



# The Messenger

www.macassociation.org

## Key Speakers Announced for Spring Management Conference



MAC'S SPRING MANAGEMENT CONFERENCE IS ROUNDING INTO SHAPE. MARK ALBRECHT OF 21DC CONSULTING & THE ROUTE PRO WILL BE THE FEATURED SPEAKER ON SATURDAY, MAY 4. THEN CUSTOMER SERVICE AND SALES EXPERT, TRUDY ADAMS OF BLUE EGG CONSULTING WILL BE SUNDAY'S KEYNOTE SPEAKER.

MAC has chosen to return to the Founders Inn & Spa in Virginia Beach, VA for the association's Spring leadership conference. The program is set for May 4 and 5, 2019 and will focus on building a better future for the industry. In addition to Mark and Trudy, MAC is also arranging for a speaker from the Department of Labor to discuss wage and hour pitfalls. This is the third annual Leadership Conference in Virginia Beach. Mark will explore motivating and retaining employees. He will draw on his wealth of experience in the industry, as well as, his first-hand knowledge of maximizing employees potential, to provide attendees with proven strategies to help build their staff. This is a vital topic for anyone experiencing employee issues.



Trudy's presentation will center around creating a culture of outstanding customer service, the importance of employee empowerment, and handling even the most difficult and challenging customers.

"We felt the change in dates would allow for a greater participation" offered Mike McKay, MAC President. "The new weekend is a earlier in the season so the program can help us prepare for the upcoming busy season. Additionally, by moving further away from Memorial Day weekend, more drycleaners will be able to break away from their businesses."

"We are really excited about this year's program," offered Peter Blake, MAC Executive Director, "and it will be one of the best educational opportunities of the year for our members. Both Trudy and Mark have great followings, they are both expert trainers, and the topics are timely and critical for today's managers."

Visit [www.macassociation.org](http://www.macassociation.org) for all the latest updates!

JANUARY/FEBRUARY  
2019

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## EXECUTIVE DIRECTOR'S MESSAGE...

# Start 2019 Off Right

AS THE NEW YEAR HEADS INTO FULL SWING, WE NEED TO LOOK AT WHAT WE WANT TO ACCOMPLISH THIS YEAR. ONE OF THE BIGGEST THINGS I WANT TO ACCOMPLISH IS FOR MAC IS TO BRING THE BEST EDUCATIONAL PROGRAMS TO THE MEMBERS POSSIBLE.



*Peter Blake,  
MAC Executive Director*

We are putting together one of the best regional conferences in this industry in Virginia Beach this May. Mark your calendars now -- it is vital for you to attend. In addition to some great information from the speakers, you will have the opportunity to socialize with cleaners from throughout the area.

This peer-to-peer interaction is one of the most overlooked benefits of association membership -- and attending events like this. When you have the opportunity to talk shop with other cleaners and experts in the industry, you often can learn far more than you can imagine. Other cleaners are going through the same issues you are. Some have found ways to cope with these challenges, and they are willing to share those experiences. Plan on being there. The hotel is already taking reservations -- read the article on the following page..

But this is just the tip of the iceberg for 2019. We have some great plans for other programs throughout the year including workshops from James Peuster, Jim Groshans the FabriCoach, and equipment maintenance expert Jerry Moore. We are currently looking into developing weekend technical training programs on Stain Removal and Pressing.

I like to view each new year as an opportunity to evaluate the association and the products and services we provide our members. It is a great time to evaluate and find ways I can improve and determine where we can make changes to better serve you. I am firmly committed to your success. If you are not succeeding then I am not succeeding in my mission either. I have developed a top-ten listing of the best MAC/DLI has to offer. Look for it on [macassociation.org](http://macassociation.org), and make sure you are taking advantage of all your benefits.

Lets face it, there is always room for improvement. I am concerned that numbers are flattening out for cleaners in terms of piece counts. MAC and DLI have great programs to help members answer those challenges and to take advantage of the opportunities out there. Contact me if you need assistance. Start 2019 off right, and look inward at your business. Identify areas you need help with, and let me know.

In the coming year, one of my main goals is to meet more of the members throughout the region. One of the parts of the job I enjoy the most is visiting members and potential members to hear first hand how we can help. The more I hear from the membership about their challenges. Reach out and let me know how I can help.

## Peter Blake

MAC Executive Director  
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## 20 Years and 500 Million Pounds of Clothes Later...

Submitted by Tim Maxwell, President of Green Earth Cleaning



OUR PLANET'S OCEANS ARE FILLED WITH PLASTICS LARGE AND SMALL. EFFORTS TO REMOVE MACRO-PLASTIC WASTE HAVE BEGUN AND ARE HIGHLY VISIBLE.

