



The Messenger

www.midatlanticassociation.org

MAC Board Meeting & Open House Set for Richmond, VA



THE NEXT MAC BOARD MEETING IS BEING HELD AT THE FABRICLEAN (PHENIX SUPPLY) OFFICE AND WAREHOUSE, 4311 NOVEMBER AVE IN RICHMOND, VA ON SATURDAY, FEBRUARY 20, 2016.

The weekend will feature a FREE Saturday afternoon workshop: "Brainstorming with the Board", and a tour of the FabriClean Supply

facility from 12:00 noon - 4:00 pm. MAC has arranged for some expert guidance from guest speakers focusing on:

- Effective Dry Cleaning, R.R. Streets Company
- Quality Assurance in Laundry, Faultless
- Techniques for Alternative Solvents, Kreussler

Executive Vice President, Peter Blake, will be on hand to help facilitate the discussion as the Board and all drycleaners choosing to attend will be participating in a series of roundtable discussions about the latest industry issues. This is the perfect opportunity to ask questions about ways to increase your business, increase productivity, or learn about new technology available. Have some questions? Thinking of expanding your business? Come and ask questions of the experts and your peers. Peer-to-peer interaction is one of the best benefits of association membership.

The actual Board meeting will be held at the FabriClean Supply offices on Saturday morning from 8:30 - 12:00. All members are invited, and encouraged, to attend. MAC is looking for more drycleaners to get involved in the association and to join the leadership. This is a perfect opportunity to meet your leaders, and to learn about the industry and what MAC/DLI have to offer.

To register for the "Brainstorming with the Board" program, visit us at www.macassociation.org to download a registration form, or call the MAC Office at 800-235-5360. MAC will also be coordinating a room block with a local hotel for any member that wishes to stay over on Friday and/or Saturday night. For more information call the MAC Office or check on www.macassociation.org for updates.

JANUARY/FEBRUARY
2016

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PRESIDENT'S MESSAGE...

Where Does the Time Go?

I CAN'T BELIEVE IT IS A NEW YEAR ALREADY! IT FEELS LIKE TIME IS JUST FLYING BY, AND I NEED TO TAKE A BREATH AND CATCH UP. MAC IS ANOTHER YEAR OLDER, AND WE ARE ANOTHER YEAR FARTHER INTO OUR VENTURE WITH DLI AND I THINK IT IS A GREAT POINT TO RECAP, REVIEW AND FORECAST A LITTLE AHEAD.



Dianne Chatelain

Over the past year, we have continued to strengthen our member benefits and increase our services. We have strived to improve our member communications, and to upgrade the association. I think we will all agree that the newsletter looks better than it has ever looked. It has more information, better articles, and I think it is more valuable than ever before. I love the new website -- and I hope you do too. I find it useful, and up-to-date with all the happenings in our area. I like the e-mail information we send out. and I am impressed with the job our new management has done.

One resolution I have made is to push for a better online communication for MAC. More use of e-mail blasts, and more consistent use of our Facebook page. I also have made a personal goal to help MAC have more educational opportunities for our membership, and more vehicles to help you all succeed.

One resolution I hope some of you have made is to take advantage of as many of your membership benefits as possible. MAC along with DLI have so much to offer our members anything from garment analysis to educational retreats. It is very important to us for you to use these benefits and to give feedback on your experience. We are adding new services and programs all the time. Check out DLI's new blog or its new Garment Analysis App. Check out the new "Easy Ideas That Work" section of our website. I bet you all have some helpful tips you can contribute to help your fellow drycleaners. You would be surprised at how helpful even the simplest tip can be.

If you are not planning on attending our Board meeting February 20 in Richmond, VA you are missing out! We have arranged for a terrific open house on Saturday afternoon complete with great guest speakers from 3 terrific companies: R.R. Streets, Faultless, and Kreussler.

We are planning the year's meeting schedule and we want to hear from you. Our goal is to have more opportunities for you to learn and participate -- and we invite your input. Have an idea? A suggestion or request? Let me know. I want to make sure we are having programs that are meaningful for you. I can be reached at the number and e-mail below.

