



The Messenger

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Krista Clive-Smith to Headline MAC Leadership Conference



ON MAY 19 & 20, MAC WILL BE HOSTING ITS SECOND ANNUAL LEADERSHIP CONFERENCE IN VIRGINIA BEACH, VA. THIS YEAR'S FEATURED PRESENTER IS RENOWNED AUTHOR AND BUSINESS DEVELOPMENT EXPERT KRISTA CLIVE-SMITH.

Joining her on the speaker slate is Management Expert, James Peuster, who will explore hiring and management practices vital to establishing a team concept in your staffing procedures. See article on page 3 for more detailed information.

GET NOTICED. BE REMEMBERED.

Krista Clive-Smith brings a wealth of experience with small business -- and especially drycleaners -- and will use her observations to help drycleaners focus on their business. Her book, "Get Noticed. Be Remembered" guides businesses in establishing a company brand and philosophy, and she demonstrates how to use that to help build your business.

"Many small businesses are in survival mode," observed Smith, "and they really have some great opportunities to thrive -- not just survive. All businesses, large and small need to really take advantage of their opportunities, focus on their business, and they can overcome the challenges they face and exceed even their own expectations."

Not only will she be a featured speaker on Saturday, but she will also be presenting: "The CSR: Cornerstone of a Successful Business". This program is designed for all owners, it is also geared towards key management and front counter staff.

"It really is important to convey the importance of professional counter staff," continued Smith, "and they really have to understand the direct effect they have on the business. Together we can demonstrate how to improve the customer experience and improve your staff's ability to excel."

"This is an exciting program," offered Mike McKay, MAC President. "We have really brought in very talented, knowledgeable speakers which makes this an incredible opportunity for everyone. I can't wait to attend, and to bring my key staff."

Visit www.macassociation.org for registration information.

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

**JANUARY/FEBRUARY
2018**

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EXECUTIVE DIRECTOR'S MESSAGE...

How Do You Increase Sales?

ONE OF THE MORE COMMONLY ASKED QUESTIONS TO BOTH MAC AND DLI IS: "HOW DO I GET MORE CUSTOMERS?" IN ALL ACTUALITY, THE MORE IMPORTANT QUESTION IS REALLY -- "HOW DO I GET MORE SALES?" THEY ARE NOT THE SAME THING. PEOPLE HAVE TO KEEP IN MIND THAT YOUR BEST POTENTIAL SALE IS ACTUALLY FROM YOUR CURRENT CUSTOMERS



Peter Blake, MAC Executive Director

The key to increasing sales is often increasing your own customer's knowledge of your business. Communication of your services is crucial to building your business. How well do they know your full menu? Do they just think of you as just cleaning: shirts and skirts, suits and dresses?

It is more important today than ever to break through that preconception. Most drycleaners are fearing a gradual drop in piece counts, but if you can increase the types of garments and textiles you are bringing in, you can fight that trend.

DLI and MAC members have a huge competitive advantage. Between magazines like this one and DLI's Fabricare, weekly e-mail bulletins, and consumer oriented bulletins on www.dlionline.org -- members have a wealth of information at their fingertips to help build a successful business. DLI's astounding collection of bulletins, brochures, tips, and tabs are all available online for FREE! If you haven't visited DLIOne.org lately then you are missing out on some of your best business building tools. Have you subscribed to DLI's "Effort Social Media" program yet? It is an invaluable tool to highlight all you can do.

DLI and MAC experts can help you develop critical communications tools for your customers. Everything from website design, to e-mail newsletter creation to interactive blogs -- we give you the information you need to educate and inform your best customers. Knowledge is the key to success. Not involved in "push marketing" like Social Media and e-mails? Check out GlikStorm's new Service for MAC Members. It is highly effective --and very affordable. Want to get involved with e-mail? Check out DLI's Great Impressions or call me and I can help you get started.

Use your membership. Attend the Spring Leadership Conference. I personally guarantee you won't be disappointed and you will learn highly effective tools that will enhance your business.

There is nothing I would like more than for members to call and discuss ways we can help you market your business. Informing your customers of the need to use your services, and the benefits professional care will help increase volume and will aid in increasing sales of under utilized, highly profitable services you perform. For more information on developing communication tools for your business contact me at peter@macassociation.org or call 603-635-0322.

