



The Messenger

www.macassociation.org

“Will the Industry, as it is Now, Still be Viable in 10 Years?”



THAT IS THE QUESTION POSED TO MAC MEMBERS IN ADVANCE OF ITS DINNER MEETING ON MAY 18TH IN GAITHERSBURG, MD.

The Mid-Atlantic Association of Cleaners is partnering with Herson Supply to host a dinner meeting and roundtable program. All attendees are invited to bring their thoughts, concerns, and theories on where the industry is headed. The

program is an open dialog constructed to share experiences in a peer-to-peer setting.

“This will be a very interesting dinner meeting,” offered Peter Blake, MAC Executive Director, “and I am very excited to be a part of it. This is a rare and unique opportunity for members of the industry to get together and really discuss the latest trends and to gaze into their crystal ball and explore what the industry will look like a decade from now.”

PROGRAM DETAILS

The evening will start with a one hour meet & greet cash bar gathering (cash bar) followed by dinner and an open forum meeting. Dinner includes salad, pasta, entrée, dessert and soft beverages. The total cost is only \$35.00 per person for everyone. The Program will be held:

Wednesday, May 18, 2016, 6:30 pm
Buca di Beppo
122 Kenlands Blvd
Gaithersburg, (The Kentlands) MD 20878
301-947-7346

Please RSVP via email (ASAP) peteblke@aol.com
or call Herson Supply 301-417-1300 or MAC at 800-235-8360

“I am really interested to see how other members of the industry will answer the premise question, continued Blake. “I think it is a really thought provoking one, and I will give you a hint -- I am leaning towards ‘NO’. I believe the industry as we know it is undergoing a big change and we will be stronger and more relevant than ever before. I hope to see our members there to join in the conversation and share their views.”

MARCH/APRIL
2016

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PRESIDENT'S MESSAGE...

The Board Report

WHAT A GREAT MEETING IN RICHMOND! I CAN'T THANK FABRICLEAN SUPPLY ENOUGH FOR THEIR HOSPITALITY, AND FOR THE FINE GENTLEMEN FROM R.R. STREETS, FAULTLESS AND KREUSSLER FOR LENDING THEIR EXPERTISE TO THE PROGRAM.

The Board meeting was great. I am excited to report our future looks very bright. We have a very stable membership over the past 24-months. I am pretty proud that we have maintained our membership numbers in a shrinking market -- and after one of the most severe winters we have ever had.

We have some great things planned for the future. We plan on doing more dinner meetings like the one highlighted on the front page. We are developing a management program potentially for the fall of this year. We will also be working to produce some webinars for the membership over the next 12 months.

The Board reviewed all the services we are now providing, and we are looking to strengthen the programs. While we are proud of the new communications vehicles we have put in place, we are still looking to keep improving. You should already have started receiving "MAC MESSENGER: Online" a new e-mail blast program that will be sent a minimum of once per month. We will be updating www.macassociation.org with more frequency, and with archives of our magazine.

We are planning the year's meeting schedule and we want to hear from you. Our goal is to have more opportunities for you to learn and participate -- and we invite your input. Have an idea? A suggestion or request? Let me know. I want to make sure we are having programs that are meaningful for you. I can be reached at the number and e-mail below.



Dianne Chatelain

Dianne Chatelain

Presto Valet

703-998-6464 / dianne@prestovalet.net

The Next Mid-Atlantic Association of Drycleaners Quarterly Board of Directors Meeting

*Saturday, July 16, 2016
Bedford, VA*

The True Power of a Referral

Written by James Peuster, 21st Century Drycleaning



THERE ARE THREE R'S IN THE WORD REFERRAL AND IT REALLY HELPS YOU TO UNDERSTAND WHAT IT MEANS TO GET SOMEONE TO BRAG ABOUT YOU TO ANOTHER FRIEND, COLLEAGUE OR NEIGHBOR.

Here is a breakdown the three R's: Relationship leads to Risk which leads to Reputation. This simple analogy makes it so clear of what takes place during the referral process. The better the relationship, the less risk -- and the better your reputation will grow.