Dianne Chatelain

Presto Valet

703-998-6464 / dianne@prestovalet.net

Using All The Resources Available

Written By Peter Blake, SEFA Executive Director



I AM A BIG FAN OF USING ALL THE TOOLS IN THE TOOL BOX. I PREACH THESE IN MY SEMINARS, IN MY COLUMNS AND WHEN MEMBERS CALL IN THE OFFICE.

Most of the time, that revolves around the unbelievable amount of information,

products, services, and assistance that MAC/DLI have -- but there are also great resources out there that everyone should be tapped into. Hopefully you all read DLI's Fabricare and "The Messenger", but I wanted to highlight some more free resources out there.

Remember the old adage, "knowledge is power" and take it to heart. We should all be reading as much as we can about the industry -- both locally and nationally. We need to recognize the trends of the industry and to be prepared to meet the challenges that lie ahead. Unfortunately, we all get busy and many great resources that are under utilized.

NATIONAL CLOTHESLINE

The National Clothesline is a FREE monthly publication that is available to all cleaners. National Clothesline provides news and information needed by fabric care professionals to keep current in a rapidly changing industry. With nearly 30,000 subscribers, it remains one of the best sources of information out there, and each issue features some of the best columnists in the country. It is one of the very first drycleaning publications I ever read, some 28 years ago-- and I still read it today! If you aren't getting it in the mail, call them today: 215-830-8490. They also have all issues online at: www.natclo.com.

AMERICAN DRYCLEANER

This is probably one of the most-read magazines for drycleaners, and it has some great features. Highly recommended, and some of the data reporting is very interesting to track. Their regular features include business surveys, technical tips, and feature articles. Their website, AmericanDrycleaner.com, is designed to help readers run their businesses better, with up-to-the-minute information on industry news, events and trends. Once you subscribe, there is also an e-mail blast service that sends the hot topics right to your e-mail reminding you what is out there, and feeding you the most important information. I find this service to be very helpful. If you aren't using their information, again contact them on their website or call them at 312-361-1700.

CLEANER AND LAUNDERER

This is also a free publication, and one I would definitely look into. They also publish monthly, but also have a very active website.

They also have an e-mail blast service to keep you up to date, and have past issues archived on the website. One of their unique features is the ability to change the website into any one of 11 different languages including Korean and Spanish. This enables many non-english speaking owners, managers, and employees to get more information easily. I have tried it out, and while I still can't say more than Happy New Year and Thank You in Korean -- I was impressed with the ease of changing languages. You can subscribe by visiting cleaner-and-launderer.com or calling (800) 793-2911. They also have an APP, and have already had over 2500 downloads.

WWW.MACASSOCIATION.ORG

That right! We have our own website you should be checking out and referring to. We have great compliance tools for assisting with regulatory issues. We have a great archive of past issues of "The Messenger", and information about any upcoming programs we will be having.

There are also great links to other great resources including our allied trade members and other companies that can help you. We will also be archiving our e-blasts and will have links to the association's FaceBook page. We are working hard to give you as many options to keep informed as possible.

DLIONLINE.ORG

While this is last on the list, it is certainly the MOST valuable of all. I listed it last only because hopefully you have already been using your membership -- and all the tools you have at your disposal. It has archives of all the DLI information. For silver members and above, the DLI Encyclopedia of Drycleaning is included in membership, but for budget members I strongly urge you to add it to your membership. It is only an extra \$??, and it is really worth much more than that.

New on DLIOonline is the drycleaning blog. You can access it at www.dlionline.org/qa or under the About DLI on the homepage. This new service is a forum for members to ask questions, make observations, and to provide peer-to-peer interaction. It is new, but the value is incredible. You can ask advice on a myriad of different topics -- and can add in your own opinions. This is a free service for all drycleaners, and one that I really hope catches on. I think it is just another example of what DLI/MAC can offer the industry,

WHERE DO YOU GET INFORMED?

