



# The Messenger

www.macassociation.org

## Don Desrosiers to Lead MAC Management Workshop



MAC HAS ARRANGED FOR DON DESROSIERS OF TAILWIND SYSTEMS TO PRESENT A MANAGEMENT WORKSHOP AT ITS UPCOMING BOARD MEETING IN RICHMOND VIRGINIA.

“Labor Pains and Profit Drains: A Guide to Effective Management” is a 3-hour workshop that looks at ways to run a drycleaning plant both efficiently and profitably. The program will be held on December 10 from 1:00 pm - 4:00 pm at Puritan Cleaners in Richmond, Virginia.

“We are excited about this program,” announced Jamie Albano, MAC President, “and we are pleased to announce that the program is FREE for all members of MAC, and we will be charging a reasonable \$49/person for non-members.

We feel strongly in the program -- and also feel strongly that we make it available to all members. I really hope you will take advantage of this great opportunity!”

Don will be exploring ways you can hone your management skills, and ways you can help to increase productivity, while increasing efficiency and your bottom line, including:

- Measuring productivity
- Calculating costs per piece
- Aggressive management techniques
- Organization: key to success
- Production flow and accountability
- Using vital information

“You will not want to miss this program”, cautioned Peter Blake, MAC Executive Director. Don has spoken all over the world, and has written books on management techniques. He remains one of the leading production consultants in the industry. This is a unique opportunity to learn from the best -- and to take a critical look at your own operation and ways you can improve.”

**To Register or for more information visit [www.macassociation.org](http://www.macassociation.org)!**

SEPTEMBER/OCTOBER  
2016

### IN THIS ISSUE

President’s Message .....2

Trudy Adams to Speak in Virginia Beach.....3

MAC Participates in Industry Summit.....4

MAC Board Set to Meet in Richmond, VA.....4

Peter Blake Speaks at PDCA Expo.....6

EzProducts Acquires MBH Rope Ties .....7

Special News and HR Management Developments .....8

A Vapor Intrusion Success Story....10

Allied Trade Members .....11

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## PRESIDENT'S MESSAGE...

### Looking Ahead

OUR ORGANIZATION IS BREAKING NEW GROUND EVERY DAY AND WE GET TO BE A PART OF IT! DLI AND EACH OF OUR ASSOCIATIONS ARE MAKING HUGE STRIDES TO IMPROVE OUR INDUSTRY, HELP US LEARN AND ENCOURAGE US TO THINK OUTSIDE OF THE BOX.

Let's face it, our industry is tough. If you are not reinventing yourself each day you are dying. Who can dream up that many new ideas? This is where we as a team can make the difference.

When we go to our local meetings, we should take the opportunity to learn new things, share new ideas and remember great old ideas. This will help us all become better at what we do which translates into happier staff and a better bottom line (isn't that the point?). So I challenge each of you to take the easy road – improve your bottom line by leaving your plant and coming to a meeting. You won't regret it! In the next couple of months we have a number of exciting meetings planned. Escape your everyday and "Just do it!"

### MARK YOUR CALENDAR FOR FUN!

Dec. 10th & 11th Richmond

- Saturday Management Workshop followed by networking & group dinner
- Sunday Board and Committee meetings from 8:30 am to a noon departure.

May 20th & 21st Virginia Beach

- Saturday Morning Board and Committee Meetings
- Saturday Management Workshop presented by Trudy Adams, followed by networking & group dinner
- Sunday Customer Service Workshop from 8:30 am to a noon departure.

### THANK YOU!

Lastly, I would like to thank Dianne for leading our Mid-Atlantic Organization over the last few years. Her excellent leadership has helped to make us a stronger group with true direction. I look forward to continuing her work with everyone's help and support. No one person can do it all. It takes a team. So please, join me! Your support and opinions are needed to make us a stronger Association. Ask anyone who knows me, I believe in being serious and getting the job done, but we are going to have fun along the way!

Live Clean & Healthy,



Dianne Chatelain with Jamie Albano

*Jamie Albano*

Albano Cleaners  
234 West 22nd Street  
Norfolk, Va. 23517  
757-428-3335 ext. 106

## Trudy Adams to Speak in Virginia Beach



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

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

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

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

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

Then on Sunday morning, she will present a second program designed not only for the owners and managers -- but also all your customer service representatives. The program, "Creating a Super CSR" really highlights the role your sales staff play in the success of the company, as well as tried and true methods for enhancing the customer experience. Trudy will be building on her years of experience with the industry, and leaning on her skills as a CSR trainer to guide attendees through the factors that keep customers coming back.

