



# The Messenger

[www.midatlanticassociation.org](http://www.midatlanticassociation.org)

## Jamie Albano of Virginia Elected as New MAC President



AT MAC'S RECENT 2016 ANNUAL MEETING HELD IN PEAKS OF OTTER, JAMIE ALBANO OFFICIALLY TOOK OVER FOR DIANNE CHATELAIN AS PRESIDENT OF THE ASSOCIATION.

In accepting the post, Jamie congratulated Dianne on all her successes in office. She highlighted the new management team running the day-to-day operations of MAC.

Jamie pointed to the fact that membership has been stabilized over the course of the last few years, and even slightly rising over the past year, as significant accomplishments.

"Dianne can be very proud of the progress MAC made during her four years as President," congratulated Jamie. "I also really want to express my gratitude for all the support I have gotten from the board and from the members over the course of my tenure on the MAC Board. I look forward to continuing in the footsteps of some great leaders, and I am excited about MAC's future. I always have an open door to new ideas, programs, and services and I think MAC will only grow stronger as we move forward."

One of Jamie's priorities will be to continue to foster membership growth and to strengthen the educational offerings of MAC. One educational area she really wants to stress is management training. Jamie's first full Board of Directors meeting will be in Richmond, VA on the weekend of December 9 & 10.

### MAC ELECTIONS

Also at the Annual meeting, Russ Kaplan from Damascus, MD was re-elected as Treasurer, Mike McKay of Cumberland, MD has returned to the Executive Committee as Vice-President, and Chat Chatelain from Alexandria, VA has officially joined the MAC Board.

"We still need more good people to help MAC grow and excel," concluded Jamie, "and we sincerely hope members will join us in Richmond in December and Virginia Beach next May to learn more about ways MAC is critical to your success."

**JULY/AUGUST  
2016**

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## PRESIDENT'S MESSAGE...

### *It Has Been a GREAT Four Years!*

THIS IS MY LAST OFFICIAL COLUMN FOR THE MESSENGER. I CAN'T SAY ENOUGH ABOUT THE BOARD OF DIRECTORS YOU HAVE WATCHING OUT FOR YOUR ASSOCIATION AND FOR YOUR INDUSTRY. IN THE PAST FOUR YEARS WE HAVE UNDERGONE QUITE A TRANSFORMATION, AND I AM PROUD OF THE ASSOCIATION WE HAVE TODAY.



*Dianne Chatelain*

Working together with the Board of Directors and other Officers, we decided to take a bold new step and transform our management from a traditional executive director to the management team we have now. I admit to being very leery of the process and a little worried about the effects this may have on MAC, but we all felt there would be some great benefits at the end of it all. We knew we would have to work harder, and really put more time and energy into the Association -- but we all agreed this is what was best for MAC and our members.

I really want to thank Peter Blake, Fran Johnson and all the people that help make this transition easier than I had even imagined. I want to thank the dedication of the Board and volunteers that also helped shepherd us through the whole process.

I am proud to say we are in a much better place now than we have been in a very long time. Revenues have been up, but more importantly Membership is up. It has been a long time since we have been able to say that. Over the course of the past year MAC membership has stabilized and we are one of only a handful of DLI Affiliates that have shown growth. This is a major accomplishment!

Because we have had such financial success in recent years, we are now able to offer more educational programs and meetings. We have improved our communications including a website that is fresh and constantly updated and our MAC Messenger is now in color and published more consistently.

MAC continues to grow and strengthen, not because of me, but because of the incredible voluntary leaders I have been fortunate to serve with. It never ceases to amaze me how dedicated these individuals are to MAC, and how devoted they are to making sure MAC offers the best programs and services possible to our members.

I am confident that Jamie Albano will continue this fine tradition of leadership. There are great things ahead for MAC, our members and the entire industry. I look forward to working with Jamie and the full board, and doing all I can to support her.

I sincerely thank you all for the support you have shown me. Together we have done some great things, and together we will all accomplish even more in the years ahead.

## Dianne Chatelain

Presto Valet

703-998-6464 / [dianne@prestovalet.net](mailto:dianne@prestovalet.net)

## Trudy Adams to Speak in Virginia Beach



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

The program will be held the weekend of May 19 & 20 in conjunction with MAC's Spring Board Meeting. On Saturday afternoon, Trudy Adams of 21st Century Dry Cleaning, will present "The Magic of a Touchpoint". The program is designed

for all managers and owners of drycleaning plants and focuses on the value of customer interaction and outreach.

