



The Messenger

www.macassociation.org

MAC Leadership Conference Coming to Virginia Beach



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 dry-cleaners -- 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

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EXECUTIVE DIRECTOR'S MESSAGE...

Identifying Your Greatest Challenges

IT HAS BEEN A LONG TOUGH WINTER, AND I KNOW MANY OF THE DRYCLEANERS ARE EXPERIENCING DIFFICULTIES. THE SPRING HAS BEEN SLOW TO ARRIVE -- AND IN MANY AREAS IT FEELS LIKE WE HAVE LOST THE SEASON AND WILL GO RIGHT FROM WINTER TO SUMMER.

With that being said, we need to really prepare ourselves for the future. Members are reporting that piece counts are down and sales are slower. We are looking at less formal dress everywhere we go. I remember a day when I would go to church and everyone was in a dress shirt and tie. Now? The dress is less than business casual on a regular basis.

This pattern is becoming more of the norm, and we have to look ahead and forecast where our industry is headed. What does the landscape look like now? Two years from now? 5 years? How well you can answer that question could determine how well your business will do. It is vital that you do all you can to make sure you embrace the opportunities ahead and answer the challenges that are facing you.

E-MAIL ME YOUR GREATEST CHALLENGES

I would really like to know. I want you to e-mail them to me at peter@macassociation.org. In fact if you are reading this and you send me your biggest challenges facing your business -- I will send you a reward. (Part of this is to make sure you are reading this!). I will re-print the answers I get on the MAC website -- and will add in my thoughts on what lies ahead in the fabricare industry.

DLI recently did a survey to all members. Their intent was to help discern what the current landscape of the industry is. Unfortunately, the participation level was extremely low. We will use your input and information to help shape our educational programs in the future -- so add your input. Give us your feedback.

One of the greatest challenges that has already been identified is finding good help. We are competing for employees and too often we are not getting the best. Finding the right person is extremely difficult. We are spotlighting this at Spring Leadership Conference next month. We will show you proven ways to find the right people, identify their strengths, and ensure they stay.

I will use the information you provide to me to help develop courses, workshops, and services to help you answer these challenges. I will also use the information to develop future articles in MAC Messenger. Next we will identify your greatest opportunities!

So tell me -- what do you see as your biggest obstacle to success?



*Peter Blake,
MAC Executive Director*

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 18th 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 wait to register.”

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GO TO DLIONLINE.ORG/ESM OR CALL DLI FOR MORE INFORMATION.

Kreussler Donates Cleaning Machine to DLI School



KREUSSLER RECENTLY DONATED A REALSTAR KM403 K4 DRY-CLEANING MACHINE TO DLI FOR USE IN THE INSTITUTE'S TRAINING AND TESTING FACILITIES. DLI, ONE OF THE INDUSTRY'S LEAD-

ING EDUCATION FACILITIES, IS NOW ABLE TO EXPAND THEIR CURRENT CURRICULUM TO INCLUDE SYSTEMK4 TRAINING.

Pictured above, MAC Board Member Tom McAllister joins Kreussler Vice President Richard Fitzpatrick, DLI CEO Mary Scalco, and DLI Director of Education Brian Johnson to unveil the new machine at DLI.

"We are very excited to offer our students the chance to work with this new technology," says Mary Scalco, Chief Executive Officer of DLI. "DLI appreciates the opportunity to work with the Kre-

ussler's SYSTEMK4."

With the addition of this new machine, the DLI School is able to include the proper techniques of all the major drycleaning solvents in their school curriculum

Founded in 1883, DLI is an international trade association for garment professionals that represents over 10,000 retail dry cleaners in the United States alone. As the world's largest professional garment care organization, DLI offers education, professional training, information, garment analysis, and solutions to help member businesses maintain a competitive edge.

Launched in 2011, SYSTEMK4 is a non-toxic, biodegradable, halogen-free drycleaning process that has quickly become one of the fastest growing solvents in the industry. It is currently in use in over 1,000 dry cleaning plants in 20 countries across six continents.

"Kreussler was very proud to receive the Trailblazers Award from DLI for SYSTEMK4 in 2013," says Richard Fitzpatrick, Vice President of Kreussler. "With SYSTEMK4's rapid adoption across the industry over the past six years, we felt the time was right to make this investment in DLI and help train the next generation of drycleaners."



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Adapting to Social Media Changes

Written by Jennifer O'Keefe, Glikstorm LLC



SOCIAL MEDIA CHANGES CONSTANTLY. IT SEEMS LIKE JUST WHEN YOU ARE THINKING YOU KNOW WHAT YOUR DOING -- THE RULES CHANGE. THE PLATFORMS CHANGE AND YOU ARE BACK TO THE DRAWING BOARD. YOU ARE NOT ALONE, AND WE ALL FEEL THAT WAY. I SPEND A GREAT DEAL OF MY TIME KEEPING UP TO DATE WITH ALL THE NEWEST CHANGES AND NEWEST OPPORTUNITIES.