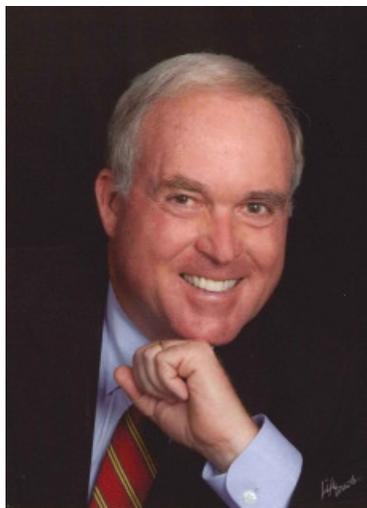
These are just a few of my favorite websites/publications, and I am sure there are a lot more. Where do you turn for information? Let me know, and I can highlight more in future issues or in our e-mail blasts we send out periodically.

The key is to keep yourself informed and up to date! Look into the highlighted sites, and let us know your favorites -- or put suggestions in the DLI Blog. I would love to read about.

2016 Human Resources Management Checklist

Part 1

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



SEAY MANAGEMENT CONSULTING HAS BEEN PROVIDING THE DRYCLEANING INDUSTRY CONSULTATIONS AND BASIC INFORMATION FOR YEARS. THEY ARE A TERRIFIC RESOURCE OF INFORMATION FOR ALL YOUR HUMAN RESOURCE QUESTIONS.

Over the next two issues we will be reviewing key components of an essential Human Resource Management Program.

Human Resource Management Program.

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 should include the protected category of “genetic information.

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 – a supervisor dating an employee is Trouble Waiting to Happen.

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.

SOCIAL NETWORKING - Technology is racing forward at warp speed, 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 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.

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.

SEXUAL HARASSMENT - Conduct Sexual Harassment Awareness Training annually for all managers and employees, to build a wall of protection around your company.

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.

IMPLEMENT A DRUG FREE WORKPLACE PROGRAM - To help resolve potential drug issues at work and lower your Workers’ Compensation premium.

DISC PROFILE - To make sure you hire the best employees, that are the best “fit” for the job and the work culture, consider administering the DISC profile, which is a measure of working style:

- Hard Driving Type A
- People Oriented
- Multi-tasker
- Detail oriented

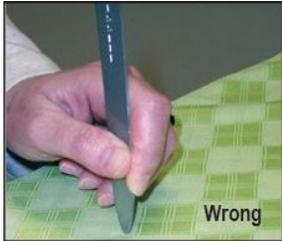
The DISC lets you “look behind the curtain” to see if you really have the Wizard of Oz or if you have a pretender. We can do this online.

AFFIRMATIVE ACTION PLAN - Complete the annual update of your Affirmative Action Plan according to the regulations, if you are a covered employer. To be covered, you must have 50 employees and federal government contracts of \$50,000 or more.

FOR MORE INFORMATION - We trust that this Human Resources Management Checklist will be helpful to you as you establish and refine your employment goals and objectives. The checklist will conclude in next month’s Reclaimer. Please contact Seay Management Consultants by phone (888-245-6272) or email (admin@seay.us) with any questions you may have.

Easy Ideas that Work

HAVE AN IDEA? A HELPFUL SUGGESTION? SEND THEM TO US AND WE MAY PUBLISH THEM FOR OTHER MEMBERS TO LEARN FROM. THIS IS A NEW REGULAR FEATURE "THE MESSENGER", OUR E-MAIL UPDATES, AND ON OUR WEBSITE: WWW.MACASSOCIATION.ORG. THE IDEA WAS FIRST PUBLISHED IN A DLI PUBLICATION OF THE SAME TITLE.



USE PROPER SPATULA ETIQUETTE: NEVER DIG!

The purpose of the spatula is to gently work stain removal agents over the stain and into the fabric. This action helps break up the stain so it can be flushed from the fabric. However, what you'll normally see is the technician attempting to "dig" the stain out

with the pointed edge of the spatula. This improper use of the spatula is a sure way to cause fabric damage. The proper technique for the spatula is to use the rounded surface and allow it to come in contact with the stains about a half-inch from the point. Very little pressure should be applied.

