



The Messenger

www.macassociation.org

MAC Management Program to Feature Two Industry Experts



MAC HAS ENLISTED THE SERVICES OF NATIONALLY RECOGNIZED CUSTOMER SERVICE EXPERT TRUDY ADAMS AND MANAGEMENT CONSULTANT JAMES PEUSTER TO HOST A WEEKEND CONFERENCE IN VIRGINIA BEACH NEXT SPRING.

The program will be held the weekend of May 20 & 21 in conjunction with MAC's Spring Board Meeting. On Saturday afternoon, Trudy Adams and James Peuster will combine to present a leadership workshop delving into management techniques crucial to getting the most from your staff. Trudy's presentation, "The Magic of a Touchpoint" is designed for all managers and owners of

drycleaning plants and focuses on the value of customer interaction and outreach.

James' workshop, "Turning Potential into Profit", is perfect for Owners, Managers, and other key personnel to learn how they can increase their success and productivity. Too often people are firefighters and not fire preventers. Attendees will learn when to delegate and when to develop employees. They will learn ways to motivate staff and how to hold them accountable.

On Sunday morning, Trudy will present a program designed not only for the owners and managers -- but also all your customer service representatives. The program, "Creating a Super CSR" really highlights the role your sales staff play in the success of the company, as well as tried and true methods for enhancing the customer experience. Trudy will be building on her years of experience with the industry, and leaning on her skills as a CSR trainer to guide attendees through the factors that keep customers coming back.



"We are very fortunate to have these experts joining us," offered Peter Blake, MAC Executive Director. "They are assets to the industry, and I am really excited to provide our audience an opportunity to hear and learn from the best."

More details of the program will be on www.macassociation.org.

JANUARY/FEBRUARY
2017

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PRESIDENT'S MESSAGE...

Join Us in Virginia Beach

LET ME FIRST START WITH, THANK YOU! TO ALL OF YOU THAT ARE MEMBERS – WE CAN'T THANK YOU ENOUGH! IT TAKES COMMITMENT, DEVOTION, AND PEOPLE TO MAKE AN ORGANIZATION GREAT! OUR MAC ASSOCIATION IS WONDERFUL BECAUSE OF YOU, YOUR MEMBERSHIP AND MOST IMPORTANTLY YOUR PARTICIPATION.



Jamie Albano, MAC President

With that being said I am really excited to share with you the amazing next meeting we have planned – or should I say the next mini-vacation!! The workshop will take place

over the May 19 - May 21 weekend and will be held at the Virginia Beach Resort Hotel and Conference Center. MAC has arranged for an incredible \$149/night rate. You can make reservations by calling the hotel directly and requesting the MAC rate: 800-468-2722. In fact the rate will be honored for the days leading up to the event -- and for a couple days after so feel free to take advantage and treat yourself to a little spring get-a-way! The hotel has their own private beach, tennis courts, and features some terrific ocean views. Check them out at www.virginiabeachresort.com.

The program will begin Saturday morning with the MAC Board Meeting. All members and prospective members are invited to join the Board and learn more about the inner workings of YOUR association. We encourage everyone to participate -- the more we hear from our members, the better we can construct meaningful programs and services.

Then Saturday afternoon, we have a great educational opportunity: training experts James Peuster and Trudy Adams are teaming up to present a workshop aimed at managers and plant owners. The program is designed to provide you the necessary tools to properly manage, motivate, and support your staff. It is also designed to help you increase sales and productivity through understanding the value your staff brings to your business.

Then on Sunday morning, Trudy Adams will present "Making a CSR Superstar". This program is aimed at owners, front end managers, and front counter employees. She draws on a wealth of knowledge and experience to share her insights on helping you to increase your customer's experience.

Not sure if you are coming?? Where else can you find other dry cleaners that will talk honestly with you about your business, sharing your stress, and wanting to help you solve your problems. If that is not enough how about topping it off with the fabulous educational speakers and beach location!! It is truly an event not to miss! I look forward to seeing you all there!! In the meantime, keep cleaning those clothes and we'll keep working on ways to make your life & business better!

