Facebook and Twitter would work well. If you want to take advantage of trending topics to increase the number of people who read your posts, Twitter and Instagram would work well.

CLEAR AS MUD?

Do you have a clear idea of where to find your target customers online or are you now thoroughly overwhelmed? A basic strategy we use with many of our clients is to start by using a combination of Facebook, Twitter and Google+, with a limited amount of relevant posts released on LinkedIn as well. This is a good general starting strategy for most small businesses. Here's a secret: if done correctly, you can use the same picture and most of the wording for each of these 4 platforms! The wording for Twitter just needs to be shortened a bit, but it can be done.

GLIKSTORM: NEW MAC MEMBERSHIP BENEFIT

Using social media strategically doesn't need to be a headache. If you have questions about your social media strategy please contact me for a complimentary discussion today.

If you are not sure how to get started, or if you need assistance, MAC has arranged for members to receive Glikstorm services at a greatly reduced rate. This discount includes reduced fees on image creation and specially designed packages that include postings on Facebook, Twitter, and Google+.

For more information on Social Media packages available for drycleaners, contact Jennifer O'Keefe at Glikstorm: (603) 943-6480 or by email: info@glikstorm.com. (See ad on next page)



Mid Atlantic Cleaners Association Members:

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Social Media Management Plans



	Light Starch Plan	Heavy Starch Plan
# of profiles	Up to 2	Up to 3
# of new images	8/month	16/month
Posting schedule	3/week	6/week
Catalog posts & images	YES	YES
Work to increase followers		YES
Blog posting		Up to 1/month
Special Price:	\$249/month	\$499/month

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FAQ about Social Media Management Plans:

- You review and approve all images & posts before they run.
- The current social media platform choices are: Facebook, Twitter, and Google+.
- On the Heavy Starch Plan we may also do some posting to LinkedIn as appropriate (ex: company news, events, charity support, job openings)

FAQ About Images:

- Industry-related images may be used for other clients who are further than a 20-mile radius from your location.
- Some images (ex: holiday greetings) are not exclusive and may be used for other clients.
- Images we create from your own photos (ex: staff, customers, building, before/after work) will only be used exclusively for YOUR business



Learn more today:
www.glikstorm.com/mac

“Moscow Rules”

Written By Raleigh F. “Sandy” Seay, Jr., PHD, Chairman of The Seay Management Consulting Firm



IF YOU ARE AN AFICION-ADO OF SPY NOVELS, YOU'RE FAMILIAR WITH THE WORK OF JOHN LE CARRÉ, THE NOM DE PLUME OF DAVID JOHN MOORE CORNWELL. HIS FIRST BEST SELLER WAS THE SPY WHO CAME IN FROM THE COLD.

Later, his stories about George Smiley, the master spy of MI6 reached the top levels of the spy genre in terms of plot, character development, tone and setting, which is the Cold War. Two of the most prominent George Smiley novels are *Tinker, Tailor, Soldier, Spy* and *Smiley's People*. In these stories, Le Carré's characters speak of the "Moscow Rules," which are a set of principles that spies employ in order to survive. They are not written down anywhere and are not found in any spy's manual – they are the principles that all good spies know, recognize and use. Daniel Sylva picked up on this idea in one of his own spy novels called *Moscow Rules*. I thought it would be interesting to take a look at the Moscow Rules and see if any of them can be applied to management. We can call them "Management Rules." Here they are, with our comments.

1. **Assume nothing** – we all know what happens when you assume something. You make an . . . well, you know. To assume means to accept a fact for which we don't have any evidence. Good Managers always get the facts, as many of them as you can, or at least as many as you need to make a decision.
2. **Never go against your gut** – Good Managers have good instincts. It's what makes you good at what you do. Listen to your instincts. You're going to be right most of the time.
3. **Everyone is potentially under opposition control** – Someone once told me, "Just because you're not paranoid doesn't mean they're not out to get you." I suspect most everyone has been surprised when someone you trusted turned out to be a traitor, especially someone you've been good to, especially at work. Many of us get in trouble by being too trusting. I have often said that you can get into just as much trouble being too good to people as you can by being too harsh.
4. **Don't look back; you are never completely alone** – I believe it was Satchel Paige who once remarked, "Don't look back. Something might be gaining on you!" While we can't dwell in the past and we can't allow it to be a negative influence, we cannot escape it and must learn from it. William Faulkner once wrote, "The past is never dead. It's not even past."

5. **Go with the flow, blend in** – Actually, I think to the contrary. To reach the highest levels of excellence, you have to do something to stand out, to separate yourself from the pack, to be different. "Now Casey, he was different. The good ones always are. They dance to a different music, they follow a different star." Ian Tyson.
6. **Vary your pattern and stay within your cover** – I do think that variety is a good idea and is characteristic of good management. Good Managers like to do different things and enjoy handling multiple tasks at the same time. "Stay within your cover" might mean, always look the part – professional, sharp, confident, in control. Even when you don't always feel that way
7. **Lull them into a sense of complacency** – Here's another one we should probably leave in Moscow. Good Managers are never complacent but are always looking for ways to bring out the best in themselves and others. Walmart founder Sam Walton once wrote that most employees will perform up to expectation, and you can raise performance simply by raising expectations. Employers have the right to expect the best from their employees and from the management team.
8. **Don't harass the opposition** – Let's stick with the "Don't harass part . . ." on the basis of EEOC protected categories, like race, sex, religion, age, national origin, et. al. Protected category harassment, like sexual harassment, is illegal – non-protected category harassment, like acting ugly and rude, is bad management.
9. **Pick the time and place for action** – Ah! Good Managers have a sense of urgency. They run on a time schedule and are goal oriented in all they do. And Good Managers choose the most opportune time to offer new plans, ideas and suggestions. "Time," Sophocles tells us, "is the arbiter of all things."
10. **Keep your options open** – Good managers don't paint themselves into a corner but always have options. For example, when writing a reprimand, if you say, "If you do this again, you'll be fired," then you have no options. But if you say, "If you do this again you'll be subject to further disciplinary action, up to and including dismissal," then your options are open, depending on the circumstances.

FOR FURTHER ASSISTANCE

Please contact Sandy or your Seay Management Consultant if you have any questions or concerns when dealing with employment issues. Seay Management Consultants are under retainer by DLI to assist DLI/MAC members in HR and Management issues. Members are invited to call 888-245-6272 when they have questions or need advice in dealing with employee relation issues. The cost of initial conversations are included as part of your membership!

2017 MAC'S ALLIED TRADES...

ADCO, INC

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jisberg@adco-inc.com

AMATO INDUSTRIES

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(301)-565-3220

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Jack Belluscio
1-800-652-2533

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