



The Messenger

www.macassociation.org

MAC Leadership Conference Drawing Near



ON MAY 4 AND 5TH, MAC WILL BE HOSTING ITS THIRD ANNUAL LEADERSHIP CONFERENCE IN VIRGINIA BEACH, VA.

This year's speaker slate includes Trudy Adams of Blue Egg Consulting, Mark Albrecht of 21DC & The Route Pro, MAC's own Executive Director Peter Blake, and a representative

from the VA Department of Wage & Hour. The 2-day program is a perfect blend of education and networking. The program is structured to allow ample time for attendees to discuss the topics and the industry. It is a great opportunity to meet your peers and to discuss your challenges and opportunities.

"This is one of the strongest programs we have put together," offered Mike McKay, MAC President. "We strive to bring our members the best educational opportunity possible -- and I sincerely hope all drycleaners take advantage of it. It is also a great opportunity to invest in your staff and their education. I want to encourage you to register and to bring your key managers."

CREATING LEADERS & TEAM MANAGEMENT -- MARK ALBRECHT

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.

"All across the country," observed Peter Blake, MAC's Executive Director, "small business like ours are screaming for help. They can't attract qualified new hires, and are losing valuable employees to other businesses. We need to learn how to attract the best employees and keep our current staff motivated. I know Mark -- and I know he brings a tremendous background of building teams and motivating both management and workers. Throughout the course of his career he has been on both sides of the fence and has successfully navigated the complex world of training, motivating, and leading teams."

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EXECUTIVE DIRECTOR'S MESSAGE...

Are You Investing in Your Staff?

FOR THE PAST YEAR, I HAVE HAD MORE INQUIRES ON FINDING NEW EMPLOYEES OR RECRUITING PEOPLE. UNEMPLOYMENT IS NEARING ALL TIME LOWS, AND UNFORTUNATELY, THE DRYCLEANING INDUSTRY ISN'T MOST PEOPLE'S FIRST CHOICE.



*Peter Blake,
MAC Executive Director*

A recent article published in USA Today, listed the top 25 lowest paying jobs in the country. Understandably, it had all the industry's you would assume: dishwashers, fast food workers, food preparation, home healthcare workers, landscapers. I have listed most of lowest paying professions, can you think of others? These are the jobs you are competing with. Can you guess the number one, lowest paying job in the country is? Unfortunately, if you said laundry and drycleaning worker you are right. That could explain some of the difficulty we are experiencing getting new employees into the profession. Even if you dispute it, and say it isn't true -- the perception is there. (For those of you interested, I do have a copy of the article I can send, just contact me: peter@macassociation.org).

How do we overcome that stigma? 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. One of the key topics will be on employee recruitment, team building, and employee retention.

By bringing your key managers and staff, you are already demonstrating their value and they will see it as an investment in their professional development. Don't underestimate the effectiveness of encouraging them to learn, grow, and realize their value in your business. If you have not see it, visit macassociation.org and watch the video invitation from Norman Way of Puritan Cleaners. You will see just how much his employees value these opportunities!



Visit www.macassociation.org for video clip!

Peter Blake

MAC Executive Director
(617) 791-0128

Limited Rooms Available 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. If you have trouble reserving a room, contact MAC as soon as possible for assistance.

DLI UPDATE...

Next DLI Residence Classes Set for July



THE NEXT OFFERING OF THE DRY-CLEANING AND LAUNDRY INSTITUTE'S RESIDENT COURSES AT ITS SCHOOL OF DRY-CLEANING TECHNOLOGY IN LAUREL, MD, IS SET TO TAKE

PLACE FROM JULY 15 TO 19.

It will be a one-week Introductory to Drycleaning course, designed for newcomers with one year of production experience or less. It will be followed by a two-week Advanced Drycleaning course from July 22 to Aug. 2, as well.

In fact, both classes will run again later this year from Oct. 21 to 25 and then Oct. 28 to Nov. 8, respectively. A special solo offering of the introductory course has also been planned from Aug. 19 to 23.

"DLI remains the world leader in drycleaning technical training," offered MAC Executive Director Peter Blake, "and MAC members are extremely fortunate to have the school right in their backyard. The program is the best in the country. I hope MAC members realize the benefits the schools has for them.

Member tuition for the Introductory Class starts at \$1195, Advanced Class is \$1,695, and if you take both programs together, members pay \$1,995. These are the basic Membership costs, and there are discounts for Silver and Gold Members.

Tuition for either course is free for Premier Members, which costs \$255 per month with an annual commitment and includes five free in-person class registrations, four free self-studies, three free certifications, the stain removal app and the Encyclopedia of Drycleaning app, 20 free garment analyses, two free Clean Show registrations, access to DLI's Effortless Web products and more.