WHY DO REFERRALS ROCK?

The reason referrals are so powerful is because they come from a credible third-party that has experienced first hand the benefits of doing business with you. They are even more powerful when they come from a friend because you know that a friend has no ulterior

motivations but to do what's in your best interest. You can believe what you friend is saying versus hearing a commercial from a salesperson whose sole purpose is to make money from you.

Referrals are also valuable because most of the time they are completely free. How would you like to receive the benefits of the most compelling sales advertisement on earth for absolutely nothing? You can through referrals.

Research shows the importance of referrals. According to Paul and Sarah Edwards (authors of "Getting Business to Come to You"), up to 45% of most service businesses are chosen by customers based on the recommendations of others. A recent Dun and Bradstreet survey found referrals to be one of the two most popular small-business marketing methods (the other one is advertising).

BOTTOMLINE:

Lastly, and I think this is the most powerful reason of all, customers that give referrals become more loyal to you and your business. Once someone stands up and makes a public statement about you, psychologically they will become more loyal to you and your business.



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jgroshans@4streets.com



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Brainstorming Program Great Success

THE MID-ATLANTIC ASSOCIATION OF CLEANERS' WORKSHOP "BRAINSTORMING WITH THE BOARD" WAS A SUCCESS. WITH APPROXIMATELY 25 PEOPLE IN ATTENDANCE FROM MEMBER PLANTS, ALLIED TRADES, AND EVEN A FUTURE MEMBER, THERE WAS SOME TERRIFIC INFORMATION SHARED.

"This was a great event", offered Tom Williams, MAC Co-Chair of the Education Committee, "It gave us all an opportunity to learn from a few experts as well as share our own ideas and experiences."

MAC really is thankful for the hospitality of FabriClean Mid-Atlantic for the use of their facility and for providing refreshments. Dwayne Gwaltney, Regional Manager was instrumental in putting the event together. The Brainstorming Workshop immediately followed the MAC Board Meeting also held at the FabriClean Warehouse.

"The Board meeting was terrific" observed President Dianne Chatelain. "We had some members joining us for the first time to see how the association works, and they have expressed an interest in joining the Board. We all get rejuvenated and optimistic about the industry after these meetings, and I am really excited about some of the upcoming programs we are developing."

THE PROGRAM

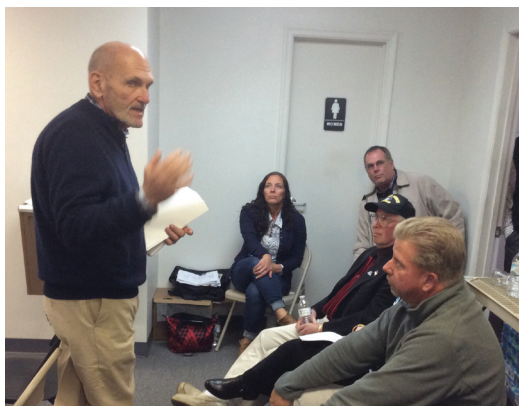
Those in attendance were treated to some great presentations, and the opportunity to sit down and discuss some of the challenges and opportunities all drycleaners are faced with.

First off, Aaron Brooks of Fautless Starch gave a great presentation on the power of wetcleaning, and some of the important criteria to producing quality laundry.

"This was terrific," observed Buddy Gritz, "and every drycleaner needed to hear that presentation. Those that weren't here really missed out. Even after all these years in the business, I still learned some very valuable lessons."

Next up was Tom McAllister of Kreussler. He gave an overview of the K-4 Solvon alternative solvent and shared some of the experiences and results he has seen with recent conversions.

"Learning what is out there is so important," offered Peter Blake, "and these forums are perfect to really investigate potential



(clockwise from top left) James Just of R.R. Street leading a presentation, Tom Williams exploring some of the new technology changes, plenty of great food courtesy of FabriClean, and peer-to-peer interaction provides great learning opportunity.

changes. you can ask questions, really look into what others have experienced -- it really is a terrific forum."