Have you recently heard any of these rumors?

- Facebook is dead
- Twitter is on its way out
- Millennials are done with social media
- Paid ads are the only way to be seen

Let's stress the word, RUMORS. It's true that social media has seen some drastic changes so far this year, but there is no need for businesses to panic. Instead, these changes should be a wake-up call for businesses to be more thoughtful and strategic with their social media marketing. Let's look at each of these rumors one by one.

"FACEBOOK IS DEAD."

Due to recent changes to the Facebook platform, Facebook has seen a rapid decline in users so far this year. Many users were already irritated that posts don't show in chronological order, meaning people may see a post several days after it would have been relevant. The newest irritation is that Facebook is essentially hiding some of the things people WANT to see, like posts from people and brands they care about. Facebook built in a feature to allow users to manually select 50 people/brands that they would like to see content from, but it isn't very effective (and many people don't know how to use this feature).

So, sadly, it's true that there are currently fewer people using Facebook than there were 6 months ago. But keep in mind that there are still tons of people using Facebook. The truth is, Facebook is still alive and relevant for businesses who have developed the right strategy to be seen.

"TWITTER IS ON ITS WAY OUT."

Twitter announced some changes in February that were created to hamper the effectiveness of fake news, fake accounts, and fake popularity/trending of posts and topics. Twitter now only allows a tweet to be posted to one account one time. For people who read Twitter daily like their favorite sections of the newspaper, these changes are a breath of fresh air. Their Twitter feeds will be less bloated with less duplication of content.

However, for businesses who market on Twitter, this necessitates a strategic marketing change. Businesses will now be posting fewer times each day and putting more work into finding creative ways to use variations of similar content. Tools that used to simplify, recycle, and automate business posts now take more time and effort to use effectively.

In the next issue, we'll tackle the last two rumors. Rest assured, social media marketing isn't going to disappear...it's just evolving. If you have questions or comments, please reach out to me at jen@glikstorm.com.

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 dry-cleaners, contact Jennifer O'Keefe at Glikstorm: (603) 943-6480 or by email: info@glikstorm.com. (See ad on page 9)

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
Virginia Beach, VA



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What to Measure: PPH or PPLH?

Written By Don Desrosiers, Tailwind Systems -- Management Consultant



I OFTEN TALK ABOUT PIECES PER LABOR HOUR (PPLH). THIS IS THE TOTAL NUMBER OF PRODUCTION LABOR HOURS DIVIDED INTO THE NUMBER OF PIECES PRODUCED. THIS IS DIFFERENT THAN WHAT IS SOMETIMES REFERRED TO AS PIECES PER HOUR (PPH). THIS MEASURES A PRESSER'S PRODUCTIVITY -

SO IN THIS CASE, THE MATH IS SIMPLY THE NUMBER OF PRESSER HOURS DIVIDED BY THE NUMBER OF PIECES.

Both numbers are important and there is one other number that has relevance.

THE PPH VS. PPLH DEBATE

First, PPLH. This is the most important number. It is the true measure of labor, regardless of revenue per piece and hourly pay rate. The thing that makes PPLH so important is that it shows that productivity is only part of the issue. Let's say that your double buck unit, capable of 100 shirts per hour, only produces 50 shirts per hour. You have 1 presser and 2 other people to wash, touch-up, assemble and bag. That is a PPLH of 50 divided by 3; 17.5 PPLH.

This isn't very good, of course, but suppose that you put all of your energy into boosting production and somehow raised it to 80 PPH. But now you had to add another post-press person for touch-up (or whatever). Now you have 5 people to produce 80 shirts per hour for a PPLH of 16. Your production went up, but your cost went up too!

So you can see that it's important to measure PPH and PPLH. But there is a third number and I get asked about it all the time. Let's say that, as in the example above, your pressers press 80 shirts per hour. (You can pretend that we are talking about drycleaning if you like. The principle is the same.) You are disappointed in the 80 shirts per hour, in spite of the improvement, because your peers talk about 90-100 shirts per hour on the same machine.

You analyze it and note that in the two hour period that begins the day, there is a 15 minute (read: 20 minute) break in there. So you didn't press 160 in two hours, you pressed 160 shirts in 1 hour and 40 minutes. That is 91 shirts per hour! You realize that you're already where you want to be. Now it makes sense to you why your friends boast 90 shirts per hour. Or does it? The PPH number of 91 - the one with break time excluded - is only valid if you don't pay for breaks, otherwise the number has little value. 80 is your PPH; slicing it a different way doesn't change the fact.

However the PPH number of 91 does tell you something. It tells you what your pressers are capable of and is very important for planning purposes. Got 350 shirts today? It's important to know that this is less than 4 hours work!

LOOKING AHEAD

Don Desrosiers is a Management Consultant with over 30 years of experience in the industry. He recently toured the country doing a series of Management BootCamps like he did most recently in Atlanta last month.