Otherwise, non-members pay \$1,595 for the five-day introductory course or \$2,195 for the advanced. A discounted fee for non-members is available for those who take both classes together. The total cost is \$2,895 for non-members.

There may be scholarships available, anyone interested in invited to contact Melissa Wagner at DLI: 800-638-2627.

For more information, visit DLI at www.dlionline.org.

LOOKING AHEAD

MAC is looking at developing its educational schedule, and is considering hosting weekend programs at DLI on pressing and stain removal. Would these programs be of interest? Reach out to Peter Blake and let us know if you would find these programs beneficial: peter@macassociation.org, 617-791-0128.



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or call 800-638-2627 for more information.



DRYCLEANING & LAUNDRY
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When Workers Compensation Insurance Isn't Enough

Written By Jackie Smith, Henderson Insurance (Columnist for Cleaner & Launderer Magazine)



YOU HAVE WORKER COMPENSATION COVERAGE FOR YOUR BUSINESS AND YOU FEEL CONFIDENT THAT YOU ARE COVERED PROPERLY. IT IS THE LAW TO HAVE THIS COVERAGE EVEN IF YOU ONLY HAVE ONE PART TIME EMPLOYEE.

You are meeting the law requirements and have you/your business covered in the event an employee is injured on the job.

Sara worked for you for years. You considered her part of your company family, almost like a daughter. However, business is slow and you have to cut back her hours because the work is not there. Suddenly you receive in the mail a letter from an attorney representing Sara. Sara is claiming you did not give her breaks as mandated by law, she worked hours over her shift and was not paid overtime AND you have cut her hours due to discrimination!

You know this is not true so you turn the claim into your Worker Compensation carrier. This claim is not covered because THERE WAS NO INJURY AT WORK. So you then think, I will turn it over to my General Liability Company. Your Business Owners Policy has liability coverage. Surely it is covered there but then you discover, the liability coverage on this policy EXCLUDES employees!

PROTECT YOURSELF AND BUSINESS

Unfortunately, most Business Owners do not discover this until there is a claim. Is there a policy that will cover the Business Owner in this situation? YES. It is called Employment Practices Liability Coverage (EPLI). EPLI insurance covers losses that would not be covered by Comprehensive General Liability policies. It is a coverage that can be added to your General Liability policy as an endorsement or a separate policy can be issued for this coverage.

What does EPLI cover?

- *Sexual harassment
- * Discrimination
- *Wrongful termination
- *Breach of employment contract
- *Negligent evaluation

- *Failure to employ or promote
- *Wrongful discipline
- * Deprivation of career opportunity
- * Wrongful infliction of emotional distress
- * Mismanagement of employee benefits plans

“Employment claims are very frequent and chances are that every employer will face them as part of doing business at one or more times during the existence of its business,” states Mukesh Advani who practices in the areas of employment law. “Small and medium sized businesses are often the most exposed to this liability because they typically don’t have proper human resources departments to deal with employment-related issues on an ongoing basis to avoid or minimize such claims.”

ARE YOU AT RISK?

Your Company does not even have to do anything wrong to be sued but the business owner still has to defend itself and this defense can cost hundreds of thousands of dollars. Frivolous lawsuits fill our courtrooms. It is important to protect yourself. EPLI coverage covers defense expenses, compensatory monetary awards, remedial awards, judgments and pre- and post judgment interest.

An example of what would be covered is indicated above in Sara’s compliant. I am seeing a lot of wrongful termination claims being filled by dry cleaner employees. Los Angeles seems to be a hot bed of worker compensation claims. Insurance Companies are retaliating by either not writing coverage in the area or increasing the rates.

Contact your Insurance Broker/Agent to obtain a quote on this important coverage. Remember, however, you cannot obtain coverage for criminal, fraudulent or malicious acts, for damages for which you have assumed liability. If you have violated certain Federal or State laws, there would be no coverage for that.

DON'T WAIT UNTIL YOU RECEIVE THAT LETTER IN THE MAIL. COVER YOURSELF NOW!

FOR MORE INFORMATION

This has become a very hot issue nationwide, and MAC has provided a perfect opportunity to make sure you are protecting yourself. Join MAC at its Spring Leadership Conference and learn all the ins and outs of wage and hour issues.

You need to know the correct policies and procedures, and there is no better way to learn than from representatives of Wage and Hour. Visit www.macassociation.org for more information.

MAC Leadership Conference

(Continued from page 1)



WHAT'S THE WHY? -- TRUDY ADAMS, BLUE EGG CONSULTING

Trudy Adams of Blue Egg Consulting has developed an all new look at Customer Service. She will be digging deep into the "Why" and the psychology of creating a customer centric organization.