Jim Just of R.R. Street was the final presentation, and he looked at more effective ways to improve your cleaning performance and your effectiveness.

MAC IN THE FIELD -- WHAT'S NEXT

MAC will be hosting a dinner meeting in MD on May 18th (see page 1). Peter Blake, MAC Executive Director will be in the area for 3 days surrounding the event. He will be in the field meeting members and prospective members from Monday, May 16 to Wednesday the 18th.

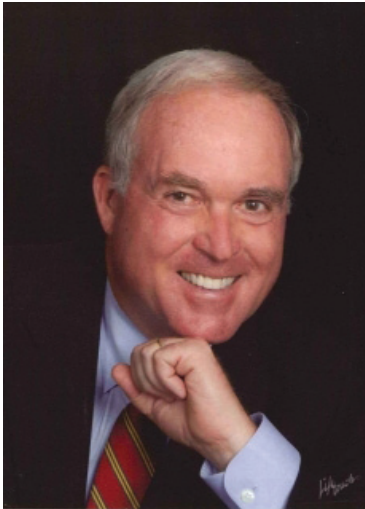
Would you like to be visited? Would you like to hear more about how MAC and DLI can help you be more successful? Call Peter at the MAC Office and he will try and schedule a visit. If he is unable to stop by this trip, he will put your company on a list for the future.

"I really enjoy getting out in the field and visiting cleaners," offered Peter Blake. "It is always a learning experience for me -- and I really hope I can share some insight and experience with them. We have so much to offer, and I really get excited to show ways we can help."

2016 Human Resources Management Checklist

Part 2 of 3

Written By Raleigh F. "Sandy" Seay, Jr., PHD, Chairman of The Seay Management Consulting Firm



SEAY MANAGEMENT CONSULTING HAS BEEN PROVIDING THE DRYCLEANING INDUSTRY CONSULTATIONS AND BASIC INFORMATION FOR YEARS. THEY ARE A TERRIFIC RESOURCE OF INFORMATION FOR ALL YOUR HUMAN RESOURCE QUESTIONS.

Due to the importance and the scope of the information that goes into an effective

HR Checklist, we have expanded this article to three parts. This is the second in the series. Over the three issues, we will be reviewing key components of an essential Human Resource Management Program.

EEO-1 AND VETS 100 REPORTS - Mark September 30th on your calendar – that's the day you need to submit your EEO-1 Report and VETS 100 reports (you must do this if you have 100 employees or if you have 50 employees and an Affirmative Action Plan). Contact Seay Management Consultants if you have questions.

NEW HIRE REPORTS - Regularly submit your New Hire Reports to the state employment agency database.

JOB DESCRIPTIONS – Ensure that you have detailed job descriptions for every job, in compliance with ADA, EEOC and Generally Accepted Principles of Human Resources Management.

In addition to helping us manage, job descriptions are often a first line of defense, in the event of an EEOC or DOL investigation. Employers who are covered by the Affirmative Action regulations are required to have job descriptions.

MANAGEMENT TRAINING - Consider conducting several Management Training sessions this year on important subjects like:

- How to Counsel and Dismiss Employees (When Necessary)
- How to Conduct Performance Appraisal
- How to Handle Difficult Employees
- How to Motivate Employees to Superior Performance

- Ethics in the Workplace (Sarbanes-Oxley, et. al.)
- How to Harness the Power of a Type A Working Style - A workshop that can help produce motivation and understanding among employees and management.

EMPLOYMENT LABOR POSTERS – Check that you have all current required employment posters, placed in prominent locations. Federal regulations require 6 posters; the various states require about 5 more.

I-9 FORMS – Review your I-9 forms for completion and keep on file for all employees. Verification requires employers to:

Examine and record documents under Columns A or B and C.

Make copies of the verification documents and staple them to the I-9 Form.

File the I-9 Forms in a separate location, not the regular employee file.