Peter Blake

MAC Executive Director
(617) 791-0128

A New MAC Workshop: Breaking the “I Can’t Find Good People” Myth



MAC IS PROUD TO ANNOUNCE MANAGEMENT EXPERT, JAMES PEUSTER WILL BE JOINING THE SPEAKER SLATE AT MAC'S SPRING LEADERSHIP CONFERENCE.

His new workshop: is designed to answer today's biggest challenge—finding good help. Breaking the “I Can't Find Good People” paradigm is essential to running a successful business. The program will be held

on Saturday, May 19th as part of MAC's second annual “Leadership Conference” held in Virginia Beach.

BIGGEST CONCERN FOR MAC MEMBERS: FINDING THE RIGHT PEOPLE

One of the biggest concerns dry cleaners have had through the years is hiring. I've always believed that the smaller the company, the more important the hiring process is. Too often we all get stuck in the same situation, hiring when we are desperate. Dry Cleaning is notorious for working with a skeleton crew and then when, not if, someone leaves, the owner is faced with a hiring sense of urgency and hires a warm body, not a strong potential candidate. This is one of the foundational elements that present owners with the dilemma of hiring now or later.

There are good people out there—but sometimes they have to develop with time. Many dry clean owners have strong players in their company who rose above their previous position into a role of leadership, efficiency and personal growth. Many didn't start out that way, but grew professionally with time. This is why

many owners struggle now since they want the ultimate worker now—not later. This is true for route drivers, developers, CSR's and production. Too often there is not a commitment to train and the potential of an employee will never be reached.

In this workshop, I will be providing proven techniques on how to hire, train and find “good people”. As an owner or manager, you cannot afford to fall in the trap of not hiring nor firing since you have had a bad experience in the past. Sure, we are up against the obstacles of limited labor pools, limited finances, limited willingness etc. However, failure to try is trying to fail. A lot of the changes that needs to be made is looking at you in the mirror. Hiring is like sales & marketing: many of your best customers came from face-to-face sales.

KEY TALKING POINTS

The bottom line is that our industry is a good industry with a little bit of a bad reputation for finding the cream of the crop. I have been blessed to meet and work with some of the industry's future leaders and I am excited to see them develop. Some come from the family—but many have been hired in and bought in to dry cleaning.

In this workshop, we will address many of the typical concerns such as where to look and how to recruit the RIGHT people, but also in developing hiring strategies that will highlight the right type of person for the job. We will also tackle the need to be creative in a competitive job market. With minimum wage increasing, it is harder and harder to attract the best people -- but we will uncover some proven strategies to assist you in hiring qualified candidates.

This is an exciting program, and should be one of the most popular topics MAC has addressed, and the program could sell out quickly.

SPRING LEADERSHIP CONFERENCE...

The Founders Inn & Spa in Virginia Beach Set to Host MAC Leadership Conference



MAC HAS CHOSEN THE FOUNDERS INN & SPA TO HOST THIS YEAR'S LEADERSHIP CONFERENCE BEING HELD ON MAY 19 & 20.

This timeless Inn is a luxury Virginia Beach resort that pampers guests with the comforts of home,

concierge attention and hi-tech conveniences. They feature guest rooms with fireplaces and views of the serene lake and lovely Colonial garden that are especially unforgettable.

The Founders Inn and Spa features a wealth of excellent amenities and guest services including comfortable rooms and suite accommodations, in-house restaurants, a spa and fitness center, a shuttle service, pet-friendly rooms, and complimentary Wi-Fi.

MAC has arranged for an incredible rate of only \$130/night. In order to get the special rate, you can call the hotel directly at 757-366-5700 and mention you are with the Mid-Atlantic Cleaners Association

“We are excited about the new venue,” offered Mike McKay, MAC President. “It is a great facility with an old world charm. I expect to fill our room block quickly, so don't hesitate to register.”

