



The Messenger

www.macassociation.org

MAC Board Joins WV Drycleaners to Honor Charlie Young



MAC HELD IT'S SUMMER BOARD MEETING IN CHARLESTON, WV AND TOOK THE OPPORTUNITY TO HONOR CHARLIE YOUNG, LONG TIME MAC MEMBER, BOARD MEMBER AND TWO TIME PAST PRESIDENT.

The seven representatives of the MAC Board were joined by 20 present and former drycleaners and allied trades from the surrounding areas for a tribute dinner at Fazio's Restaurant.

"The dinner was a tremendous success," offered Peter Blake, MAC Executive Director, "and it provided me a great opportunity to meet our members in West Virginia in a casual setting and learn more about their businesses and the challenges they face. I really think it was fitting that MAC travel to Charlie after all the long trips he has made to attend all the previous MAC Board Meetings and events."

Mike McKay, MAC President, started off by introducing himself and sharing a bit of MAC's history with Charlie, and then asked each person to go around the room and introduce themselves and their relationship with Charlie through the years.

"It is really humbling when you hear the stories, and the true admiration people have for Charlie," continued Blake. "It is clear that he has been a guiding force in the industry and plays a huge role in the drycleaning community. It is clear from talking with the drycleaners that the industry has changed significantly in the state. Business has shifted, and the industry has shrunk, but the spirit and dedication has not."

LOOKING AHEAD

The next MAC Board Meeting will be in Baltimore, MD on Saturday, November 11 during the PDCA Expo. The Board will then meet in the spring for its annual Spring Leadership Conference in Virginia Beach. Plans are already underway for the program.

**JULY/AUGUST
2018**

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EXECUTIVE DIRECTOR'S MESSAGE...

Your Success is Our Goal

ARE YOU GETTING THE MOST OF YOUR MEMBERSHIP? HAVE YOU LOOKED AT THE BENEFITS YOU HAVE INCLUDED WITH YOUR MEMBERSHIP?

I want you to use your membership to the fullest. I want MAC/DLI to be one of your hardest working employees. We are a resource for you to use, and I want you to use us as much as possible. I recently was invited to speak at the Mid West Drycleaners and Launderers Annual Convention, and my topic was using all the tools in your business toolbox.



*Peter Blake,
MAC Executive Director*

I used DLI membership as the basic framework and then added other resources that are available to all drycleaners to explore ways you ensure your success. In making my presentation I was struck by how many attendees were not using the services available to them.

In this day and age, we all need to learn how to do more with less. That is the perfect spot for us! We help you do more. Over the course of the past year, I have written how-to articles on some of the best programs DLI members have available to them including:

- DLI Apps: Stain Removal, Encyclopedia, and Garment Analysis
- Effortless Social Media
- Cleaning Performance Test/Laundry Performance Test
- Mystery Shopper Service
- Certification Programs

If you are a Silver or above member, all of these programs are included as a part of your membership -- but yet many cleaners are not taking advantage of them. All of these articles can be found in the archive section of: www.macassociation.org.

If you haven't used these services, make it a priority. These are some of the best programs DLI/MAC has available to you, and you need to utilize them.

When I recently asked members to send me their greatest challenges, many of them revolved around needing more business. These programs can all have a positive effect on your business. From marketing your services -- to ensuring you are delivering the highest quality service possible.

The title of this article is one of my core beliefs: I am here to help you succeed. Anything we can do to make your job easier, to make you more successful, or to help you better serve your customers -- we want to know! We want to help. When you have questions, or need to discuss ideas -- I really hope I am one of your first calls. I may not know all the answers, but I can certainly find answers and point you in the right direction.

Peter Blake

MAC Executive Director
(617) 791-0128

2019 DLI/NCA Five Star Brainstorming Conference Set for St. Maarten



THE 2019 DLI AND NCA ANNUAL FIVE STAR BRAINSTORMING CONFERENCE WILL BE HELD JANUARY 17 - 20, 2019 IN ST. MAARTEN AT THE SONESTA OCEAN-POINT RESORT. MEMBERS OF BOTH ORGANIZATIONS ARE INVITED TO ATTEND FOR A LONG WEEKEND OF ADVENTURING, RELAXING, AND ENTREPRENEURSHIP.

With only 129 rooms on the property, the Sonesta Ocean Point resort is a smaller property than the associations have used in previous years. The resort is a Five-Star adults-only property that includes food, liquor, room service, mini bar, WIFI, taxes, gratuities, and other amenities.

DLI and NCA carefully select speakers to inspire and invigorate your desire to succeed. This conference has been known for the high-quality speaker line-up and the ability to bring in speakers that are not common to the industry, but whose messages are vital to success. Check out this year's lineup:

HOW TO ATTRACT AND RETAIN MILLENNIAL EMPLOYEES AND CLIENTS

John DiJulius will share his insights and answers to the key questions you have about attracting and retaining millennial employees and clients. This generation is your future, and you need their support in the workplace, at the counter and on line.