EMPLOYEE PERSONNEL FILES - Make sure your employee files are complete and that they include all the documents you need (such as the application form, disciplinary notices, commendations, performance appraisals, et. al.) but none of the documents that are problematic (such as polygraph records, drug test records, private/personal documents). Some employee documents are necessary for recordkeeping and reporting and are perfectly proper, but are of a personal, private or medical nature or have an EEO component. For these documents, have an Administrative or Confidential file, separate from the regular employee file.

COMMUNICATIONS WITH EMPLOYEES – Employers should have clear and frequent employee communications programs such as:

- Open Door policy
- Employee Complaint Procedure
- Bulletin boards
- Employee newsletter - printed or electronic newsletter

It is our experience that most employee problems have poor communications at the foundation.

FOR MORE INFORMATION - We trust that this Human Resources Management Checklist will be helpful to you as you establish and refine your employment goals and objectives. The checklist will conclude in next month's Reclaimer. Please contact Seay Management Consultants by phone (888-245-6272) or email (admin@seay.us) with any questions you may have.

DLI Partners hold Summit in Texas



ONCE A YEAR, DLI AND ITS PARTNERING ASSOCIATIONS COME TOGETHER TO DISCUSS WAYS TO STRENGTHEN THEIR PARTNERSHIP AND TO STRENGTHEN PROGRAMS AND SERVICES FOR THE MEMBER.

MAC Executive Director Peter Blake took part in the annual JSA Conference, as well as participating in the Cleaning and Launderers Association Executives (CLAE) meeting at the same location.

This year, in addition to the typical roundtable discussions, the meeting featured a tour of the new Men's Warehouse Drycleaning

and Route Facility outside of Austin, and a presentation on getting Board Members involved in championing the Association.

"These meetings are a great benefit," commented Blake, "and it is a unique opportunity to discuss new programs, services, and new ways of doing things. It is our once a year opportunity to sit down together and share ideas. To learn from each other ways to make all our associations stronger."

"Taking a peek inside the state-of-the-art facility was eye-opening. Not just with the equipment in place, but also in the systems and tracking that goes on. I was impressed with the level of management and interaction from the employees -- as well as some of the unique services they are able to deliver," continued Blake.

Representatives from across the country took part in the meeting and discussions focused on membership retention and sales as well as educational programming. There was also an in-depth discussion on industry trends, threats, and opportunities.

The group as a whole believes we need to really explore use of new technology for our members, and to communicate with our members. This is both in association management as well as industry advancement.



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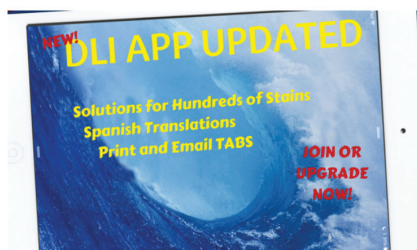
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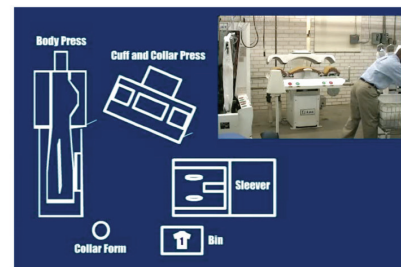
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Drycleaning & Laundry Institute
i n t e r n a t i o n a l

European Cleaning Solvent, Ktex by Bardahl, Now Available in the US and Canada

Submitted By James Mayberry, R.R. Street & Company, Inc



EUROPEAN
CLEANING
SOLVENT, KTEX
BY BARD AHL,
NOW AVAILABLE
IN THE US AND
CANADA FOR THE
FIRST TIME, EX-

CLUSIVELY AVAILABLE THROUGH STREET/ADCO/LAIDLAW.

Mountain Spring Cleaners, in Wetaskiwin, Alberta, Canada is the first cleaner in North America to install Ktex by Bardahl, a new professional textile cleaning solvent that has seen rapid growth outside North America.