However, millions of microplastic fibers are released into the world's wastewater treatment systems when garments containing polyester are laundered. This plastic poses an equal danger to our oceans' ecosystems as it enters the food chain at the micro level.

For the past 20 years, GreenEarth Cleaning has provided an environmentally non-toxic technology to thousands of dry cleaners around the world who in turn have cleaned some 500 million pounds of clothes during that time. This sustainable technology has allowed GreenEarth cleaners to use less energy, less chemicals, a process that is proven to be environmentally non-toxic, and is gentler for clothes and our planet. As a result, the technology has been embraced by the real estate, financial services, insurance, and garment manufacturing and retailing industries as well.

Importantly, the company's environmental focus has now caused it to address the microplastic challenge posed by the laundering of polyester clothing.

"We are a member of the Sustainable Apparel Coalition and we want to be a part of the solution to this problem. We are currently testing ways to filter the microplastic fibers out of the discharge from washing machines used to launder (rather than dry clean) clothing so that the microplastic fibers are never released in the first place", said Ron Benjamin, Co-Founder and Managing Director of GreenEarth Cleaning.

It is the Company's goal to make all garment care safe for our planet, whether using closed loop dry cleaning machines or filtered washing machines, so that GreenEarth Cleaning becomes BlueSea Laundry as well!

"Green Earth Cleaning," observed Peter Blake, MAC Executive Director, "has been a tremendous addition to the industry. They are helping to position our industry in the most favorable light, and are incredibly supportive of their customers, our association, and the entire industry. It is hard to believe it has already been two decades, but the legacy they have already carved out is one of environmental responsibility and commitment to the fabricare industry. For that, I join with all our members to applaud their efforts."

### SAVE THE DATE...

## Reservations Now Open for MAC's Spring Leadership Conference in Virginia Beach



MAC HAS CHOSEN TO RETURN TO THE FOUNDERS INN & SPA IN VIRGINIA BEACH, VA FOR THE ASSOCIATION'S SPRING LEADERSHIP CONFERENCE ON MAY 4 AND 5, 2019.

"We are excited to be returning to the Founders Inn", explained Peter Blake, MAC Executive Director. "This was a perfect conference facility. The meeting rooms were perfect for this type of con-

ference and the staff and amenities were all conducive to a great event. The hotel recently joined the Hilton family of hotels, so there have been some upgrades that attendees will enjoy."

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 \$139/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. Don't delay -- the rooms will sell out.



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**DRYCLEANING & LAUNDRY**  
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# Is Your Marketing Telling the Right Story?

Written by Peter Blake, MAC Executive Director



**WHEN PIECE COUNTS ARE DOWN, IT IS NOT THE TIME TO PULL BACK ON YOUR ADVERTISING AND PROMOTION -- IT IS TIME TO STEP IT UP. BUT A STRONG WORD OF CAUTION, MAKE SURE YOU HAVE A STRATEGY AND YOU ARE PROMOTING THE QUALITIES YOUR CUSTOMER WANTS AND VALUES.**

Too often we fall victim to what we feel is the right message, and what we feel is important to our customers. We lean on our experiences selling our services. I ran across this article in "No Nonsense Marketing" by John Graham (grahamcomm.com -- it is a great, free, newsletter if you want to check it out). I think it really sums up some of the pit falls we can all fall into.

## DOES BRAND PROMISE MAKE A DIFFERENCE?"

Jeff Short, the VP of Sales for K&W Tire, the Cooper Tire distributor, speaks of a meeting with a tire dealer in Connecticut. Included in the meeting was a counter salesperson who asked Jeff, "What

does Cooper Tire stand for?"

Here's what he said. "Tier one quality at a tier two price...more tread patterns and designs than any other manufacturer...an American owned company." Knowing that she liked selling Nokian tires, Jeff asked her what Nokian stood for. She said, "Safety. They are the safest tires you can put on a car."

As Jeff tells it, "Right then I knew I was done. She won that round hands down. She was more perceptive than all the other dealers I'd run into on this important point." And then he adds, "Someone needs to wake up as to what resonates with customers. I'm so sick of hearing about rebates, road hazard warranties, and PRICE."

I think we can all empathize, we are tired of hearing about price. What are we selling? One of our big goals is to get our customers to out-source their textile cleaning. Laundry, drycleaning, specialty cleaning like suedes & leathers, wedding gowns -- we want, and need to capture it all. We need to stress convenience, reliability, and taking a page from Nokian -- community involvement, and safety. This is what your customers are looking for.

I strongly suggest you talk to your good customers to see why they choose you, and then use that information to shape your own message.