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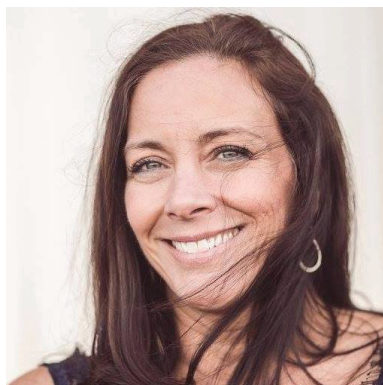


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Former MAC President Joins MfM Team



**I N D E P E N D E N T
CONSULTING FIRM
METHODS FOR MAN-
AGEMENT (MfM) RE-
PORTS IT IS EXCITED
TO WELCOME JAMIE
ALBANO AS THE NEW-
EST MEMBER TO
THEIR STAFF AS THE
DIRECTOR OF MEM-
BER DEVELOPMENT.**

“After attending two re-
cent member meetings in

Durham, N.C. and Greenville, N.C., Jamie’s responsibilities will include new member recruitment, and development of additional member services including social media,” the management group indicates.

Growing up in the dry cleaning business, Albano is third generation, from Tidewater, Va. She grew up working the front counter and learning the importance of customer service, it adds.

“Many MAC members are familiar with Jamie,” offered Peter Blake, MAC Executive Director. “She was President of Albano

Cleaners in Norfolk, VA and served on the MAC Board of Directors for years. This is a GREAT move for MfM. After working with Jamie for the past 3 years, I know she will be a tremendous asset for the organization and brings a lot to the table. She is very supportive of the industry and associations, and her unique experiences should help MfM to grow.”

“We have known Jamie for years, first as a client and now as a part of the team, and couldn’t be happier that she is on-board,” says Marta Shaffer, vice president of client services for MfM.

Albano has a Bachelor of Science in Business Management from Radford University, and is a graduate of the Drycleaning & Laundry Institute (DLI).

“Having worked in every aspect of the business she believes in paying attention to the small details and knowing what great customer service is,” MfM says.

The management firm serves privately-owned businesses through relationships as well as coordinating and facilitating what it calls “management bureaus.” MfM management bureaus, it points out, “provide a safe, non-competitive environment where members are comfortable sharing information, issues, and concerns with peers that they trust and respect.”



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It's Time to Look Beyond Facebook

Written by Jennifer O'Keefe, Glikstorm LLC



THERE WAS A TIME, NOT SO LONG AGO, WHEN BUSINESS FACEBOOK PAGES WERE A MARKETING DREAM! YOU COULD CREATE A BRAND PAGE FOR YOUR COMPANY, YOUR CUSTOMERS AND FANS WOULD FOLLOW YOU, AND THEY'D SEE MOST OF YOUR POSTS—FOR FREE!

Social media marketing using services like Facebook have been a tremendous tool, and a quick, easy, and inexpensive way to tell your story.

WELL, SADLY THOSE DAYS ARE OVER

For the past few years, Facebook has been steadily decreasing the percentage of business posts that a business' followers actually see in their personal Facebook news feeds. Businesses who "pay to play" with Facebook by either boosting posts or paying for advertisements have had slightly better organic (free) results. Mark Zuckerberg, the CEO of Facebook, made an announcement in January that significantly changes the effectiveness of Facebook for businesses. Only a tiny percentage (if any) of your Facebook business posts will be seen by your followers in 2018 and beyond.

Basically, Facebook is no longer the best place to connect with your customers and fans. It's still important to maintain a professional presence there, but it's time to expand your social media reach! Here's a secret about social media—if you know how to create a Facebook post with a picture, you can use that same content (in many cases) on Twitter, Google+, and LinkedIn! Each of these platforms serves a different purpose, but adding all three can greatly extend your social media reach without adding a lot of extra time or money into the mix. Instagram, Pinterest, and YouTube are also very effective, but require different tools, time, and possibly extra expenses.

THE BIG "3"

So, let's focus on the how adding the big 3 (Twitter, Google+ and LinkedIn) could help your business. Unlike Facebook, everyone who follows your business on Twitter, Google+ or LinkedIn has a chance to see ALL your posts. Every single one. In addition, it can be difficult to entice people to follow your business on Face-

book, but It's ridiculously easy on Twitter and LinkedIn with just an investment of time.

On Twitter, you can find local people to connect with pretty easily. You can connect with fans of the best restaurant in your town. You can even connect with your biggest competitor's customers and fans without spending a dime! Unbelievable, but true! Many businesses are not taking full advantage of Twitter; don't YOU want to beat your competitors there?

Google+ is an older social media platform that used to resemble Facebook, but now functions more like Pinterest. The value of Google+ lies in its ability to improve the search engine optimization (SEO) of your business website. Done correctly, posting to your Google+ page 3-5 times per week will help your website and online public relations without taking any extra time.