STAINS & SATIN: FOUR THINGS TO REMEMBER



1. When removing a stain from a satin weave fabric, work on the back side to avoid damaging the fabric.
2. If it is necessary to work on the face side due to the nature of the stain or the garment's construction, use a padded brush when tamping.
3. Do not rub to avoid breaking the floating yarns.
4. Always flush from the back side of the fabric when using the steam air gun.

—Brian Johnson, Director of Training & Technical Services



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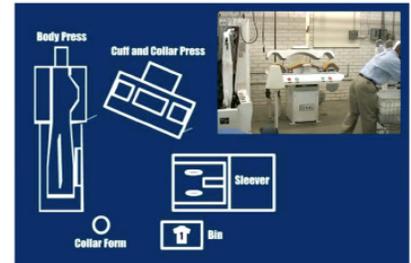
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Get Ahead Faster and Stay There

Written By John Graham, Graham Communications

NO MATTER WHAT YOU DO, GETTING AHEAD SHOULDN'T DEPEND ON LUCKY BREAKS, FAVORITISM, OR EVEN HARD WORK. IT SHOULD BE IN OUR CONTROL. TO MAKE THAT HAPPEN, CERTAIN BEHAVIORS WILL HELP YOU STAND OUT FROM THE CROWD. HERE ARE EIGHT OF THEM.

1. Be suspicious. No one likes getting blindsided, yet it's all-too-common in business. More than anything else, a little paranoia helps avoid the sucker punches.

Even when some coworkers are bracing for a layoff, others are shocked when it happens. "I didn't see it coming," they say. Is it possible that we can get so wrapped up in ourselves that our awareness evaporates, so that we can't read customers, anticipate problems, or see opportunities?

Getting ahead means keeping your antennae up. It's not being afraid to ask, "What does this mean?" It takes being suspicious. Just keeping your head down and "doing your job" doesn't work.

2. Make it easier. Complexity means confusion and that kills sales. It drives customers away. A woman arrived at the dealership to pick up her car after a recall repair. Even though she followed the signs, at first she couldn't find the right counter since it was blocked from view by an open door. "You'll have to go upstairs and get the paperwork and bring it back here," the clerk told her. Not very customer-friendly to say the least.

But her experience isn't unusual. Why do companies put up with such nonsense? Coming up with ideas to improve processes and make it easier for customers, is a great way to get ahead.

3. Express ideas clearly. What we write and say creates a legacy that stays with us — and one that influences how we're perceived. Our emails, text messages, presentations, proposals, letters, memos, and conversations say something about us. "What's she talking about?" "I couldn't follow him," "It didn't make sense," "What's it mean?" or "Who cares!" They all tell a story.

In *To Sell is Human*, Daniel H. Pink notes the comments of a former professor. "Don't get lost in the crabgrass of details, he urged us. Instead, think about the essence of what you're exploring" which he called the "1 percent."

Great messaging comes down to always coming up with the one idea that makes sense to your recipients and gets noticed.

4. Challenge assumptions. "I assumed..." are the most dangerous words in business, since they can derail companies and drive careers off a cliff. Yet, we hear them everyday. Why? Assumptions save time by short-circuiting the thinking process.

For example, common sense may tell us that young people spend the most on Apple products. If so, it's way off the mark. It turns out that men over 65 are the big Apple spenders, averaging \$976, according to Slice Intelligence. Make it a rule never to get pushed

into doing something before making sure it's supported by facts.

5. Find your 'sweet spot.' It's where you're an expert — where you're known as the go-to person. To put it another way, it's where you can showcase your competence.

Jason Fisher is an example. He went to work for a major life insurance company after college. After four years, he went out on his own. Selling life insurance is a tough business, particularly when starting out. To get the attention he needed to succeed, he decided to focus his business on clients other agents avoid, those who find it tough getting life insurance for medical or other reasons. A sweet spot can offer the sweet smell of success.

6. Cultivate creativity. Everyone has a creative potential, but most of us are afraid to let it show. We hold back, not sure what someone might think. When college senior Meredith Parmalee was getting ready to run the New York City Marathon, she wanted to do something that would help raise money for the Leukemia and Lymphoma Society. Having worked for We Are Knitters, she lit onto the idea of knitting a scarf while running. At first, everyone, including Meredith, saw it as a joke. It wasn't. She let her creativity go to work, she attracted attention for We are Knitters with more than 49,000 Facebook "likes," and raising 101% of her goal.