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

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

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

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## MAC Participates in DLI Leadership Summit



MEMBERS FROM AROUND THE U.S. GATHERED AT DLI'S ASSOCIATION OFFICE, LABORATORIES, AND SCHOOL OF DRYCLEANING TECHNOLOGY IN LAUREL, MARYLAND, TO DISCUSS FUTURE PLANNING, OCTOBER 5.

The group met with DLI leadership, toured the facility, offered their insights on DLI's continued success, and shared stories about how the Institute can continue to offer the best association experience and industry information. This gathering was part of DLI's annual Joint State Association meeting of its 17 regional affiliate organizations.

"I was really proud to participate in this meeting," offered new

MAC President Jamie Albano, "and it was a great experience. I got the opportunity to meet with people from all the other organizations like MAC and learn how they operate. I was able to gain insight and learn what their challenges and struggles are -- and to also share some of our concerns. Together, we can look at these issues and develop strategies to overcome these obstacles, and to find ways to explore new opportunities."

"I think this is a great program," observed Peter Blake, MAC Executive Director, "and I am very glad that MAC volunteers were able to participate. I think it is important for volunteer leadership to meet and to discuss things themselves. Staff people like myself did not participate in the meeting, and that provided a fresh perspective for all who attended. They were all free to discuss and to learn together ways in which MAC, DLI, and all the other associations can help lead the industry and our respective members."

"While it is still too early to gauge what programs and what new ideas will be implemented," continued Blake. "I think it is clear that everyone gained a new perspective on membership in DLI and the affiliates, and a better understanding of ways we can change and adapt."

There are currently discussions to make this meeting a recurring program. That would enable future leaders of associations like MAC the chance to learn more about the industry -- and more about association management.

## MAC Board Meeting Coming to Richmond, VA



THE MAC BOARD OF DIRECTORS WILL HOLD ITS NEXT MEETING IN RICHMOND, VIRGINIA ON SUNDAY, DECEMBER 11. THE MEETING

WILL BE HELD FROM 8:30 - 12:00 NOON AT PURITAN CLEANERS.

MAC has also scheduled a Management Program being presented by Don Desrosiers or Tailwind Systems. This program will be held on Saturday, December 10 from 1:00 to 4:00. This program (see article on front page) will be FREE for members, but registration in advance is required.

The MAC Board of Directors will also be going to dinner as a

group on Saturday Night, and all are welcome to join in the fun. Those who do attend dinner will be billed for their portion of the dinner costs. All members of MAC are invited to attend any of the weekend events, and the Board is looking for more people to become involved.

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

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

If interested in attending the Board Meeting and/or Board Dinner, please call Peter Blake at 800-235-8360.

For more information, or to register for any of the events, visit [www.macassociation.org](http://www.macassociation.org) or call Peter Blake at the MAC Office.



## SAVE THE DATE

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

January 13-15, 2017  
Dominican Republic

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

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

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

*— Nora Nealis, NCA Executive Director*

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

*— Mary Scalco, DLI CEO*

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

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

## Peter Blake Speaks at PDCA Expo



MAC EXECUTIVE DIRECTOR PETER BLAKE WAS RECENTLY INVITED TO SERVE AS A CONFERENCE SPEAKER AT THE PENNSYLVANIA DELAWARE CLEANERS ASSOCIATION EXPO IN ATLANTIC CITY.

The program, “10 Things You Can Do Right now to Increase Sales”, was one of the draws for the educational slate over the course of the weekend.

“I think the topic is crucial to all businesses,” offered Blake, “but I think it really resonates with the businesses that try to do it all themselves. There are so many ways you can work to increase your volume and sales that are economically feasible. They do require an investment of time and energy -- but they are extremely low cost.

Blake highlighted the use of E-mail marketing and social media as two of the most important things to focus on. He not only showed

ways in which you can do these programs on your own -- but demonstrated ways he and DLI can help you.

“It is amazing how many weapons you have in your marketing arsenal,” offered Blake, “if you just know where they are and how to use them. If you look at most of your point of sales systems you have in the drycleaners today, you are probably using 10% of their power because no one has shown you how to use it, or why you should. Looking at the services of DLI, it still amazes me how little people use some of the services that we have for you, and I really believe it is because that haven’t had someone show them where the services are -- or what they can be used for.”