Jamie Albano

Albano Cleaners
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Norfolk, Va. 23517
757-428-3335 ext. 106

COMING THIS SUMMER...

MAC Developing an Intensive Management Bootcamp



COMING THIS SUMMER, MAC HAS ARRANGED FOR MANAGEMENT EXPERT DON DESROSIERS TO PRESENT A 2-DAY MANAGEMENT WORKSHOP.

Building on his recent MAC Workshop, "Labor Pains and Profit Drains: A Guide to Effective Management", this program will be an in-depth, very intensive exploration of workforce management.

"We are excited about this program," announced Jamie Albano, MAC President, "and we are excited to be creating a new program for the industry. I think we are often focussed on technical training, and we often neglect the need to properly train our managers. When we held the program in December, the reaction by all the attendees was terrific and it reinforced our belief that we need to really develop more substantial program."

Don will be exploring ways you can hone your management skills, and ways you can help to increase productivity, while increasing efficiency and your bottom line, including:

- Measuring productivity
- Calculating costs per piece
- Aggressive management techniques
- Organization: key to success
- Production flow and accountability
- Using vital information to increase efficiency while maintaining your profitability.

The program is currently under development and will be debuting this summer. The first MAC Session will be held at the DLI Offices in Laurel, MD. Please keep watch in The Messenger, your online e-blasts and visit www.macassociation.org for more updated information. This program is a one-of-the-kind in the industry, and due to the intensive nature of the instruction, participation will be strictly limited.



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MAC Participates in Association Summit

THE CLEANING AND LAUNDRY ASSOCIATION EXECUTIVES (CLAE) RECENTLY HELD ITS ANNUAL MEETING IN NEW ORLEANS, LA. THE MEMBERSHIP OF CLAE IS COMPRISED OF DLI, ITS PARTNERING ASSOCIATIONS, AND REPRESENTATIVES FROM ANY OTHER TRADE ASSOCIATION THAT WORKS WITHIN THE LAUNDRY AND DRYCLEANING INDUSTRY.

Members come together to discuss ways to strengthen programs and services for their respective members and explore industry trends. MAC Executive Director Peter Blake took part in the annual CLAE Conference.

"These meetings are a great benefit," commented Blake, "and it is a unique opportunity to discuss new programs, services, and new ways of doing things. It is our once a year opportunity to sit down together and share ideas and to learn from each other ways to make all our associations stronger."

"It is also really beneficial to have people involved from outside the DLI sphere and with different experiences," observed Blake. "We can bring a lot of insight back from other associations like the Coin Laundry Association, Textile Rental Service Association, and the Textile Care Allied Trade Association who were all participating this year. They offer unique insight and experience on industry trends and opportunities."

PELLERIN FACTORY TOUR

"The CLAE Conference included tour of the Pellerin Manufacturing Plant," stated Blake. "Pellerin manufactures Milnor washers



(From top left, clockwise) Rick Kelly of Pellerin Corporation guides CLAE Members through factory, Rick displays their wall of Patents, industrial washer under construction, coin laundry washers in assembly.

and extractors and were assembling everything from 700 pound tunnel washers to 35 lb coin-op washers. It was amazing to see the process and to see what goes into the building of these machines. It certainly gives you a greater understanding of the complexity of the designs and the procedures. It was also great to see such large quantities of sold equipment -- and to know it is all being built here in the US."

Next year's conference is set for February, 2018 in Miami, FL.