7. Consider the consequences. Far too many business decisions, initiatives, and campaigns self-destruct. When it happens, someone is sure to say, "Well, we can learn from our failures." While that sounds good, it never happens and we get the same lousy results.

What goes wrong? In the excitement and enthusiasm of doing something new and different, we refuse to think about undesirable outcomes. That's viewed as being negative or not being team players. It takes courage to ask "What if?" questions.

8. If there's no plan, don't do it. Here's the rule: don't get sucked into anything that doesn't have a plan. If you do, your fingerprints will be on it, and that's not how to get ahead.

"The military manuals say that no plan of action ever survives first contact with the enemy. One must be adaptable. One must allow the plan to evolve," writes novelist Robert Crais in *L.A. Requiem*.

Too many marketing, sales, and promotional programs begin with a bang and die with a gasp, to paraphrase poet T.S. Eliot. To put it another way, the electric car runs out of juice before it leaves the charging station. That's why it's important to ask, "Where are we going with this?" "How do we want it to end — and when?" And "How do we keep up the momentum?"

If your goal is getting ahead faster and making sure you stay there, standing out from the crowd is the best way to make it happen.

ABOUT THE AUTHOR

John Graham of GrahamComm publishes a free monthly eBulletin, "No Nonsense Marketing & Sales Ideas." Contact him at jgraham@grahamcomm.com, 617-774-9759 or johngraham.com.

Dealing With Pricing Questions

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



EVERY ONE OF US HAS HAD TO APPROACH THE SALES HURDLE WHEN IT COMES TO THE PRICE OF AN ITEM. THE CHALLENGE IS NOT TO BECOME DEFENSIVE OR EVASIVE WHEN ASKED HOW MUCH THE COST OF DRY CLEANING IS.

The first gut reaction is “I am sorry, but the...” and “I know it is expensive but...”. We need to feel confident,

realize what pricing structures represent true costs reflect our labor intensive industry. Management needs to understand that, and instill that same understanding to the employees.

Every sales person, whether it a route driver, salesperson, or a front counter professional needs to be well versed in answering the pricing issues.

10 WAYS TO LOOK AT QUESTIONS ON PRICING

1. Customers don't buy features. They invest in outcomes. This is why it is important to paint the benefits of the service with the pain and pain relief statements.
2. The most successful salespeople know that price is neither a feature nor a benefit.
3. Push yourself to move away from bringing up price in your conversations with customers. Let them ask.
4. Get to the business of explaining how you can help the customer with their desired needs and illustrate the convenience of the route.
5. No matter how low the price, if the product or service doesn't help the customer achieve their desired outcome, low price means nothing.
6. If you can't land the customer at the profit margin your busi-

ness plan is built upon, then that particular customer is not worth having. Remember, your company must succeed in the long run.

7. Maintain a strong pipeline of prospective buyers. Follow-up or fail.
8. Never attempt to close a sale until the customer has identified to you the benefits they want and the needs they have. Often this is relayed to you with body language.
9. As tempting as it can be to close a sale quickly, the pressure of the price discount is many times what emerges when you close too early. Be patient.
10. Strive to know at least three customer needs or desired benefits. Most of them are common, but look for triggers or clues at the door.

OVERCOMING OBSTACLES

All 10 of these won't occur at each presentation, but hold on to some of them when the time is right and determine which one you are struggling with.

There are many ways to handle difficult questions, and pricing can be some of the most uncomfortable, but it shouldn't be. You need to be confident, understand the rationale of your pricing, and be willing to discuss the issues with your customers.

If you have questions, or specific examples of pricing topics of questions you have been asked about in the past -- let me know by e-mailing MAC at Peter@macassociation.org and we will feature some of the questions and answers on www.macassociation.org.