He is a columnist for National Clothesline, DLI's Fabricare, and contributes to MAC's Messenger. Don can be contacted directly at www.tailwindsystems.com. He has worked with many MAC members in the past.

If you are interested in attending a BootCamp, contact Peter Blake at the MAC Office.

Are You Receiving Email Updates from MAC?

MAC publishes The Messenger six times per year, and sends it out to all our Members, Allied Trade Members, and others who have requested additional copies. We are proud of the magazine and we strive to make it as informative as possible.

MAC also send periodic emails with news briefs, Educational program information, and other time-sensitive information. If you are not already receiving our emails, please let us know. If you would like to add additional staff to the e-mail list -- please do so! We want to keep all your key staff members informed of all important events and information.

To register e-mail addresses, please e-mail peter@macassociation.org or call Peter at 800-235-8360.

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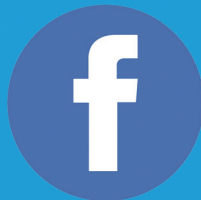
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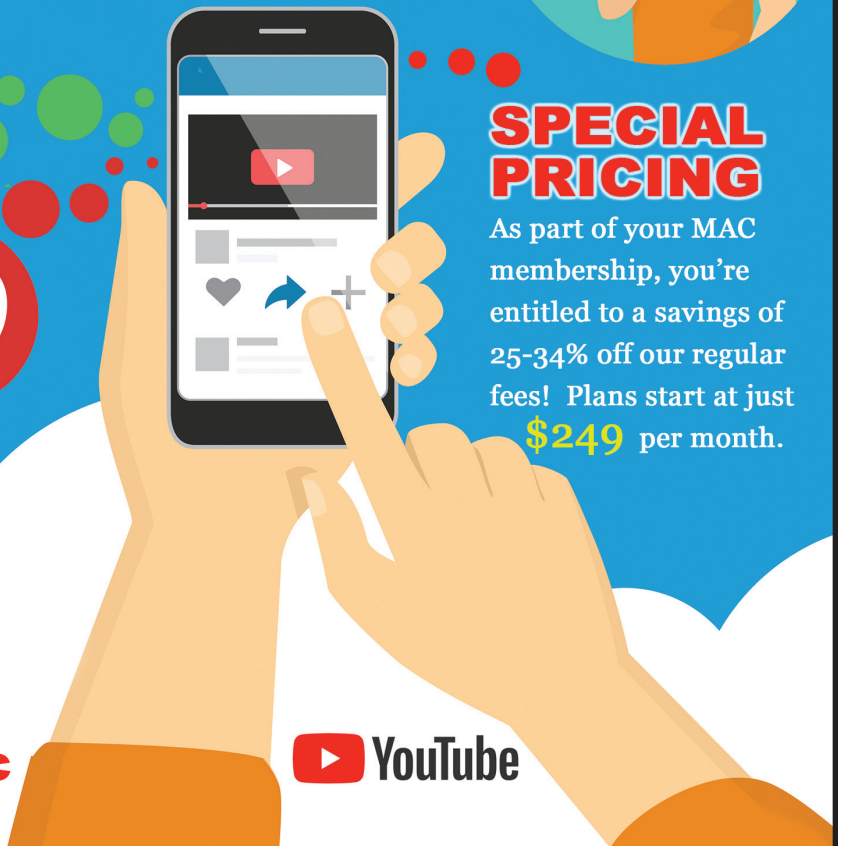


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Special Summer 2018 Introduction to Drycleaning Course at DLI



DLI'S NEXT INTRODUCTORY TO DRY-CLEANING COURSE IS BEING HELD FROM JUNE 4 - 8TH AT THE DLI SCHOOL IN LAUREL, MD. THE COURSE COVERS THE BASICS OF CLEANING, STAIN REMOVAL, FINISHING, AND MUCH

MORE OVER A FULL WEEK OF TOTAL DRYCLEANING IMMERSION.

"MAC Members are really fortunate," offered Peter Blake, MAC Executive Director, "to have the DLI school so close to them. They have access to the best training staff in the industry, and there is no better way to get employees trained than there at the institute."

Since 1927, DLI's School of Drycleaning Technology has trained

the best drycleaning business owners, operators, managers, and staff by the tens of thousands. The complete course is offered in two segments: a five-day Introduction to Drycleaning Course and the ten-day Advanced Drycleaning Course. Students who take both receive a reduced price.

"If you are interested in taking the Classes," continued Blake, "call me at the MAC Office to discuss the various options for tuition. Special discounts apply for Silver, Gold, and Premier members--and more often than not -- changing membership categories will save you money, and could provide you with more opportunities to use the school. Investing in your staff by giving them all the tools to succeed is one of the best ways to retain employees. When enable them to grow and learn, you are demonstrating your commitment to their professionalism. Afterwards, they are more likely to feel good about their profession, your company and their own job satisfaction"

For more information on the DLI School, visit www.dlionline.org or call the Institute at 800-638-2627.



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