A Union Kreussler K4 machine was successfully converted to Ktex at Mountain Spring Cleaners, which is located in Alberta's oil country. In addition to regular retail work, a significant proportion of what Spring Cleaners processes are heavily soiled oil-drilling work coveralls. According to owner, Sharon Strickland, "Ktex does a great job of cleaning and with a much lower over-all processing time. Our efficiency has increased dramatically. It was a real eye opener to have that time added back into the day."

Since taking over Mountain Spring Cleaners, Sharon has invested in replacing over eighty percent of their equipment. "Our goal is to be on the leading edge of technology, to be an industry leader, to be a more efficient operation and to provide our customers with a better end product. The switch to Ktex certainly does that," Notes Sharon, "With Ktex we have had zero complaints."

KTEX SOLVENT EUROPEAN ROOTS

Ktex solvent was developed in Europe through a cooperative effort between Bardahl Manufacturing Corporation, one of the world's leading manufacturer of automotive fuel additives, lubricants and cleaning products, and Finanziaria Macchine Bolognese SPA (FMB Group) one of the world's leading manufacturers of dry cleaning machines, including Fimbimatic, Realstar and Union brand machines.

Bardahl has been a leader in the additive and chemical industry for more than 75 years. Its products are sold today in more than 90 countries worldwide. Bardahl is famous for sponsoring motor-sports teams, which have competed around the world since 1939, including Daytona and Indy 500. Bardahl currently is a lead sponsor of Sébastien Loeb Racing (SLR), among other prominent racing teams. Bardahl reports that its decades of experience in cut-

ting edge development, technology and manufacturing led it to a natural expansion into the textile cleaning industry.

SOLVENT CURRENTLY USED WORLDWIDE

According to Bardahl, Ktex "offers a system which cleans better, is efficient, and costs less to use." The solvent, commercially introduced about two years ago in France, is currently used in more than 60 plants in France, and numerous plants around the world, but has not been available in the Canada or the US until now. A non-halogenated cleaning solvent, Ktex is approved for use only in FMB's Fimbimatic, Realstar and Union drycleaning machines and is a drop in solvent for all these brands of modern Class IIIA dry cleaning machines.

Ktex cleaning solvent is available in the United States and Canada exclusively through the Industrial Division of the Street. Adco,



Before Cleaning



After Cleaning

Laidlaw Companies with both central and local technical support.

FOR MORE INFORMATION

For more information on Ktex contact your Street-Adco-Laidlaw Regional Sales Manager or Greg Reinhardt at Street-Adco-Laidlaw:(800)-821-7556 ext. 3801 or visit www.ktexcleaning.com.

HAVE NEWS?

This Press release was sent in to us by R.R. Street & Company. The Mid-Atlantic Association of Cleaners is always looking for information to publish in its newsletter, The Messenger, and is always accepting press releases, however, MAC reserves the right to edit based on space and editorial review.

We will do our best to publish those of which our members would like to learn about. Please submit with pictures if possible and contact information in case we need to gather more information.

Please direct all releases to Peter Blake, P.O. Box 920, Pelham, NH or submit via e-mail to peter@macassociation.org.

What Do you Mean Think? I have Work To Do

Written By John Graham, Graham Communications

No one likes getting blindsided, yet it's all-too-common in business. If you want your associates to roll their eyes, look at you as if you've lost your marbles, or walk away shaking their heads, tell them that thinking is the best business tool ever made.

Like oil and water, Tom Brady and Roger Goodall, and culture and the Kardashians, thinking and business are usually at odds with each other. Taking action is the key to success in business, not sitting around thinking.

"I will act now," Og Mandino, the venerated sales guru urged in his bestseller *The Greatest Salesman in the World*. To make his point, he repeated, "I will act now" 18 times in one of his "scrolls." In other words, "Just do it!"

Hold on! In life and business "just doing it" can have disastrous consequences. How many times have you heard these words: "I didn't think that would happen," "I didn't mean to," or "Gee, I hadn't thought of that." If that's not enough, "I'm sorry" are code words for "I didn't think..." It's the story of acting without thinking. Here's how thinking changes things:

1. Don't ape the competition. The pull of a competitor is so powerful and compelling, it creates near hysterical turmoil: "If we don't do that now, they'll get ahead of us" and "We'll lose out if we don't..."