THE ROUTE PRO

James Peuster is a well known lecturer, management consultant, and corporate trainer. He has spoken at numerous MAC events and is developing a the management workshop later this year for MAC members. For more information on Route Development, Customer Sales, or business management, call 1-877-Dr Route or visit www.theroutepro.com.

The Mid-Atlantic Association of Drycleaners Quarterly Board of Directors Meeting

*Saturday, February 20, 2016: 8:30 am - 12:00 noon.
Brainstorming with the Board and Phenix Supply Tour: 12:00 - 4:00*

FabriClean MidAtlantic, Richmond, VA

Keys to Success in Finding Your Company's Old Insurance to Defend Against Property Damage

Submitted By Steve Henshaw, President & CEO, EnviroForensics



YOURS IS A MIDDLE-SIZED MANUFACTURING COMPANY HEADQUARTERED IN THE MIDWEST. LAST YEAR, THE BANK HANDLING YOUR COMPANY'S REFINANCING REQUIRED THAT YOU CONDUCT A PHASE ONE ENVIRONMENTAL ASSESSMENT.

The Phase One report showed that past use of degreasers had contaminated the soil and possibly the groundwater beneath your plant. As required by law, you reported the findings to your state's environmental authority. The state then sent a letter requiring that your company take action to determine the extent to which groundwater or adjoining land may have been polluted. Your attorney explained that your company's general liability insurance policies from years past could provide coverage for the cost of responding to the state's directives. So he asked you to provide him with copies of any and all general liability insurance policies in your company's possession.

Your risk manager pulled together your policies from the last seven years and your attorney reviewed them. He then requested that you provide earlier policies because the policies you gave him have language that absolutely excludes pollution. Your risk manager informed you that those were all the insurance records he had in his files. He then placed a call to your company's current insurance agent who surprised everyone by saying that his agency has purged its files of policies older than seven years.

Stating that those insurance companies that issued your seven recent policies are likely the same ones that issued policies in the preceding years, your attorney wrote letters to each of them, placing them on notice of the potential property damage. Each of these carriers has now responded negatively, stating their policies do not cover and they can find no earlier policies issued to your company. Now what?

INSURANCE ARCHEOLOGY

Your attorney's latest suggestion is an odd one. Professionals that conduct searches for lost insurance policies, known as insurance archeologists, could expand the search beyond your risk management files and beyond your insurance agent in search of older policies. Aware that hiring specialists may be expensive, you ask him to determine the cost of hiring an insurance archeologist and the likelihood that this new search for policies would be effective.

It turns out that most insurance archeologists are situated in large cities on the East Coast where they service America's largest corporations by searching through the archives of the large insurance brokers. Could they send someone out to your neck of the woods you wonder? And how effective would they be in the Midwest? After all, your company did not purchase its insurance from the large insurance brokers in New York.

Well fortunately, there are some insurance archeologists headquartered nearby. These work primarily for mid-sized Midwestern firms like your own. And their services are reasonably priced. They are acquainted with insurance agencies in the Midwest and would not require an expensive travel budget to visit them.

What is more, they routinely work for mid-sized manufacturers like yours and they have success rates in the 70% range. You have checked them out and have selected one but he wants to begin by coming to your place of business and reviewing your records. Wouldn't this be a waste of money?

After all, your risk manager and your attorney have already pulled your policies together. No, actually not to allow the insurance archeologist to begin at the beginning would be a waste of money. Because insurance archeologists search for missing policies every day, they recognize evidence of insurance that the untrained eye might not recognize. They are not just looking for policies but parts of policies, such as endorsements or declarations; and searching for accounting records such as audits, premium notices, cancelled checks, etc. that might identify insurance.

Why wouldn't you spend a few thousand dollars on an effort to retrieve old insurance policies that could net you several hundred thousand dollars in defense and indemnity costs? Hiring a Midwestern-based insurance archeologist will be the optimum way to approach this problem.

The proofs of insurance they provide your attorney will be the start of a process that ultimately settles this matter and allows you to move on to focus on running your business.

“Because insurance archeologists search for missing policies every day, they recognize evidence of insurance that the untrained eye might not recognize.”

ADCO, INC

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