"This presentation is new and unique as its emphasis is on explaining the importance

and reason why the customers react and engage the way they do", observed Trudy.

"From the words we choose, body language, dealing with difficult customers, impulse purchases and more... Instead of being told "How To" create a customer centric organization, we are going to do several fun interactive exercises that will clearly show the "WHY". This presentation is created for management as well as CSR's and is perfect for team building."

USING ALL THE TOOLS IN YOUR TOOLBOX -- PETER BLAKE, MAC EXECUTIVE DIRECTOR

Peter Blake will focus on marketing tools, tips and secrets to help you build your business. He will draw on his 32 years experience in the industry to explore ways you can improve your business.

"We all need to do more with less," offered Blake, "and I want to show ways you can put your resources to work for you. I will not only layout the tools you have at your disposal, but will also demonstrate HOW to use them. From your membership benefits, to the information you have at your fingertips, to some resources you don't even realize their value. I will show you cost effective -- highly effective ways to help you and your business succeed.

"No matter where I am in the country," concluded Blake, all drycleaners have the same concern, how do I drive sales? Am I alone? Are other's feeling the same challenges? Using the experiences

from visiting cleaners all over the U.S., I will discuss and delve into the challenges facing all drycleaners.

EMPLOYMENT PAYMENT PRACTICES

MAC has arranged for a representative of the VA Department of Wage and Hour to explore the latest changes and most pressing employment concerns facing small businesses. With all the changes in minimum wage, salary restrictions, paid time off, holiday pay, and more -- employers are often left in the dark. This is your chance to learn some of the most common issues facing employers, and get answers to your questions on payment practices.

"This is an important issue," cautioned Blake, "and it is important that managers and owners understand the rules and regulations. Whether it is paid breaks, employees clocking in early -- or working voluntarily, we need to understand the implications. This is an informal setting with representatives whose only goal is to assist you in doing the right thing. I encourage everyone to attend, and ask questions. If you don't feel comfortable asking the questions, e-mail them to me, peter@macassociation.org, and I will make sure they get asked."

REGISTER NOW

"We moved the conference earlier, away from Memorial Day to 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."

The registration form is available on macassociation.org or by calling 800-235-8360. The cost of the complete program is only \$200 for members and \$300 for non-members. MAC is also offering special discounts for multiple attendees from the same plant.

Visit www.macassociation.org for all the latest updates!

The Next Mid-Atlantic Association of Drycleaners Board Meeting

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



DRYCLEANING & LAUNDRY INSTITUTE INTERNATIONAL

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We hire the experts so you don't have to. If you have any technical problems or questions, we'll solve it in one call, email or online chat.



Industry Advice, and Discounts

Dry cleaning news, marketing techniques and warnings on problem garments. Members have access to industry discounts, networking events and much more.

**Join today at www.DLIonline.org or
give us a call 800-638-2627**

Third Annual MAC Leadership Forum *featuring...* Mark Albrecht of 21DC Consulting & The Route Pro & Trudy Adams of Blue Egg Consulting



On May 4 & 5, MAC will be hosting its Third annual leadership conference in Virginia Beach, VA. This year we 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.

MAY 4, 2019 SATURDAY

10:00 am -12:00: Mark Albrecht of 21DC Consulting: Common Sense Accountivation... Cultivating and Maintaining a strong corporate culture

12:00 pm - 1:30 pm: Luncheon Buffet

1:30 pm - 2:45 pm: Peter Blake, MAC Executive Director: Using all the Tools in your Toolbox to Maximize Profitability

3:00 pm - 4:00 pm: Virginia Department of Wage and Hour: Common HR Issues in the Workplace

4:00 pm - 5:00 pm: Networking Social Hour

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.



MAY 5, 2019 SUNDAY

9:00 am - 12:00 pm: Trudy Adams of Blue Egg Consulting: Developing a consistent Customer Service Brand & Dealing with Difficult Customers

Call 800-235-8360
Discounts available for multiple attendees from same plant

How Clean is Clean Enough? Pt. 2

Written By Jeff Carnahan, LPG President, EnviroForensics



IN THE FIRST PART OF THIS ARTICLE LAST ISSUE, WE TOOK A LOOK AT MAKING FINANCIALLY SOUND ENVIRONMENTAL REMEDIATION DECISIONS. WE EXPLORED WHAT "CLEAN" MEANS AND HOW IT AFFECTS YOUR REMEDIATION FUTURE.

In this second part, we will take a look at what closure means and what drycleaners can expect in the process

WHAT REGULATORY CLOSURE MEANS

Some state environmental regulators have very prescribed cleanup standards that have been put in place for regulated chemicals and are based upon certain human exposure scenarios given various land uses. For example, the cleanup standard for tetrachloroethene (PCE, or Perc) is much less stringent for properties which are and will remain commercial or industrial in nature, as opposed to used for residential purposes. This is because commercial property users spend much less time at the property than a residential user would and are engaging in activities that are much less likely to put them in contact with subsurface contamination than the residential user. So even when regulators strictly apply cleanup standards, their definition of clean is different for commercial and residential properties.