The Next Mid-Atlantic Association of Drycleaners Board Meeting

MAC Board Meeting
8:30 - 12:00 on Saturday, May 20, 2016

Customer Service Management by Trudy Adams:
"Leadership & Management Workshop": 1:00 - 4:00 p.m. Saturday, May 20
"Creating a CSR Superstar": 9:00a.m. - 12:00 noon, Sunday, May 21

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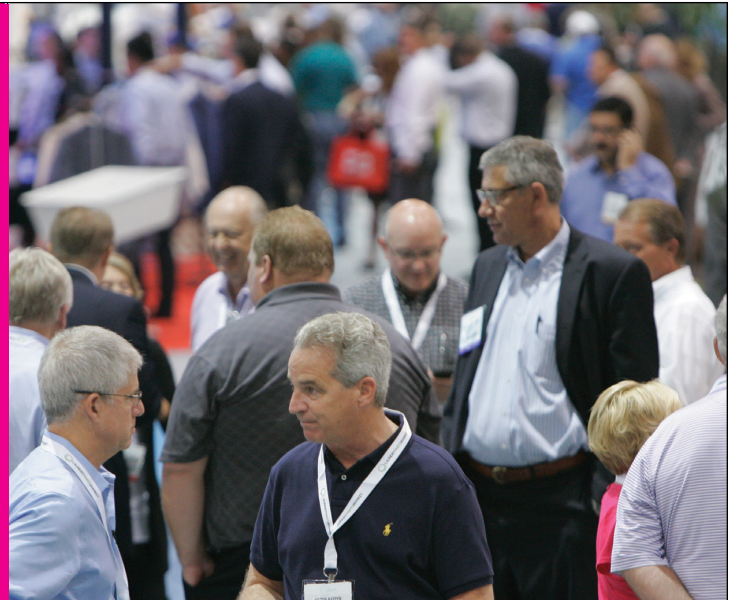
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CLEAN 2017

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DC Department of Energy and Environment Proposes New Amendments



ON FEBRUARY 3, THE DISTRICT OF COLUMBIA DEPARTMENT OF ENERGY AND ENVIRONMENT PROPOSED TWO REGULATION AMENDMENTS THAT MAY IMPACT DRYCLEANERS IN THE DISTRICT.

The first of these revises fees for Part 70 operating permits (also known as a "major source" or "Title V" permits) in 20 DCMR Chapter 3; creates a synthetic minor permitting program; establishes general construction and operating permit fees in 20 DCMR Chapter 2; and allows the incorporation of preconstruction review permit requirements into a Title V permit via the administrative amendment process.

MAC has received copies of the proposed amendments and is investigating their impact on our members, and is currently researching the proposed fee schedules. The proposed amendments will also be posted on www.macassociation.org.

The second of these revises 20 DCMR Chapters 1 and 2 to clarify the Department's general authorities and to partially address a "substantial inadequacy" in 20 DCMR 107 identified by the U.S. Environmental Protection Agency (EPA).

"Anytime regulators open existing rules", cautioned Peter Blake, MAC Executive Director, "we need to take it seriously, and closely monitor the progress of these actions -- even if there doesn't appear to be any significant impact. I will be reviewing the proposed amendments, and offering comments on behalf of the industry."

"We have posted both proposals on the MAC website, and I invite all members to review them and offer feedback," concluded Blake. "Comments are due by March 4, so members are asked to contact the MAC office before the end of February."



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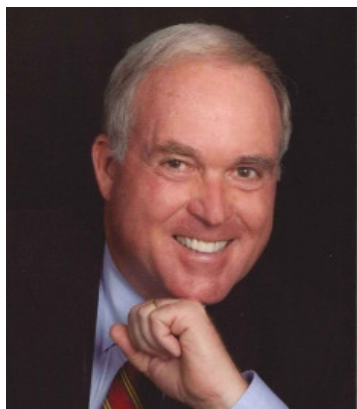
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2017 Human Resources Management Checklist

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



THE SEAY MANAGEMENT HUMAN RESOURCES MANAGEMENT CHECKLIST ENSURES THAT YOU IMPLEMENT "BEST PRACTICES" IN TERMS OF POLICIES, PROCEDURES, MANUALS AND DOCUMENTS TO HIRE AND RETAIN GOOD EMPLOYEES AND MOTIVATE THEM TO SUPERIOR PERFORMANCE.