### PLANNING AHEAD

This is an extremely valuable topic, and MAC will be planning a series of workshops in area in the coming year, and marketing will be a component of the schedule. MAC currently developing the 2017 Educational Schedule and will be looking at this program as well as other valuable topics.

If you are interested in attending a session, contact Peter at the MAC office and we can factor requests into the schedule. To see video highlights of this discussion visit [www.pdclean.org](http://www.pdclean.org).



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## EZ Products Acquires MBH Rope Ties



EZPRODUCTS INTERNATIONAL INC (EZPI) RECENTLY ANNOUNCED THE ACQUISITION OF MBH ROPE TIES FROM MBH ENTERPRISES.

marketing rights to all MBH Rope Tie products including MBH Rope Ties™, MBH Zip Ties™, and MBH J-Hooks™,” announced Dave Brown, President of EzProducts international. “We will begin manufacturing “Genuine” MBH Rope Ties on or about October 1,” continued Brown, “and we will have inventory ready for distribution by December 1”.

“MBH Rope Tie products is a good acquisition for us,” offered Brown. “Because, EzProducts is very well known in the Dry Cleaning Industry for its high quality and reliable EzPress®, PopUpPress®, AirPress® and TrackIt® Labels, that help dry cleaners save time and money. MBH Industries is similarly very well known for their high quality and reliable MBH Rope Ties™ and MBH Zip Ties™ that also help dry cleaners save time and money by:

1. Faster washer loading/unloading – eliminates tangled sleeves and time consuming shake-out.
2. Cleaner shirts through increased mechanical action.
3. Stop scrubbing collars and cuffs.
4. Wash more shirts per load – reduce water, detergent and sewage costs.

5. Reduce sorting time – each order is tied together.
6. Reduce assembly area – shirt orders tied together, stay together to end open orders.

Together, MBH Rope Ties and EzProducts Labels and Presses help thousands of US and international dry cleaners save time and money. Therefore, this acquisition will help position EzProducts to be better known as the company that provides high quality and reliable products that save dry cleaners both time and money.”

“I am very pleased with the acquisition, Heilweil added. I have exhibited near EzProducts at many Dry Cleaner Trade Shows and have observed their customer service and attention to detail that they give to the dry cleaning industry. Now that I am retired, it gives me great pleasure to turn over a product that I have developed to a company that cares. I am sure that all of my drycleaner customers and distributors will be very happy with EzProducts.

“This looks like a great fit for both companies,” observed Peter Blake, MAC Executive Director, “and I applaud them for striking such a great deal. I know both companies have such a strong reputation in the industry, and have always been supportive of both MAC and the industry. It is great to know that cleaners will have access to such great products, and that they will have the opportunity to work with a great company. I wish EzProducts well with the acquisition.”

EzProducts International has been a long time member of MAC and has been a constant advertising presence with The Messenger. As with all our Allied Trades and advertisers, we strongly urge our members to call on them first when in need of equipment, supplies, and services. Their commitment to MAC demonstrates a commitment to your success.

For additional information, please contact Diane Rue, Vice President, EzProducts International Inc. at 863.767.0155, fax 863.767.0346 or email [Diane@EzPi.us](mailto:Diane@EzPi.us).

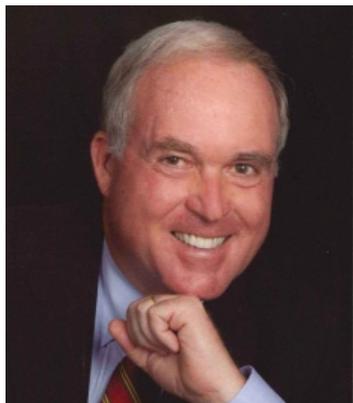
### The Next Mid-Atlantic Association of Drycleaners Board Meeting

**Management Workshop by Don Desrosiers:**  
**“Labor Pains and Profit Drains -- A Guide to Effective Plant Management”**  
 1:00 - 4:00 p.m. Saturday, December 10  
 Puritan Cleaners, Richmond, VA