John has been studying this challenge and is looking forward to sharing his take on what you need to do to with you.

PERSUASIVE COMMUNICATION IS THE ONLY SUPERPOWER YOU NEED

Jeff Tippett presents with dual purposes: to uplift and encourage while also providing actionable content that creates change. When talking with others about what he does, Jeff finds they often respond: 'So, you're a motivational speaker.' "Well, not really. But sorta," he said. "I'm really more of a motivational teacher. I think we all appreciate and need motivation. Life can beat us down; so I want to lift people. To accomplish this as I present, I bring lots of energy, humor, and heartfelt connection."

Attendees need more than just motivation because motivation fades, he said. "I mix in actionable content that can create lasting change in lives. I began my career teaching at a university; I guess once a teacher always a teacher." With 500+ presentations under his belt, Jeff knows how to successfully weave these two styles together.

THE SECRET OF CHICK FIL A'S SUCCESS

From Attracting & Training the Best Minimum Wage Employees to Attracting and Optimizing Media, Chick Fil A is the highest ranked fast food restaurant in customer service and the fourth most-inspiring company, according to Forbes.

These accolades are the expected norm among higher paying luxury service brands. However, attaining these service and culture heights, when relying primarily on minimum wage employees, makes these Chick Fil A achievements all the more remarkable.

Arthur Greeno, long time Chick Fil A employee turned owner and author of two best selling books, will share the secret of the fastest growing fast food brand's success with you on Sunday morning.

His appearances and message have been described by audiences as relevant, adaptable, lighthearted, irreverent, real, hilarious, engaging and remarkable. His goal is to show you how you can make others believe in your business and help make it remarkable too.

Visit www.dlionline.org/DLIonline.org/Five-Star-Conference for more information

The Next Mid-Atlantic Association of Drycleaners Board Meeting

MAC Fall Board Meeting
Saturday, November 11, 2018
Baltimore, MD (at the PDCA Expo)

Registration Now OPEN!
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Attend the
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November 9-11, 2018

Exhibit Hours: Saturday: 11 am - 7 pm • Sunday: 11 am - 4 pm

Friday, November 9

3:00 - 5:00 pm

Special Event: *Optional Tour of DLI (meet at DLI)*

6:00 - 7:00 pm

Welcome Reception: *Hyatt Regency - Inner Harbor*

Saturday, November 10

Stop Laboring Over Your Employees



9:00 - 10:00 am

James Peuster, The Route Pro
Breaking the "I can't find good people" Myth



10:00 - 11:00 am

Frank Kollman, Kollman & Saucier, PA
Keeping on the Right Side of Employment Laws

5:30 - 7:00 pm

Cocktail Reception on the Show Floor

Exhibitors as of 8/24

A.L. Wilson
 AC Power
 Air World
 CM Company
 Columbia / ILSA
 Computer Connections
 DajiSoft
 DLI
 Easy Plus
 EZ Products Int'l
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Sunday, November 11

9:00 - 11:00 am

Keynote Speaker:

Brian Rashid, CEO of A Life in Shorts
Smart Social Media Marketing: Digital Marketing on a Shoestring Budget and How Easy it can be



Seminars & Clinics on the Show Floor



Saturday, 3:30 & Sunday, 12:30 pm
Customer Service Excellence
Jim Groshans, FabriCoach, LLC

Saturday at 1:30 pm
Shirt Finishing Clinic



Sunday at 12:30 pm
Pant Finishing Clinic
 (presented in Korean)

Host Hotel:

The Hyatt Regency in the Inner Harbor

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MAC Sweepstakes Offer at PDCA EXPO



MAC IS INVESTING IN YOUR FUTURE. AT IT'S RECENT BOARD MEETING, MAC DECIDED TO AWARD ONE NON-MEMBER WITH A ONE YEAR FREE SILVER MEMBERSHIP TO MAC/DLI. FOR THOSE WHO ARE MEMBERS ALREADY, MAC WILL

BE GIVING AWAY TWO REGISTRATIONS TO ITS SPRING MANAGEMENT CONFERENCE IN VIRGINIA BEACH.

MAC will select winners at random from all attendees for PDCA's Expo being held in Baltimore, MD on November 10 & 11. All members and non-members that visit the DLI//PDCA/MAC booth at the exhibit are invited to submit an additional entry for the sweepstakes to double your chances of winning.

"We are excited about the sweepstakes" offered Mike McKay, MAC President, "and we sincerely hope it will attract more people to the show -- and will reward them for being there. We believe

events like this are incredible opportunities to learn ways to improve your business, and it is a perfect opportunity to see all that is new in the industry. We are extremely supportive of the Expo and want to encourage everyone to attend."