EMPLOYEE HANDBOOK

This is your fundamental employment document because it describes how you will handle work issues that arise with your employees. To meet that goal, it should be comprehensive and detailed. Some of the policies you need include:

EEO policy – This policy should include all protected categories under federal, state and local employment regulations. The policy should be reviewed annually to ensure all categories are listed.

Dress Code – address extreme hair color, potentially offensive tattoos, scents and aromas that bother other employees, and body piercings in places that could be distracting.

Cell Phone Use – talking or texting at work, even if set on vibrate, taking pictures and safety issues involved while driving on employer business.

Social Relationships at Work – Define appropriate and inappropriate work relationships.

Email/Internet Use at Work - We should train employees on how to compose emails and what Internet sites should be avoided and inform them that the email system is the property of the employer and that all emails are subject to being retrieved.

Discussing Wages – Employers should not have policies prohibiting employees from discussing wages, benefits and working conditions.

SOCIAL NETWORKING

Employers should develop a policy on the use of social networking at work, taking into consideration sites like Facebook, Twitter and Instagram, etc.

Employees should prohibit or restrict access to social networking sites during working time and employers should be aware that some material that employees post may be considered protected concerted activity, even if it is critical of management.

Supervisors and managers should be required to stay off the personal social media pages or sites of their employees. We strongly recommend management not "friend" employees on social media and to "unfriend" them if it has already occurred.

On the basis of NLRB regulations, employers should refrain from instructing employees about what they can and cannot post on Facebook or other social networking sites.

BULLYING IN THE WORKPLACE

Sandy has often said that "the workplace mirrors society" and that whatever behavior is occurring in society will ultimately find its way into the workplace. Today, we are seeing the emergence of bullying behavior in schools and in other parts of society.

Bullying can be physical, emotional and/or relational and often occurs in cyberspace. To prevent, eliminate or reduce bullying at work, we recommend that you develop a strong anti-bullying policy and make absolutely sure you have a way for employees to report abuses, in a confidential and anonymous way.

DRUG FREE WORKPLACE PROGRAM

To help resolve potential drug issues at work and lower your Workers' Compensation premium.

EEO-1 AND VETS 4212 REPORTS

Beginning in 2017, the deadline for filing EEO-1 Reports is March 31, 2018. This will enable employers to apply payroll information from W-2 forms in conjunction with the new requirement to include pay data in the report.

In compliance with the Vietnam Era Veterans' Readjustment Act (VEVRAA) all VETS 4212 reports (you must do this if you have 100 or more employees or have 50 employees and an Affirmative Action Plan) are due on September 30th

JOB DESCRIPTIONS

Ensure that you have detailed job descriptions for every job, in compliance with ADA, EEOC and Generally Accepted Principles of Human Resources Management.

In addition to helping us manage, job descriptions are often a first line of defense, in the event of an EEOC or DOL investigation. Employers who are covered by the Affirmative Action regulations are required to have job descriptions.

WHAT ELSE NEEDS TO BE REVIEWED?

These are just some of the hot issues facing all members. We have posted the full and complete article on www.macassociaiton.org in the Business tools section of the Archives.

Please visit to learn more about other critical topics to be covered on your 2017 Human Resource Checklist!

New DLI Logo Marks 110 Years of Service



DLI HAS LAUNCHED A NEW LOGO TO MODERNIZE THE INSTITUTE'S IMAGE AND TO ENHANCE THE IMAGE OF OUR MEMBERS.

The DLI roots go back 110 years, and to commemorate this milestone, the Institute has updated its logo. The new logo visually represents what DLI does, and gives member's customers a better indication of what membership in DLI means. The purpose of the redesign is to exemplify what DLI does in a glance. The previous logo did not accomplish this very well and the Institute required a more visual representation of its scope and function. The four boxes represent the of work the industry and DLI's global nature. Changing from

a black membership decal to a white logo will make your DLI affiliation more visible to your customers.