**MAC Board Meeting**  
 8:30 - 12:00 on Sunday, December 11, 2016  
 Puritan Cleaners, Richmond, VA

## Special News & HR Management Developments

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



**SEAY MANAGEMENT WORKS FOR SEFA TO KEEP MEMBERS UPDATED ON HR POLICIES, TRENDS AND INFORMATION. SEFA PROVIDES THEIR EXPERTISE AS A MEMBERSHIP BENEFIT. IF YOU FIND YOURSELF IN NEED OF HELP, CONTACT THEM AND LET THEM KNOW YOU ARE A**

**SEFA MEMBER AND THEY WILL BE ABLE TO PROVIDE GUIDANCE AND AN INITIAL CONSULTATION.**

### NEW EXEMPT SALARY LEVELS ARE IN SIGHT

I talked to a friend of mine this week who told me he was talking to a colleague and, during the conversation, he asked his colleague what he was doing about the new exempt salary levels. His colleague remarked, "What new exempt salary levels? Have I missed something?" My friend then said, "Better call Sandy . . .".

So here's a quick reminder – the minimum salary levels for exempt employees will more than double on December 1, 2016, just a few weeks from now. The new salary level will be \$913 per week. In Wage and Hour accounting, everything is done on a weekly basis so annual salaries don't count. The new rule requires that exempt employees must receive a weekly salary of \$913, guaranteed, and not subject to deduction for things like attendance, breakage, loss, production, etc. Exempt employees who do not receive a guaranteed salary of at least \$913 per week must be reclassified to non-exempt, keep a time card and receive overtime if they work more than 40 hours per week. There are no exceptions for small businesses, non-profits, churches or anyone else.

Many of our clients have already analyzed their employees and made arrangements for the necessary changes. However, there are lots of rabbits to chase and lots of issues to resolve and some employers have not quite finalized their plans. There has never been anything like this in the history of the Wage and Hour regulations, going all the way back to 1938. Please call us if you have any questions about this seismic change or if you would like to talk about it. Also, if you would like to have our firm conduct an Exempt/Non-Exempt analysis, or a comprehensive Human Resources Management Audit, to make sure that you are up to date and in compliance with the regulations, please contact your Seay Management Consultant and we'll make these arrangements.

### USE THE DISC PROFILE TO RESOLVE EMPLOYEE PROBLEMS

If you have an employee problem of some kind, like two or more employees who can't get along, a supervisor who seems to be lack-

ing people skills, a cranky employee who makes people mad, then the best way to resolve this issue is through the use of the DISC profile. The DISC measures "personality temperament," which is a tendency to behave in a certain way – Hard charging Type A, or one who starts more slowly; a people person, or a preference to work alone; multi-tasking decision maker, or one who focuses on one task at a time; detail and systems oriented, or a preference for the big picture.

We all have these tendencies in different degree and the combination of them is our personality temperament. If we can understand our own personality temperament and those of others, this promotes understanding and goes a long way toward resolving problems. Instead of, "These people won't do what I say!," perhaps he or she might say, "I didn't know I was coming on that strong." Instead of, "This guy makes me mad," perhaps he or she might think, "That's just the way he is – he didn't mean anything by it."

Many of our clients have their candidates complete the DISC profile prior to hiring and many of them use it for team building. It is a remarkable tool that we recommend without qualification. Please call your Seay Management consultant if you'd like to find out more about the DISC profile.

### FEDERAL CONTRACTORS: PAID SICK LEAVE

The Department of Labor has announced publication of a final rule which mandates certain federal government contractors to provide up to 56 hours of paid sick leave each year including leave for family care. This regulation will affect federal contracts implemented as of January 1, 2017. A posting requirement has been issued in conjunction with this new regulation. If you have any questions regarding forms or federal and state posting requirements for your company or organization contact us for assistance.

### EEO-1 REPORTS

The EEOC has confirmed upcoming changes to the EEO-1 Report beginning next year which will include a breakdown of an employer's workforce to include compensation data ranges to identify equal pay compliance. The reporting date will be moved from September 2017 to March 31, 2018 to allow employers to use existing W-2 pay reports based on calendar year.

All companies with 100 or more employees or government contractors with 50 or more employees are required to complete the EEO-1 Report annually. The report is a breakdown of a company's workforce by race, sex, ethnicity, EEO-1 category and location.