MEMBERSHIP GIVE-A-WAY & UPGRADE RULES

It is really very simple. Every drycleaner or launderer that registers for the show, and is based in MAC's geographical footprint, will be placed in the raffle. Any entries received at the booth will be added to the registration entries. Winners will be chosen at random on Sunday, November 11 after the close of the show.

The winner of the free membership will also be assigned a Board member from their state to act as a mentor during the first year.

"We believe the mentor program", observed McKay, "is an integral part of the sweepstakes. We want to ensure the new member understands the membership and all the programs that are available to them. The mentor will reach out to the new member throughout the year and will work with them on using all the benefits DLI/MAC have to offer.

Winners will be notified after the show and will be published in The Messenger.



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Achieving Customer Service Excellence

Written by Jim Groshans, FabriCoach, LLC



I GREW UP IN THE DRY-CLEANING INDUSTRY. WHEN I WAS A TEENAGER, I STARTED WORKING IN MY PARENTS' BUSINESS, AND MY FATHER GROOMED ME IN ALL ASPECTS OF THE BUSINESS. BY OBSERVING HOW MY MOTHER TREATED THE CUSTOMERS, I LEARNED A GREAT DEAL ABOUT HOW TO DELIVER EXCELLENT CUS-

TOMER SERVICE.

Those experiences paid off, and I continued to build my knowledge while working for R. R. Street. For over 25 years, I was fortunate to learn from experts in the industry, and I became proficient in stain removal, wetcleaning, drycleaning chemistry, sales, management and a host of other skills. I am now taking those lessons and sharing them through my own consulting business: FabriCoach, LLC. In this article, I want to share what I have learned about customer service.

DEFINING CUSTOMER SERVICE

What is customer service? Is it a job? Is it a skill? Should it be part of a business philosophy and strategy? I believe the answers to those questions are: "Yes!"

Let's start with why customer service should be part of your business philosophy. A simple definition of business philosophy is "the fundamental principles that underlie business operations and define the nature and purpose of your business." Your philosophy is exhibited in the products and services you deliver. Customer service should be a part of your business philosophy and should identify what level of service you want to deliver. Some sources describe levels of service as basic, good, and world class, while others cite basic, expected, and unbelievable.

Whatever label you use, I believe there are levels where the customer expects certain services, quality, and treatment, and there is a level where you anticipate and fulfill unexpressed needs of a customer. Phrases like "above and beyond," "the extra mile," and "exceed expectations" apply. The idea is that you give the customer what they expect and more!

As a business owner or operator, what level of service does your business deliver? How does that level of service tie to your philosophy? More importantly, what is the level of service expected by your customers? Do you strive to exceed their expectations? And,

How does your service compare with your competition? Those are questions you must answer for yourself.

If you decide that your business philosophy or your market only require you to meet customer expectations, you must still strive to do that every single time. However, if you decide you want to exceed those expectations, again, you must strive to do so consistently. From the time customers walk in the door to drop off their order until the time they walk out the door after picking it up, their experience must be consistent.

How do you consistently deliver your target level of customer service? You build a business strategy with tactics to support your business philosophy. Aren't strategy and tactics the same thing? No, strategy is "what" and tactics are "how and who." It's just that simple: what do I need to do in my business in order to achieve the target level of service consistently, how will I do it, and who will do it?

Here are some ideas, but you may need to modify them to fit your business philosophy. Set your service standards related to the quality of the product and the customer experience. One important part of your standards is how your team will handle service recovery. Let's face it, even the best operations miss their targets from time to time. How we handle those "misses" will impact the customer's perception of the company and their willingness to repeat business. You need to hire and train your employees to consistently deliver your target level of customer service, give them the tools and resources they need to do the job, and empower them.

THE VALUE OF TEAMWORK

Another key to achieving your customer service target is teamwork. From the front of the house to the back of the house, your employees must work together and communicate as a team. Most teams need a coach, and that is where FabriCoach can help you. I use a team-based approach to training.

FOR MORE INFORMATION

Jim Groshans, FabriCoach.com, is an expert in the drycleaning industry. He will be submitting periodic articles in Headlines&More, and is already working on the follow-up on this article.

The FabriCoach approach is team-based using personal hands-on training to help clients and their teams achieve maximum efficiency and productivity without sacrificing quality.

To learn more about coaching opportunities, visit www.fabricoach.com, or reach out to Jim directly at (954) 850-3618. He can also be reached via email: jim@fabricoach.com.



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DRYCLEANING & LAUNDRY
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Charlie Young, Peter Pan Cleaners

MEMBERS WHO HAVE ATTENDED ANY MAC EVENT IN THE PAST HAVE PROBABLY MET CHARLIE -- AND IF YOU HAVE, YOU MOST ASSUREDLY REMEMBER HIM. HE IS AN ICON IN THE INDUSTRY AND THE EPITOME OF A DRYCLEANER: HARD WORKING, HONEST, AND GENEROUS WITH HIS TIME AND KNOWLEDGE.