This is the first significant change since the International Fabricare Association changed its name to the Drycleaning and Laundry Institute a decade ago.

"I really like the new look," commented MAC Executive Director Peter Blake, "and I really appreciate the versatility the logo can now have. The boxes within the logo can change to represent different areas of expertise, or change to reflect cohesion with local associations. When IFI changed its name to DLI it was to better describe what we do. Too many consumers, and most media agencies, weren't sure what we stood for or did as organization. The name change proved to be very effective in describing what our organization stands for, and the new logo accomplishes the same thing visually".

Digital versions of the new logos are also available for download in the Members Only section of DLIonline.org.

2017 CLEAN SHOW UPDATE...

DLI's Clean 2017 Host Hotel is Amazing: Registrations Now Open



THE CLEAN SHOW IS RIGHT AROUND THE CORNER AND IT IS TIME TO START MAKING YOUR RESERVATIONS.

DLI members save \$30 on the price of registration to the Clean

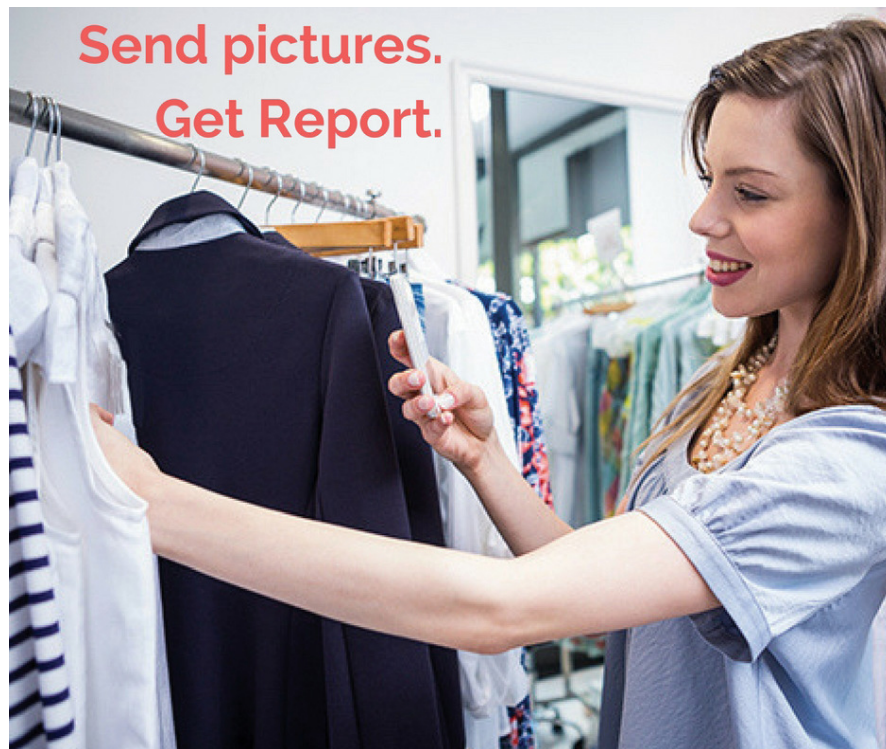
Show and get a special rate at the Cosmopolitan of Las Vegas, a premier destination hotel. Members who register for the show before May 31 pay only \$99 for Clean Show admission and receive a special rate on the hotel through the Clean Housing Bureau. The show runs June 5-8 at the Las Vegas Convention Center. Shuttle

services will run between the convention center and the official Clean Show Hotels.

The Cosmopolitan is a unique luxury resort & casino unlike anything else in Las Vegas. This original destination features residential-styled living spaces with private terraces, a one-of-a-kind restaurant collection and vibrant nightlife. Combine it all with hand-selected boutiques, an unrivaled Pool District, a 100,000 square-foot casino and the serenity of Sahra Spa & Hammam to redefine your Las Vegas experience.