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## Dye Bleeds? Don't Panic!

Written by Jeff Schwartz, A. L. Wilson



**PROBABLY THE MOST COMMON STAIN REMOVAL QUESTION I GET IS ABOUT COLOR BLEEDING, OR DYE FADE.**

The garment either bleeds into itself, or picks up dye transfer from another garment. In either case the garment has been compromised.

Black & White garments have been a huge problem in recent years and although I believe it has gotten better, it is still an issue. In many cases, manufacturers over-dye the black, without stabilizing the dye, or the spandex in the garment refuses to hold the dye. It looks really good under the fluorescent lights, but it's a pain to process.

### RECOMMENDED STEPS

1. Read the garment care label.
2. Look to see the makeup of the garment. If you see 4,6,8% spandex, in almost every case, especially if it is a new garment, it is going to bleed.
3. Test to see if you can wet clean the garment by placing a clean, white towel down on the nose of your spotting board. Place the black area of the black and white garment onto the towel. Flush well with wet steam. If the black bleeds onto the towel: you cannot wetclean this item!!!!!!) If, after testing, the black hasn't bled onto the towel, you can wet clean the garment.
4. Use the shortest, most gentle cycle. After the cycle is finished, Remove the garment immediately. If you let the garment lie on itself, we, it could bleed all over again.

### TO DRYCLEAN THIS GARMENT:

Place garment into a large, 100% cotton, pillowcase, and net bag. (If you have multiple items, each garment gets its own pillowcase.) If you don't already have a dryclean short-cycle.....program one in. (3 minute bath, then extract, dry, etc...) Call me, if you want to discuss: Why, How and When you should use this cycle.

No matter what solvent you are using, this pillowcase method has cut the bleeding problem down by 90%. The garment usually will not bleed in this short of a cycle, but if it does bleed-- it will bleed into the pillowcase, and not onto the rest of the clothes. Preventing the bleeding problem is easier than trying to fix the issue.

### WORSE CASE SCENARIO

O.K., we have tested the black & white garment, we chose the best method using the above listed information. The garment still failed: What now????

Even though the YellowGo is safe on ALL fabrics and its only job is to remove fugitive dyes and the last traces of ink, we are not going to use it, yet.

If you are still using Perc....spray the garment with EasyGo, wait 30-45 minutes, then dryclean. (I saved a \$750 garment in Phoenix by doing this.)

This spray method might work in other solvents as well. The Easy-Go soak method:

- 2 gallons of 120 water
- 2 cups of EasyGo. (the water will turn milky white)
- Soak garment for 45 min. - 1 hour.

After soaking:

- 1 gallon of cool water, in a clean bucket
- 3 oz. of RiteGo. (RiteGo acts like a rinsing agent.)
- Move around by hand for a few minutes,
- 2nd rinse and spin in home style wash machine.

If the garment has not responded, then you can try using YellowGo. You can get YellowGo videos at [www.ALWilson.com](http://www.ALWilson.com).

***Dye bleeds will occur.....The key is Not to panic and do the wrong thing!***

## The Next Mid-Atlantic Association of Drycleaners Board Meeting

**MAC Spring Board Meeting**  
**Saturday, May 4, 2019**  
**Founders Inn, Virginia Beach, VA**



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# How Clean is Clean Enough? Pt. 1

Written By Jeff Carnahan, LPG President, EnviroForensics



**MANY YEARS AGO, WHEN I WAS A YOUNGER MAN JUST WAITING FOR LIFE TO TEACH ME THE LESSONS I'D NEED, I HAD A BROWN, FOUR-DOOR 1976 FORD MAVERICK.**

This thing wasn't pretty, and it certainly wasn't cool, but it got me to school and to work,

and occasionally it would deliver a brave girl and I to the movies on a Saturday night. I spent the time needed to change the oil and replace the filters, but for the most part I took for granted how important it was to me. One day on my way to somewhere, I heard an awful clunk and it just died. The first thought through my head was, "Oh no! How much is this going to cost me?" After a \$50 tow to the shop and following several hours of waiting, the mechanic asked me this question, "Well son, do you want it to run, or do you want it fixed?"

I'm sure you can figure out the rest of the story. Since I was counting pennies at the time, I chose to have the minimum amount of work done to get my car running and back on the road immediately for the cheapest amount possible, rather than investing the time and money into getting it fixed correctly. I won't bore you with the details but be assured that when that old Maverick died for good soon after, I was left high and dry with no transportation and wishing I'd have made a different decision a few months prior. That was an important lesson for me, and one that I keep with me.

**Tip: Fix things right, and the investment will more than pay for itself.**

I'd love to say that it only took that one incident for me to learn this lesson. It's funny how life keeps giving you opportunities to learn.