Charlie Young literally grew up in the industry, working in his family's business since he was 12 years old. He started working on the delivery vans at 13 and at 16 started driving his own route. He has been driving ever since. He still talks about his early years on the family laundry delivery truck, but what really stands out is 73 years later... he is still picking up and delivering to some of the same families.

The houses have passed from grandfathers to fathers to children but he has remained constant, the family laundry and drycleaner for three quarters of a century.

He does note he did miss a couple years on the route when he was drafted into the army in 1952. He was stationed in Germany for 19 months where, you guessed it, he was still driving. He just traded his delivery van in for a Tank.

When asked what the biggest change he has seen in the industry over the years, he pointed to the volume of business. He used to make a stop and could barely hold all the clothes. Now it is just a few pieces and he has had to expand his territory. If the clothes aren't coming in -- you have to go get them. That is what he does. He climbs in his gold, 2011, Towne and Country delivery van six days a week and drives 950 miles per week. On his longest day, he leaves the plant at 6:00 a.m. and returns at 8:30 p.m. after driving 235 miles. He has put over 329,000 miles on the van in the past 6 years, but don't worry Charlie is a very smart man and bought a lifetime warranty. The van is still covered and includes a free loaner car for repairs. The last time he took it in the shop, he put 2,900 miles on the loaner car. They fix his van pretty quick now.

The business is a true family business. His daughter Rhoda, and her husband both work in the plant and have been for over 25 years. His son, Tim Young, is the key to production and is working in the plant doing all the maintenance. Charlie's grandchildren have also been involved through the years. With 10 grandchildren and 12 great grandchildren it seems he may have a another whole generation of help for the business.



(From top left, clockwise) Charlie back from deliveries, daughter Rhoda expressing her gratitude, Charlie soaking it in at dinner before blowing out the candles on his birthday cake while being serenaded by his industry family!



LOOKING AHEAD

Charlie celebrated his 86th birthday a little early with his industry friends at MAC's dinner recently. His birthday falls fittingly on Labor Day. When asked about his hobbies and other interests, he is sincere in answering: "I like to work. I enjoy it. I enjoy my family and my drycleaning family. Working is what makes me happy."

He did stun the crowd at dinner by announcing he is making retirement plans. He will officially begin his retirement in 2032 on his 100th birthday. Just like his gold Towne and Country van that he expects to drive to 1,000,000 miles, Charlie has his sights set and the determination to see it through.

He is committed to his family, the business, and the industry. He has been a member of MAC for over 35 years. He has served on the board for longer than he can remember, and the reason he does so is to give back to an industry that has been very good to him.

We can all learn a great deal from Charlie. He has spent a lifetime doing what he loves, sharing his expertise, and making the lives of those around him all the better for it. All we can do is wish him luck in his next 24 years of service!

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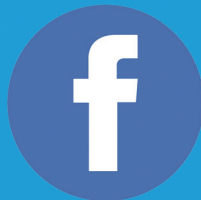
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MAC Focuses on Education & Communications



THE MAC BOARD RE-
CENTLY MET IN CHARLES-
TON, WV. THE MAIN FO-
CUS OF THE MEETING
WERE ON PROVIDING
VALUABLE EDUCATION
EXPERIENCES TO OUR
MEMBERS AND INCREAS-
ING COMMUNICATION.

“Education is one of the most important benefits we can provide”, stated Peter Blake, MAC Executive Director. “We are looking ahead and formulating a schedule to reach out to different parts of the region. We want to hear from the membership. Contact me with any programs, speakers, or topics you want us to explore. Your voice is needed to schedule the most effective program.”

MAC is excited about the PDCA Expo coming to Baltimore and will be assisting and promoting the event to all our members. While it is a PDCA event, the benefit is really to all members of DLI and the Industry.

MAC will be at the show and will have a presence on the exhibit

floor. The educational opportunities for the membership are terrific, and the Board hopes they will be well attended and supported.

MAC is also planning an Equipment Maintenance Workshop in Richmond, VA the first week of December and are already making plans for its annual Spring Leadership Conference in Virginia Beach next May.

The Board has highlighted a list of speakers and topics for the program, but are still open to suggestions from the membership.

COMMUNICATIONS

The MAC Board is very proud of its magazine, “The Messenger”, and its website, but MAC is looking to increase its communications with the membership. Look for MAC to become more involved in FaceBook and instagram, and for MAC to be sending more e-blasts in the near future.

“We have some great programs and services,” concluded Blake, “but many of them are not as well -used or attended as they should be. We need to be more effective in getting the word out, and to getting members involved. If you are interested in assisting the leadership of MAC, email Peter Blake (peter@macassociation.org) or call 800-235-8360.



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