### NEW FORM I-9 RELEASE IS COMING

USCIS is expected to release the revised Employment Eligibility Verification Form I-9 by November 22, 2016. The current Form I-9 which contains the expiration date of 3/31/16 can continue to be utilized for employment verification purposes through January 21, 2017. After that date all previous versions of the Form I-9 should not be used for verification.



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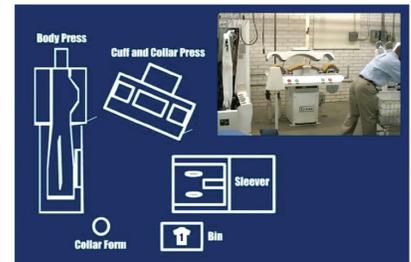
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# A Vapor Intrusion Success Story

Submitted By Steve Henshaw, President & CEO, EnviroForensics



**SOMETIMES DETECTING AND ADDRESSING A VAPOR INTRUSION PATHWAY IS LIKE A GIANT GAME OF WHACK-A-MOLE. AS SOON YOU KNOCK ONE DOWN, ANOTHER ONE POPS UP, AND SO ON AND SO FORTH.**

One of our teams recently encountered this issue, having discovered that their initial mitigation efforts had not decreased the concentration of tetrachlorethene (PCE) inside an apartment located above a dry cleaner. Despite this setback, our team dusted themselves off, and went back to work, going by the old adage; if at first you don't succeed, you try again.

## THE SITE DYNAMICS

To give you an idea of what we were working with, our site building is a 2-story structure with a dry cleaner on the first floor, and an apartment on the second. The dry cleaner is now a drop-off only location, but had conducted on-site cleaning in the past. We discovered PCE in the sub-slab vapor underneath the structure, which helped us determine there were vapor intrusion risks to both the dry cleaner building and, perhaps more importantly, the apartment above it. We installed a sub-slab depressurization system (SSDS) to address this issue.

Unfortunately, that did not solve the problem. Indoor air PCE concentrations in both the first floor dry cleaner and second floor apartment remained above the residential vapor action level despite the operation of the SSDS.

The concentrations were similar on both floors, which suggested direct physical pathways for indoor air movement. The HVAC systems that services these spaces were the most likely culprit.

## PUTTING NEW INFORMATION TO WORK

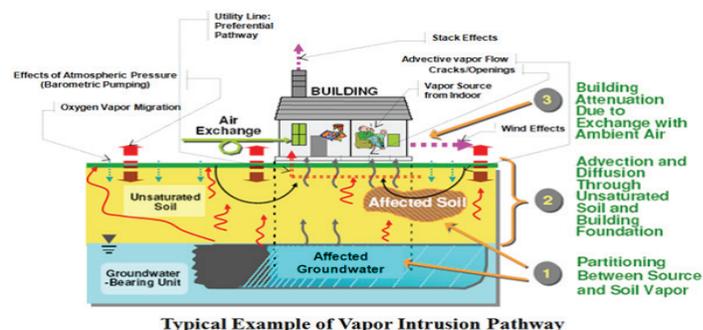
Armed with this new knowledge, we focused our efforts on the first floor room that houses both of the HVAC systems. We first sealed up the mechanical room, using an air-tight door gasket and sweep. Duct work and piping penetrations in and out of the mechanical room were also sealed and a furnace filter cover was added to prevent the apartment furnace system from potentially capturing vapors from the first floor. We then installed door gaskets between

the first floor store and the second floor apartment stairway. The final touch was an energy recovery ventilator (ERV) installed on the apartment's furnace to increase fresh air exchange.

## THE RESULTS LOOK PROMISING

Early returns suggest this latest attempt to address the problem was successful. The first post-mitigation indoor air sample collected from the apartment did not contain PCE above laboratory detection limits. Our team will conduct a confirmation air sampling event during the upcoming winter months, when conditions will be ideal for a "worst case" air assessment.

In the Environmental Cleanup business, there really isn't any room for failure. The preceding is a good example of the trial and error we go through when looking for all potential vapor intrusion pathways. Using the experience and ingenuity we have managing contaminations like this, we were able to come up with another solution. And, at least in the short run, it appears the residents of that 2nd floor apartment can breathe easy without having to worry about the potential health risks of exposure to PCE.



## ABOUT ENVIROFORENSICS

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

They have presented programs throughout the country on all aspects of environmental clean-up and remediation and are well versed in the specifics of handling a drycleaning site. Their approach has worked very well for many in the industry.

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

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