Most of us have an example of how we've experienced this situation in the past, but when these types of decisions must be made in business it's even trickier. In your experience, was it during a dry cleaning machine repair job or when fixing a leaky roof, or even as you tried to put yet another quick fix on that temperamental boiler? Environmental cleanups probably don't come to mind for most folks, but the exact same thing applies for them. There are three components to dealing with an environmental contamination problem:

1. Immediately halting any human exposure to chemicals that may be occurring;
2. Cleaning up the contamination on-site and off-site; and
3. Getting a Closure, or No Further Action, Letter from the state regulatory agency.

Once the necessary work has been conducted to stop human exposure, the question then becomes, "Now, do you want it clean, or do you just want a regulatory closure?" This may be putting the cart before the horse a little bit, but let's leave the discussion about why immediately halting human exposure is top priority and non-negotiable for a later edition, and let's focus on the interplay between cleaning up and getting regulatory closure.

## WHAT DOES "CLEAN" MEAN IN AN ENVIRONMENTAL CLEANUP?

When performing an environmental cleanup, there is very little basis to involve the word clean. True clean never really occurs. There are only various levels of not quite clean, and at some point, it's clean enough. In the world of environmental contamination there are numerous people setting the standard for when a property can be called clean enough. Most regulators worry mainly about two things beyond the current human exposure component; (1) ensuring that the contamination problem is getting better rather than worse and (2) ensuring that there is no threat of future human or ecological exposure. Believe it or not, your property doesn't have to be very clean at all for these boxes to be checked. Other parties who will be deciding if your property is clean enough are future purchasers and their financial lenders. They will not only be looking at whether you have a regulatory closure, but they will also be using the general environmental health of the property to help determine its practical value. This is a component that often gets overlooked when deciding how clean is clean enough. If the money isn't spent during the first crack at environmental remedy, it could cost a significant amount of money later in the form of a lower property value when its time to sell, or a requirement for additional environmental work to be performed to even attract qualified purchasers.

**Tip: The trick is to strike just the right balance between spending money on active environmental cleanup, and the future costs that could arise. This will be a little different for most everyone facing these decisions, but the fundamental thought process remains the same.**

In part 2 in the next issue, we will focus on "What Regulatory Closure Means for Drycleaners".

## ABOUT THE AUTHOR

Jeff Carnahan is a Licensed Professional Geologist (LPG) with over 20 years of environmental consulting and remediation experience and is currently serving EnviroForensics® and our clients as President. Jeff has contributed to the success and growth of EnviroForensics through strategic market analysis and corporate risk management, as well as encouraging and upholding the superior level of technical expertise found at EnviroForensics. Jeff focuses on controlling risk and costs to all of our clients.

## Minimum Wage Increases Take Effect

THIS TIME OF YEAR MANY OF YOU RECEIVE NOTIFICATIONS FROM LABOR POSTER VENDORS REGARDING CHANGES IN POSTING REQUIREMENTS DUE TO MINIMUM WAGE INCREASES AND OTHER REGULATION CHANGES.

In 2019, we have various state and local municipalities implementing hourly minimum wage increases effective January 1st and throughout the year. Some of these hourly rates are double the federal minimum wage rate.

Under the Fair Labor Standards Act, the current federal minimum hourly wage is \$7.25. If there is a state or local municipal regulation offering a higher minimum wage, the employer is required to pay the higher rate.

As of January 1, 2019, the hourly minimum wage for federal contract workers will increase to the rate of \$10.60 per hour. Tipped employees performing work on or in connection with covered contracts must be paid a cash wage at least \$7.40 per hour.

In conjunction with the rate increases there are requirements to display an updated minimum wage poster. In some cases the state or municipality will update the poster for the new year, even if there is no rate increase.

Posters are important not only because they are required by employment regulations, but also because they provide evidence and documentation of your good faith intent to comply with the government's regulations.

### OTHER POSTING REQUIREMENT UPDATES

Many states have revised their discrimination posters to include expanded coverage of the state regulation to apply to additional protected categories.

Several state and local municipalities have implemented paid sick leave, family leave and school/parental leave regulations. Employers should ensure this is reflected in current written policies and display corresponding notices as required.

### MORE INFORMATION

A printable PDF list of the current state and local minimum wage increases is available through the MAC office upon request.

Additionally, If you would like assistance in receiving an update of an applicable minimum wage poster, please email us at [peter@macassociation.org](mailto:peter@macassociation.org). If you have a question regarding the many important areas of HR compliance, please contact Seay Management Consultants. Initial inquires are a member benefit of MAC/DLI.

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