The latest race is seeing which auto manufacturer will be the first to load up its vehicles with the most technology. But that's small potatoes compared to which one will produce the first driverless car. But not so fast. While most other auto manufacturers are racing to win the driverless vehicle race, Porsche is idling its engine says CEO Oliver Blume. Why? He knows his customers want "to drive a Porsche by oneself." They buy a Porsche to drive it, not just sit in it. Blume thought it through and let the bandwagon drive by.

All too often, competition is an 800-pound gorilla goading us into doing something counter-productive, useless, or just plain stupid.

Google Compare is an example. An online auto insurance comparison-shopping service, it was touted as a disruptor and a "game changer," but it was gone in only a year. Why? It didn't understand that selling what customers need is quite different from selling what customers want.

2. Doubt your customer satisfaction scores. If a company measures its customer satisfaction performance against that of its direct competitors, it's a huge mistake. And here's why. Direct competitors aren't today's competition. Think about it. Today's customer satisfaction competition is Amazon, Nordstrom, Apple, Trader Joe's, and others that get stellar ratings from their customers. Here's the challenge: every time Amazon, for example, makes even a tiny customer service improvement, everyone else looks worse. It's worth thinking about.

3. Vet every idea before taking action. It may seem so obvious that it doesn't deserve attention. But think about almost any meeting you've attended at work in the last week where a new, exciting idea was presented, gained momentum, and was a done deal. Chances are no one spoke up and said, "Are we sure this will work?"

Misplaced enthusiasm in business wastes enormous amounts of time, energy, and money. Acting before thinking spells trouble. Here's an example. The Boston Globe had a "Valentine's Day Crazy 8 Sale," offering an eight-week digital subscription for eight bucks. That was a great offer, but it was apparently sent to current combo print and digital subscribers (not just print subscribers), who had paid the regular price! Unbridled enthusiasm for "great ideas" short-circuits the thinking process and results in unintended consequences.

4. Question canned answers. The air inside every business is polluted with pat answers, which are treated as if they're factually true, even if they're unsubstantiated. Here's just one example:

"Research has shown that the best time to contact a prospect is between 8:00 and 9:00 a.m. and between 4:00 and 5:00 p.m."

This is nonsense because simplistic, pat answers squash creativity, inhibit learning, and keep us from coming up with new ideas and ways of doing things. They cause us to act without thinking. The statement maybe true for some situations, and under the right circumstances, but applying it across the board can be a critical error.

5. Figure out what you're known for. If you ask them, most everyone likes to talk about what they do. It's often their favorite subject, the one that gets their juices flowing. While it may be fun, it's also irrelevant. No one cares about what we do. What prospects, for example, try to figure out is quite different: "Why should we do business with you?" An insurance agent won a company's business because he reviewed a company's existing policies and found that critical coverages were missing, and others were inadequate. "He pays attention to the details," his customer says. That's what he's known for. And it's the details that make the difference.

What do your customers think about when they think about you? Could they tell you if you asked? More importantly, does everyone in your company understand what you're known for, what makes you unique and valuable to customers? That takes thinking, not just doing. It brings a business into sharper focus and customers into a closer relationship.

Many of the problems businesses experience aren't caused by a failure to act, but a failure to think.

ABOUT THE AUTHOR

John Graham of GrahamComm publishes a free monthly eBulletin, "No Nonsense Marketing & Sales Ideas." Contact him at jgraham@grahamcomm.com, 617-774-9759 or johnrgraham.com.

The Hidden Hurdle to Industrial Redevelopment

Submitted By Steve Henshaw, President & CEO, EnviroForensics



A FEW YEARS AGO, THE SITE OF AN ABANDONED DRY CLEANER OR MANUFACTURER WAS PRETTY MUCH LEFT FOR DEAD, AS FAR AS FURTHER ECONOMIC DEVELOPMENT WAS CONCERNED.