LinkedIn is primarily utilized by upper-level business professionals and CEOs. These are people who wear designer suits, ball gowns, wedding dresses...get the point? They are likely in need of drycleaning and might also enjoy fluff and fold laundry service with convenient home delivery. If you aren't maintaining a professional LinkedIn presence, which of your competitors will these hot prospects find instead of your business?

If it sounds a bit scary to think about venturing into other social media platforms beyond the familiar Facebook, I encourage you to reach out to me for a complimentary conversation. It's time to look beyond Facebook—and prosper!

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)

The Next Mid-Atlantic Association of Drycleaners Board Meeting

MAC Spring Board Meeting
The Founders Inn & Spa
8:30 - 9:30 a.m. Saturday, May 19, 2018
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How Much Did You Make at Previous Employer?

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



FOR AS LONG AS EMPLOYERS HAVE BEEN HIRING EMPLOYEES, PART OF THE INTERVIEW PROCESS HAS BEEN TO ASK CANDIDATES FOR EMPLOYMENT ABOUT THEIR COMPENSATION HISTORY.

This has been an important question because it helps an employer understand the candidate's pay expectations.

If a candidate has made significantly more money for a previous employer, he or she is unlikely to be happy with a lesser rate, even if the person is moving from a high cost of living area where wages are generally higher. If a candidate says, "I know wages are lower here than where I'm coming from, but I'm willing to take less because the cost of living is less," that willingness is likely to last no longer than the first five minutes of employment.

The reason is because once a person has received a certain pay rate, he or she feels "worth" that amount of money. The thought is, "I'm worth \$18.00 per hour because that's what I made in my last job." As Maslow taught us years ago, a satisfied need is not a motivator. In this case, the candidate has an unsatisfied need, which is a job offer, and is therefore motivated to say, "I'll take less." Once candidate receives the job offer, however, the need is satisfied and the person is no longer motivated to take less, but is motivated to lobby for more.

Another reason for asking about compensation history is that you want to compensate an employee properly and fairly, based on experience and qualifications. If a candidate has earned, say, \$12.00 per hour at a previous employer, and your pay range for the position is \$12.00 --\$20.00 per hour, you may want to offer the candidate \$14.00 per hour, which is a nice increase from the person's previous position and provides the person with an opportunity to grow within the range.

If we don't know the candidate's compensation history, we're shooting in the dark and may offer too much or too little. We know that compensation, standing alone, is not a motivator for increased productivity.[1] If it were, we would not have schoolteachers, EMT's or caregivers for disabled children. There are some elements of the job that are more important than money. Compensation is, however, a "satisfier," which is to say that if pay rates are not competitive at some level, the employees will, to some degree, be dissatisfied

HOW TO DISCUSS PAY EXPECTATIONS

Compensation can be something of a sensitive subject in an interview and sometimes candidates are reluctant to reveal their compensation history. I've found that a good question to ask is, "I know it's sometimes tough to talk about pay, but do you have a particular pay range in mind?" If the answer to this question is a pay range significantly higher than you want to pay, then it's likely that you will probably not want to move forward with this candidate. However, if the answer is in the compensation ball park, this provides you with a basis for further discussion.

Nevertheless, in some states and localities, all of this is about to come to a screeching halt. California, Massachusetts, New York City and other locations have banned employers from asking about a candidate's compensation history, and several other locations like Virginia, North Carolina, Idaho and Pennsylvania are considering it. While the states and localities covered by this at the moment don't include MAC states, both Maryland and Virginia are currently considering State legislation, and the democrats have introduced a bill at the Federal level. For the time being you may continue to ask for compensation history for the moment, but you may want to begin altering your interview protocols.

COMPENSATION MANAGEMENT AND ADMINISTRATION PROGRAM

It seems clear that this idea of not asking for compensation history is a strong trend and we expect it to spread. According to our sources, the thinking behind it is that asking for pay history perpetuates continuing pay differences between men and women and, thus, could be gender discrimination.

This underlines and emphasizes the importance of every employer having a comprehensive Compensation Management and Administration Program complete with job descriptions, job evaluation, pay grades with minimums and maximums, and a performance evaluation system, on which to base pay rates that are fair, equitable and competitive. If you would like more information on this key service, please contact your Seay Management Consultant. We appreciate having you as a valued friend and client of our firm in this, our 52nd year of service, and look forward to talking with you soon.