Other states allow for the person or business entity responsible for the contamination (Responsible Party, or RP) to decide how clean is clean enough by giving them the option to determine ongoing land usage more specifically with deed restrictions that limit the type of activities property owners and users can perform.

A classic example is turning a contaminated property into a parking lot, and then putting in place a deed restriction or covenant that states that the property must always remain a parking lot, and it must be maintained that way, so no one can come into contact with the contamination. In this scenario, there is no need to perform much contaminant removal beyond what is necessary to keep it from spreading to other properties beyond the owner's control.

The presence of the well-maintained parking lot surface and the accompanying deed restrictions essentially remove the risk of human exposure. This type of regulatory closure is called a Risk-Based Closure. Many RPs initially love to employ such Risk-Based Closures because they are much cheaper initially than those remedies where a substantial amount of cleanup occurs. But keep in mind the little story about my old Ford Maverick. "Do you want it fixed, or do you just want it to run?" Well, do you want it clean, which restores your property to fair market value and provides you with a more robust set of reuse options, or do you just want a regulatory

closure, which doesn't restore your property to fair market value and limits future reuse options?

Settling for a pure Risk-Based Closure in lieu of a significant active cleanup can negatively impact the value of your property. I'm not saying complete elimination of environmental impacts is wise, or even possible. In fact, most of the time, it's not even realistic to assume that every molecule of contamination can be removed from the soil, groundwater and soil gas after an environmental release. As such, nearly every remedy contains some component of a Risk-Based Cleanup. As I mentioned a bit earlier, the trick is finding the right balance that incorporates not only your wants and needs regarding post-closure usage of your property, but also takes into consideration your ability to shoulder the significant cost of active remedy.

MAIN TAKEAWAY

Environmental cleanup is a very costly endeavor, and it can heavily burden a business. Depending on how your business is set up, the liability for contamination could actually lie with you personally. Before you make that decision about how clean is clean enough, carefully consider all that you can afford. If you can swing it, the investment in a cleaner site will pay off in the future. Be sure to consider all your financial assets that can be used to pay for environmental cleanup.

Tip: Remember that past commercial general liability insurance policies can be triggered to pay for environmental cleanup. Especially since most environmental releases also occurred in the past.

By leveraging as much cleanup power and by choosing the best cleanup option, you can add value back to your contaminated property for future reimbursement. I wish the decision I made back with my Ford Maverick had been, "I want it to run, and I want it fixed." As is the case for many dry cleaners, you'll be better off if you get a regulatory closure and a cleanup.

FOR MORE INFORMATION

MAC is partnering with EnviroForensics to host a webinar entitled "Cleaning up Contamination" (see page 10). There will be time for questions and answers at the end of the program so feel free to join in and let us know your concerns!

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.

MAC To Co-sponsor Environmental Webinar



ON MAY 22, MAC IS JOINING WITH SEFA, NEFA AND CCA TO PARTNER WITH ENVIROFORENSICS TO HOST A REMEDIATION & CLEAN-UP WEBINAR. THE PROGRAM IS FREE TO ALL MEMBERS AND WILL BE HELD AT 2:00 EST.

Jeff Carnahan and Dru Shields of EnviroForensics will discuss what you can expect in a dry cleaner's environmental cleanup, emerging issues, available funding opportunities, and how to get yourself into the driver's seat. This is a proverbial roadmap for dry cleaners to address their environmental issues while minimizing out-of-pocket expenses.

"This is a great session", observed Peter Blake, MAC Executive Director, "and it is a great opportunity to learn about what you can expect from a clean-up, or a remediation action. Even if you are not currently involved in a clean-up, but have concerns, then this

webinar is for you! You can ask questions, learn how to protect yourself, and learn how you can prepare for business transition. I get a lot of calls on how to prepare an exit strategy and environmental concerns remain one of the biggest concerns."

ATTENDEES WILL LEARN:

- How environmental cleanups are triggered, what you can expect during the environmental cleanup process, and emerging issues that need to be addressed
- How you can use historical insurance policies to help pay for environmental cleanups
- How you protect yourself and others from environmental liability when you're ready to retire or sell your business

You'll leave with a clear understanding of the multi-disciplined approach necessary to address environmental contamination and with clear next steps. You'll also have the opportunity to ask questions during our Q&A session.

To register, visit macassociation.org and click on the registration button on the front page. Registration is free! If you have any questions or difficulties signing up, contact Peter Blake at the MAC Office.

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