Downtowns and neighborhoods on the fringe of city and town centers are dotted with such locations. These areas were left in the wake as economic developers moved farther out into the suburbs -- onto seemingly

cleaner real estate -- leaving "rings" of abandoned property close to downtown.

Ever wonder why so many old industrial locations lie fallow, attracting debris and trouble, but not productive re-use? Simple economics dictate a path of least resistance, fair or not. It's easier to assume that these old properties are contaminated and its buildings are environmentally unsafe for occupation, than it is to spend time, effort and money to find out if harmful levels of contaminants actually exist. Even though these properties can often times be purchased for a deep discount due to the stigma they carry, most developers would rather not mess with them.

SUBSURFACE CONTAMINATION CAN CAUSE VAPOR INTRUSION

It is true that many old buildings, such as past drycleaners, are situated over the type of subsurface contamination that can cause toxic vapor to rise up into overlying buildings (this is called vapor intrusion). But that doesn't necessarily mean that these buildings can't be productively occupied while the cleanup is planned and implemented. In recent years, state, municipal and neighborhood economic redevelopment commissions and corporations have been reversing the trend of ignoring these old sites. In fact, many of the properties upon which these empty buildings sit may be already in early stages of the environmental cleanup process. However, environmental investigation and cleanup can take many years, leaving the buildings unoccupied and subject to further dilapidation.

There is good news; technology is improving for discovering if these old dry cleaning and manufacturing buildings are safe for immediate reuse. Advances in analytical instrumentation allow strategically-minded developers and the environmental engineering industry to steadily bring these old properties back to life. One key tool was initially developed for the U.S. military. It is a portable chemical identification system called the "HAPSITE microtrap concentrator." Commercial environmental engineering companies are now using it to locate, identify, and quantify

old chemicals -- even trace amounts down to one part per trillion. That's trillion with a "T." That's tiny! (A trillion is one million one millions. It would take over 31,000 years for one trillion seconds to tick off the clock!)

The HAPSITE is a gas chromatograph/mass spectrometer. It's about the size of a carry-on suitcase and is the only one truly portable for easy application on location to find, identify and determine the quantity of toxic industrial chemicals that may be present in the building's air. The HAPSITE contains a small bed of absorbent material to trap volatile organic compounds (VOCs) from air samples over a period of 30 to 60 seconds. Airflow through the trap is then reversed, the air is heated and analyzed on the HAPSITE's integral mass spectrometer. The result is unprecedented sensitivity for on-scene laboratory reporting, which allows for a quick answer to the question of whether a building may be safely occupied for commercial or residential purposes. Or, if it is uninhabitable, the location and degree of contaminants that must be removed.

HAPSITE TECHNOLOGY

Our company is among the leaders in using the HAPSITE as part of an intensive vapor intrusion assessment process. The HAPSITE alerts us instantly precisely where vapors may be entering the indoor air. Cracks in floors and walls, floor drains, pipe chases, interior wall spaces and attics are among the most common culprits. With the use of this technology, operated by our in-house certified HAPSITE analyst, we are among those able to provide real-time data and get down to fine detail so that we can effectively identify indoor air contaminants and then mitigate them. For example, we used the HAPSITE at a strip mall in Brownsburg to identify the precise location where vapors from subsurface contamination entered an unleased tenant space. Successfully analyzing the vapors and their source allowed for the space to be leased safely while remediation activities are ongoing.

"... we are able to provide real-time data and get down to fine detail so that we can identify indoor air contaminants ... and mitigate them."

This new development in finding and getting rid of old pollutants is a boon to commercial property owners, developers and urban officials who want to convert dangerous eyesores to safe, productive places for city neighborhood revitalization while environmental cleanup progresses beneath. Perhaps the greatest benefit is to people who live and work near former industrial locations, as they are able to gain pride in their recovering neighborhood and keep their eyes forward toward continued economic recovery.

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