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 advise in dealing with employee relation issues. The cost of initial conversations are included as part of your membership!

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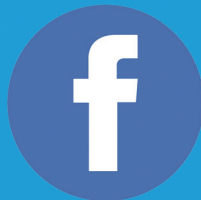
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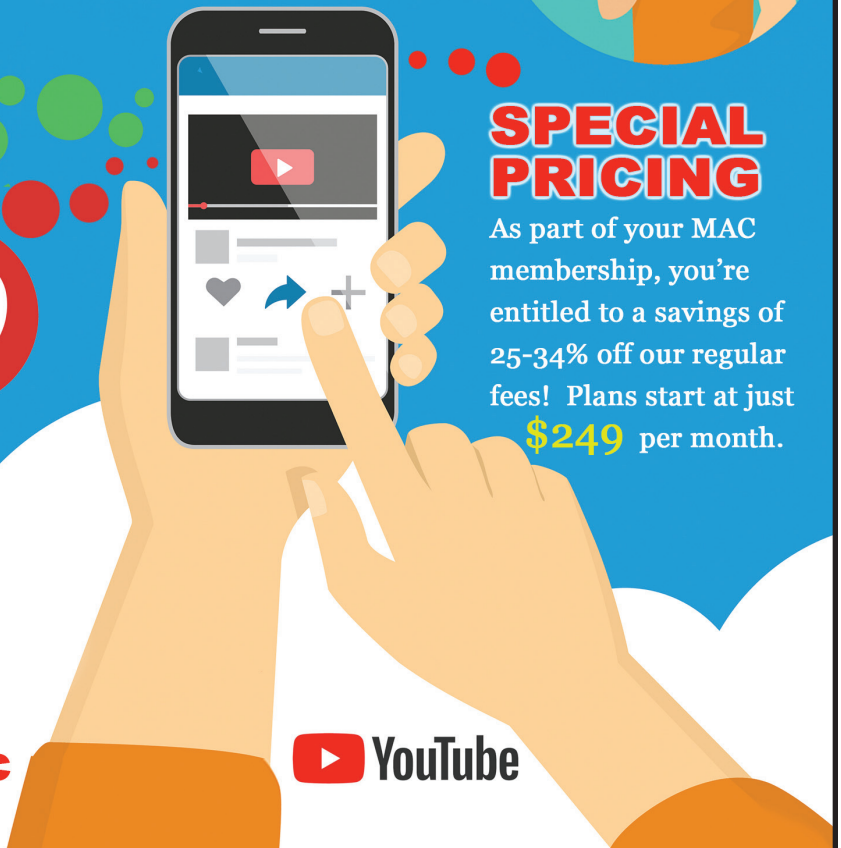


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New Online Resource Available for Tech Support from R. R. Street & Co.



R.R. STREET & CO. INC. IS PLEASED TO ANNOUNCE A NEW AND CONVENIENT ONLINE RESOURCE FOR TECHNICAL SUPPORT AT SUPPORT.4STREETS.COM.

This portal provides an easy way for professional drycleaners and launderers to submit a question, problem, product issue or service need to our customer support team and receive a quick and thorough response.

"It's crucial for our customers to get answers quickly so they can continue to be productive and efficient," says Mike Miller, Vice President of Sales for Street's. "We have a great network of Street's Representatives in the field who have tremendous knowledge but unfortunately they can't be everywhere at once. This portal gives us a way to serve our many customers more effectively through a broader customer team."

With each submission, customers will receive a Request ID# that recognizes their issue and lets them know the Street's team member who will be responding.

In most cases a member of the customer team will be able to respond almost immediately by email or phone. The team member can also help the customer determine the type of service call which may be necessary in order to resolve issues being experienced.

Kristen Vos, Street's Director of Marketing, further explains, "This portal is part of our company-wide goal to make over 140 years of knowledge and expertise more easily accessible to our customers through expanded resources of service and training. Providing our customers with solutions is our priority."

The portal can be accessed at SUPPORT.4STREETS.COM or through the Company website at 4STREETS.COM.

For more information about our technical service and support, contact Kristen Vos at kvos@4streets.com or 630-753-1036.



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