"It is critical to communicate with your customers," offers Trudy Adams, "and to demonstrate the value as customers. Through terrific customer experience at the counter on through thank-you's and customer rewards, every touchpoint is critical. You work too

hard to get a customer not to do all you can to make sure they return."

Then on Sunday morning, she will present a second 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.

Trudy is well known in the industry from her days with Cleaners Supply and her experience as a Customer Service Trainer. She is nationally recognized as the foremost expert in the industry, and has been a featured speaker all over the country.

"We are very fortunate to have Trudy joining us," offered Peter Blake, MAC Executive Director. "She is a true asset to the industry and a fantastic educator. I am really excited to welcome her back to the industry, and to provide our audience an opportunity to hear and learn from the best."

More details of the program will be on [www.macassociation.org](http://www.macassociation.org).



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# Scenes from MAC's Board and Annual Member Meeting

THE MID-ATLANTIC ASSOCIATION OF CLEANERS RECENTLY HELD ITS BOARD AND ANNUAL MEMBER MEETING AT THE PEAKS OF OTTER RESORT IN BEDFORD, VA. THE LOCATION WAS A HIT WITH THOSE THAT COULD MAKE IT, AND THE OPPORTUNITY TO UNWIND, GET OFF THE GRID, AND SPEND SOME TIME WITH YOUR PEERS MADE IT A UNIQUE MEETING.

In addition to the meetings, the weekend's activities included hiking, walking trails, and a sightseeing trip to the mountain top. There was also a wine-tasting at a local vineyard that was followed by a MAC Dinner.

"This was a great weekend filled with great opportunities," observed Dianne Chatelain, "and we had a great time. The wine tasting and dinner afforded us an opportunity to all get to know each other better and to learn from each other in a very relaxed, social setting. It is always amazing to me how much we learn from each other just by asking questions and sharing experiences. I think that is one of the most powerful benefits of being involved in groups like MAC."

## THE ANNUAL MEMBER MEETING

The MAC Annual member meeting featured an election of officers and directors for 2016 - 2018 which are listed on the front page.

The meeting also featured a MAC update detailing membership as being stable and showing signs of increasing. It was also discussed that MAC's financial position has improved and we are more stable than at any point in the past 4 years.

"It is great to see some of the changes MAC has made," offered Peter Blake, MAC Executive Director, "and I am glad to see it has helped stabilize membership. Now it is my goal to build on that and to increase membership by 5% in each of the next 2 years."

## THE BOARD REPORT

The Board meeting featured discussions of all MAC programs including Membership, Education, and Communications.

The Board is excited by some of the gains that have been made in membership, and asked Peter Blake to travel in the field more often to visit members and prospective members.



(clockwise from top left) The view of Peaks of Otter from one of the walking paths, Farming techniques demonstrated on the hiking tour, Jamie Albano presents a plaque to Dianne in recognition of all her hard work, and MAC members enjoying a wine tasting.

As part of this program Peter will be visiting cleaners in the Richmond Area this December in advance of the Board meeting. If you would like a personal visit -- call Peter at the MAC Office or e-mail him at [peter@macassociation.org](mailto:peter@macassociation.org).

The Board is pleased with the communications vehicles of MAC, especially with the Website and MAC's The Messenger. The e-mail blast program is very effective and well received by the membership. MAC also has a Facebook Page, and the Board is looking to make better use of that and to update it more frequently.

Education was a big area of discussion and the Board is excited by some of the programs they have laid out. First -- at the next Board Meeting in Richmond VA this December, MAC will be hosting an industry dinner much like the one recently held in Gaithersburg earlier this year. The topic for discussion will be "Will the industry as we know it today, still be viable in 10 years? We really hope members will be joining us to discuss industry trends and ways to capitalize on the opportunities that lie ahead.

The Board also set up a weekend conference featuring Trudy Adams in Virginia Beach next spring. (See related article).



## SAVE THE DATE

### DLI & NCA's Five Star Brainstorming Getaway Conference

January 13-15, 2017  
Dominican Republic

## 10 Take-away Tips from a Previous DLI/NCA Conference

1. Doing something unexpected for a customer on a personal level humanizes your business and makes you more of a friend than a service provider. Customers love feeling loved and they'll love you in return.
2. Send your service over the top by anticipating customer needs.
3. Claim responsibility for your online reputation. Sites like YELP! can be great business tools if well-managed.
4. Monitor your online reviews and always respond positively to disgruntled customers.
5. Even bad economic times present opportunities for business owners to be creative and forward-thinking entrepreneurs. Now's the time to evaluate your business strategies. How can you be more efficient?
6. What additional services can you provide?
7. How can your marketing efforts be improved?
8. Recognize that you are in a personal relationship with your customers.
9. Use your POS system to gather information about your customers to help build the relationship.
10. Foster pride in your employee's work to improve quality and customer service.