"The DLI Host Hotel often sells out," cautioned MAC Executive Director Peter Blake, "so I advise everyone to book early! You will definitely want to stay here where all the DLI members and staff are staying in order to make the most of your Clean Show experience."

Learn more about The Cosmopolitan of Las Vegas and the Clean Show online.



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Hazardous Waste Management Rules Are Changing -- Make sure you are Prepared

Submitted By Jeff Carnahan, EnviroForensics



ENVIRONMENTAL REGULATIONS CHANGE AT A RAPID AND FLUID PACE, AND WE'RE ALWAYS READY TO ADHERE TO THE WISHES OF OUR REGULATORY PARTNERS.

New rules are being implemented in respects to the amount of hazardous waste a property owner generates. This article explores what this means for our partners in the drycleaning industry who are often categorized as small quantity generators.

The United States Environmental Protection Agency (EPA) has announced a proposal that would bring about sweeping changes to the drycleaning industry. The measure is a ban on the chlorinated solvent trichloroethylene (TCE) being used as an aerosol degreaser and as a spotting agent in the drycleaning process. This major announcement was the first of its kind following this year's revisions to the Toxic Substances Control Act (TSCA). Only two weeks ago, the EPA released their list of the first ten chemicals to be assessed under TSCA reform.

EPA'S TOP TEN LIST AFFECTS DRYCLEANERS

Not only did the list include TCE, but also tetrachloroethylene (PCE), which is another one of the most commonly used drycleaning chemical. While TCE is used mainly as a pretreatment spot removing chemical in small volumes, PCE is used as a primary solvent in which textiles are completely immersed during drycleaning. Those in the fabric care industry commonly refer to PCE as Perc. Not all drycleaners use Perc as their primary solvent, but many at least still use TCE for spot removal.

If the EPA follows suit and proposes a nationwide ban on the use of PCE, many Perc drycleaners could be in serious jeopardy of losing their business, not just scrambling for a replacement spot remover. The cost to convert a Perc drycleaning operation to one of the other available solvents can be cost-prohibitive for small business owners. The use of Perc has been losing favor slowly

over time, especially on the West Coast, as new toxicological data continue to show that exposure to PCE is probably linked to an increase in risk of cancer.

California enacted law in 2007 that requires all Perc drycleaning to be phased out by 2023. Historical (usually pre-EPA) drycleaning practices have also resulted in an overabundance of environmental releases to soil and groundwater, which are very costly to clean up, result in a great deal of legal risk to the responsible parties, and cause exposure concerns.

The fallout for drycleaners has included diminishing clientele, difficulties getting funding for upgrades to operations, loss of rental leases, and depressed property values. The amended TSCA requires EPA to publish the entire list of ten chemicals in the Federal Register by December 19, 2016.

At that time, it will trigger a statutory deadline will be established to complete risk evaluations for these chemicals within three years. If it is determined that one of the chemicals presents an unreasonable risk to human health or the environment, EPA has only two years to address the risk. Scoping documents for each chemical will be released by the EPA within six months, which should provide more details. In essence, the EPA may have just brought the balance of the nation up to speed with California's Perc phase-out date of 2023.

That gives Perc drycleaners precious little time to devise an action plan on how to continue operating their businesses beyond the first quarter of the 21st Century, or alternatively, to get their business exit strategy finalized.

EDITOR'S NOTE:

MAC has numerous compliance tools available for our members. In addition to expert advice on hazardous waste rules and regulations -- we also keep up to date on all EPA, OSHA, and State Environmental Regulations.

"We work hard to research all the latest news and changes in regulatory issues," observed MAC Executive Director Peter Blake, "and we constantly update the MAC website with information."

Compliance information can be found online at our website, www.macassociation.org, or by calling Peter Blake at the MAC Office: 800-235-8360.

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