*"Renewing old friendships and forging new ones in such great surroundings is always a high spot for everyone attending."*

*— Nora Nealis, NCA Executive Director*

*"The audience was engaged—no one was looking at their laptops, phones, or reading the paper. At the end the audience wanted more and commented that they wished the sessions were longer."*

*— Mary Scalco, DLI CEO*

*"The 'biggest' thing I took away was the information I learned having dinner with one of the participants. Since that dinner, I created a list of 'change now' items that I am halfway through. It re-energized me in the business."*

*— Mark Scott, CEO of Bakker's Fine Drycleaning in Kirkland, Washington*



## Dr. Manfred Wentz, R.R. Street & Co.



**DR. MANFRED WENTZ, VICE PRESIDENT OF RESEARCH & DEVELOPMENT AND ENVIRONMENTAL AFFAIRS AT R.R. STREET & CO. INC. FROM 1988 TO 1998, DIED JUNE 12 AT AGE 77 FOLLOWING A BATTLE WITH METASTATIC CANCER, THE COMPANY REPORTS.**

After leaving Street's, Wentz returned to academia in North Carolina. He later became director of

Hohenstein Institutes (USA) and head of the Oeko-Tex certification body, USA, from 1999 until his retirement in 2009.

Street's says Wentz had a significant impact on the company as well as the entire professional textile industry.

He was director of research at the International Fabricare Institute (now known as the Drycleaning & Laundry Institute) in Silver

Spring, Md., from 1972 to 1974. Also, he was a professor at the University of Wisconsin-Madison from 1974 to 1985, and at North Carolina State University from 1985 to 1988. Other posts included Burlington Industries professor of textile science and Department Chair of Clothing & Textiles at the University of North Carolina at Greensboro from 1985 to 1988, Street's indicates.

Wentz held many national and international leadership positions in the textile industry in addition to many professional associations, Street's notes. In his later years, he focused on textile ecology and environmental responsibility/sustainability.

He was widely published, with more than 100 articles appearing in both domestic and international trade journals, including American Drycleaner.

He was a 19-year cancer survivor and in 2006 also survived Guillain-Barre Syndrome.

He is survived by his wife of 53 years, Gisela Wentz; daughter, Sabina Akins; son, Chris Wentz; three grandchildren; and one great-granddaughter.



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# Smart Enough to Know... We Don't Know Everything

Submitted By Mary Scalco, DLI CEO



AS A MEMBER SERVING ORGANIZATION DLI IS EXPECTED TO PROVIDE SERVICES AND INFORMATION AND KNOW THE ANSWER ON A WIDE VARIETY OF TOPICS.

In most cases we are pretty good. As businesses change we have to adapt and change as well and, frankly, some-

times we are not as smart as you expect us to be. Fortunately, we are smart enough to know when to ask for help.

We recently added a number of new partnerships in response to member inquiries and requests. We took much guidance from the survey we conducted earlier this year.

## HUMAN RESOURCES

From our survey we learned that the number one challenge was dealing with employees. DLI has partnered with human resources expert consultants Seay Management to provide counseling for our members on employee matters. With a phone call members can access their resources for up to one hour counseling sessions. They also provide information on current changes to workplace regulations such as the new overtime exempt rules written about in Fabricare and the weekly Hot Press e-newsletter.

## UPCOMING PROGRAM...

# MAC Board Meeting Coming to Richmond, VA



THE MAC BOARD OF DIRECTORS WILL HOLD ITS NEXT MEETING IN RICHMOND, VIRGINIA ON SUNDAY, DECEMBER 10.

The Board is planning a group activity for Saturday, December 9, as well as a Board Dinner in Richmond

on Saturday Night. All members of MAC are invited to attend, and the Board is looking for more people to become involved.

## ROUTE & ON-DEMAND MOBILE APP

As we all know, we are glued to our phones particularly if you are under the age of 40. How did we ever find a restaurant in a new place, get directions or send someone a text or any of the other million things we use our phone for before this? In an effort to help members appeal to this new reality, Starch Up will develop an app for your on-demand and static route services. What I like about Starchup is they will brand the app to your business and make it as easy as requesting an Uber ride. Anything you can do to build brand loyalty is an asset and this system looks great and makes it dirt simple for people to give you business.

## CUSTOMER SERVICE

Our partnership with Marketwise was one of our firsts and is still a great member benefit. Let's face it, your customer service representatives are the face of your business. Marketwise can help you learn how your customers see you. Is your business friendly? Do your employees look up from your point of sale system or just bark out "phone number" when a customer walks in your store? Are they talking about your current promotion or other services?

I know you've got a lot to do and sometimes asking you to do one more thing is a near impossibility. Believe me, I understand how busy things can get. Please take a moment to check out the DLI website, [www.dlionline.org](http://www.dlionline.org). In an effort to improve our own customer service we set up a new live chat feature. Just like you, we need to make our services as available as possible to the people we serve. We've got a lot to offer and it's getting better all the time. We're working on delivering more app-based services so look for news on that in the near future.

"This is a great opportunity to learn about how MAC works, and how you can play a role in helping shape the Association -- and the industry", invited Peter Blake, MAC Executive Director. "The Board is a committed group of volunteers. They would like to add some new blood to the Board and get some new ideas and perspectives."

All members are encouraged to attend, and the weekend will feature committee meetings for all MAC's committees, as well as the Board Dinner on Saturday evening.

If interested in attending the Board Meeting and/or Board Dinner, please call Peter Blake at 800-235-8360. More information will be posted on [www.macassociation.org](http://www.macassociation.org) as it is finalized.

# Is Your Environmental Due Diligence Really Diligent Enough?

Submitted By Steve Henshaw, President & CEO, EnviroForensics



TODAY'S SAVVY BUYER OF COMMERCIAL AND INDUSTRIAL REAL ESTATE WILL ALWAYS PERFORM ENVIRONMENTAL STUDIES, AND EVEN TESTING, AS PART OF THE DUE DILIGENCE PROCESS PRIOR TO COMPLETING A REAL ESTATE TRANSACTION.

If a financial lender is involved, it's a must. Due diligence most often starts with a Phase I Environmental Site Assessment. If the assessment points to potential subsurface impacts from past onsite or nearby operations, a subsurface investigation (or Phase II investigation) is generally necessary to confirm site conditions.

## THE PHASE II

The Phase II consists of a limited sampling event designed toward the specific concerns identified in the Phase I. Phase II projects are often performed within a constrained budget established by the buyer, or being paid for by a seller who wants to spend as little money as possible, who hopes that the concerns identified in the Phase I are unfounded. Phase II investigations are typically seen as high-level presence/absence assessments rather than complete quantitative investigation of the extent of any identified impacts. In essence, a Phase II is utilized to metaphorically check a box "Yes" or "No" as an answer to whether or not a subsurface release has occurred from each identified historical concern.

For the Phase I and Phase II process to be successful indicators of the environmental conditions of subject properties, it is important for the consultant performing the due diligence activities to understand the how many different types of past operations could potentially result in releases. Additionally, due diligence professionals must have adequate expertise with designing minimal work plans, that will still answer the important questions related to getting the transaction deal done.

When performing Phase II assessments at properties involving a current or former dry cleaning or manufacturing facility with impacts from past usage of chlorinated solvents (i.e. PCE or TCE), a specific expertise is required. Releases of TCE and PCE can be difficult to detect with a limited investigation since these contamin-

ants may migrate downward from a surface source in very narrow pathways that are hard to find. A truly experienced environmental professional can also identify hidden areas where chlorinated solvents may have been released due to an intimate knowledge of historical solvent use and disposal practices.

There can never be enough existing information about site geology and the configuration of potential contaminant migration pathways prior to conducting a Phase II, if the consultant has not done sufficient research and planning on surrounding geological conditions, or doesn't have significant industry knowledge of the contaminant behaviors. If borings are not placed in the appropriate locations or are not advanced deep enough to detect these sometimes sneaky contaminants, you might get a "clean" environmental report, when you actually have a problem that just went undetected due to an inadequate investigation.

**"Although all parties involved in a real estate transaction hope for the best during the due diligence process, no one wins if existing contamination isn't identified."**

## DUE DILIGENCE RESULTS

An environmental due diligence investigation is only as good as the expertise that goes into the planning. Although all parties involved in a real estate transaction hope for the best during the due diligence process, no one wins if existing contamination isn't identified. This is especially true for properties where chlorinated solvents may have historically been used. Sites impacted with chlorinated solvents typically can be exponentially more expensive to cleanup than other types of contamination.

## ABOUT ENVIROFORENSICS

Enviroforensics has been a long time Industry supporter and has worked on numerous sites throughout the region and the country. They are experts in remediation and in Insurance archeology.

They have contributed articles for The Messenger, and have provided valuable guidance for MAC staff over the years.

For more information, contact Nancy Shields at 866-888-7911 or via e-mail: [info@enviroforensics.com](mailto:info@enviroforensics.com).





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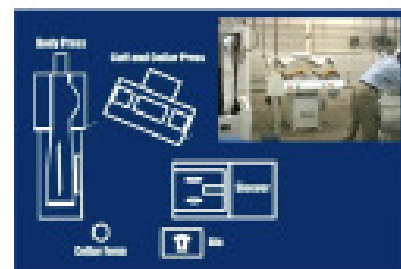
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## Advanced Odor Elimination Technology

Submitted Scott Androff, Ah! Products, and written by DLI Member Phil Cote, French Cleaners



WE HAVE A TAG LINE AT FRENCH CLEANERS INC. "WHERE MIRACLES HAPPEN". REGULAR CUSTOMERS AND CLEANERS ALIKE RELY ON OUR EXPERTISE TO HANDLE THE FINEST GARMENTS WITH THE UTMOST CARE.

We are constantly asked to trial new products and cleaning agents with widely varying results. I was contacted by Scott Androff of Ah! Products to do just that. The product, A-4 Odor Eliminator, is marketed as a general concentrated

all purpose odor eliminator and used by some of the larger fire restoration dry cleaners in the country. I was asked to test the effectiveness with Hydrocarbon solvent to which I am infinitely familiar. Having used Hydrocarbon solvents for over 16 years I am aware of the benefits as well as pitfalls of using hydrocarbon based solvents.

Anyone who uses hydrocarbon solvent for any period of time should be able to tell you of a horror story or two regarding the smells that can develop from bacteria growth in the solvent. Hydrocarbon solvent is prone to this being a natural organic product. As with most solvents, hydrocarbon solvent does not mix with water unless bound with a detergent. It is virtually impossible to have a dry-cleaning system which does not contain any water. It is a natural occurrence. Even without the addition of straight water to a system, water is in the air and will get introduced to the machine through garments which hold some moisture inherently. Another source of moisture or water is from the machine itself. A pinhole in a steam coil or possibly through a steam leak in a still can add a considerable amount of moisture to a system.

Although most systems have water separators, moisture can be

carried along with a solvent and separate out anywhere solvent sits. The layer between the water and the solvent is where the bacteria grow easily. By looking into a water separator, a layer can often be seen between the water and solvent where small particles of lint or other debris float on water and stay below the solvent. Solvent base tanks are a known breeding ground for bacteria. Most base tank bottoms do not drain or flush out completely and it is common area for sludge to develop which is the byproduct of small debris and bacteria which grows in it. "A-4 Odor Eliminator" by Ah! Products is the answer to this problem. Ideally, cleaning all separators and base tanks completely each week or twice a week can keep this under control. Knowing full well how busy most dry-cleaners are and how difficult and expensive it can be to perform this labor intensive operation, daily use of the new Ah! Product "A-4 Odor Eliminator" solves this problem.

My testing has proved that the regular use of this product will control bacteria growth and make hydrocarbon solvent or hydrocarbon blend solvents smell better and stay cleaner ensuring a cleaner dry-cleaning that customers and your staff will recognize. By simply adding 2-4 ounces during our morning start-up procedure into the water separators, the water and solvents are sanitized, keeping bacteria under control. No mess, no smell, clearer cleaner solvent.

Finally a new product worth trying that many can benefit from. It is my opinion that there are not too many new advances in our industry but A-4 Odor Eliminator is one. I am pleased to share our experience with this new product that makes such a difference in my plant where I have so much at stake with the fussiest clientele in the industry.

To try a FREE sample of the 4-A, contact Ah Products at (952) 230-7960 and ask for Scott.

*Submitted by L. Philip Cote – President of French Cleaners Inc.  
Member: Americas Best Cleaners  
Finest Cleaners America  
Drycleaning & Laundry Institute*

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

***Sunday, December 10, 2016  
Richmond, VA***

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jisberg@adco-inc.com

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