



The Messenger

www.macassociation.org

PDCA's Expo is an Opportunity- Don't Miss Out



PLANNING ON ATTENDING EXPO IN BALTIMORE THIS NOVEMBER? IF NOT, YOU ARE MAKING A MISTAKE. SIMPLY PUT, THIS IS AN OPPORTUNITY YOU CAN'T AFFORD TO LET PASS BY.

"Too frequently when I talk to people about the trade shows like Expo,"

observed MAC Executive Director, Peter Blake, "their first thoughts are 'I am not looking at buying any new equipment', or 'I am not in the market for any new services'. This drives me crazy because they just don't understand the tremendous opportunity they have to invest in their business -- and I am not just talking about equipment, I am talking about the entire experience."

This is THE chance to see all the industry has to offer. This is your chance to expand your mind and learn what is out there. What potential new services you can offer, or use to enhance your business.

DO IT ALL

PDCA has put together an entire weekend chock full of educational sessions, social events, and great vendors.

This is the first time we are having a live equipment trade show in the Mid-Atlantic region in over 10 years, and there is no guarantee we will have the opportunity again anytime soon. Take advantage! If you haven't gone in the past -- go this year. PDCA is kicking off the weekend with a free tour of the DLI Headquarters just outside of Baltimore. This is great opportunity to visit and see the professionalism DLI brings to the industry.

We always talk about the educational classes and the on-floor demonstrations and they are really great opportunities to learn, but look beyond the classes though. There are unique

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EXECUTIVE DIRECTOR'S MESSAGE...

Invest in Your Success

IT HAS BEEN OVER A DECADE SINCE THERE HAS BEEN A LIVE EQUIPMENT SHOW IN THE MID-ATLANTIC REGION. THAT IS ALL CHANGING THIS NOVEMBER WHEN THE PDCA EXPO COMES TO BALTIMORE.



*Peter Blake,
MAC Executive Director*

I sincerely hope you have all made plans to be there, and if not, I hope you will drop what you are doing and make plans now. I firmly believe shows like this are one the your best opportunities to learn, grow, and prepare for success. I have been attending fabricare trade shows for 30 years now, and I am as excited for this one as I was for the first one back in 1988. It has been a few years since I have attended a PDCA Expo which was previously held in Atlantic City, but they have always featured top quality exhibitors, speakers and attendees. I know this will be a valuable show.

A complete schedule of events can be found on page 4 of this magazine. Kicking off with a tour of the DLI Headquarters and carrying on through some terrific workshops all weekend long, this is an excellent opportunity to learn.

I want to remind you all this event is not just for owners of plants, but is a perfect opportunity for you to have your key staff learn more about the industry and help you to prepare for success. Bring your management team, your technical staff. They may see some things that would help your business that you may miss. This opportunity to see the best, learn from the best -- and explore what is new -- only comes around once every two years. I know you won't want to miss out.

I will be helping out on the DLI Booth, so I hope all the members that attend will come by and say hi. I want to try and meet as many drycleaners as possible. I will also be discussing ways we can help and assist you in growing your business and overcoming your greatest challenges.

Too often we take opportunities like this for granted. We always say we want to grow our business or learn ways to be more profitable -- then we miss out on events like this that can make it all possible. There is a lot of hard work that goes into creating events like this, and the payoff is seeing our members and industry peers taking advantage of a chance to improve their business.

The sessions and events are all free for members of DLI/MAC. I have had the opportunity to hear some of the speakers before and they are fantastic. I highly recommend them all.

So do it now, register for the show and make sure you come by the booth and say hello! I look forward to meeting you all.

Peter Blake

MAC Executive Director
(617) 791-0128

Spring Leadership Conference Set for Return to The Founders Inn & Spa in Virginia Beach



MAC HAS CHOSEN TO RETURN TO THE FOUNDERS INN & SPA IN VIRGINIA BEACH, VA FOR THE ASSOCIATION'S SPRING LEADERSHIP CONFERENCE. THE PROGRAM IS SET FOR MAY 4 AND 5, 2019 AND WILL AGAIN FEATURE TOP QUALITY SPEAKERS AND WILL FOCUS ON BUILDING A BETTER FUTURE FOR THE INDUSTRY.

This is the third annual Leadership Conference in Virginia Beach, and the Board recently voted to move the weekend earlier in May.

"We felt the change in dates would allow for a greater participation" offered Mike McKay, MAC President. "The new weekend is a little earlier in the season so the program can help us prepare and be ready for the upcoming busy season. Additionally, by moving a little further away from memorial Day weekend, we felt more drycleaners would be able to break away from their businesses."

The Board plans to host this event on the same weekend annually. MAC believes it is important to be consistent in the date, and to build this program into an annual must-attend event.

"We are excited to be returning to the Founders Inn", explained Peter Blake, MAC Executive Director. "This was a perfect conference facility. The meeting room were perfect for this type of conference and the staff and amenities were all conducive of a great event. The hotel recently joined the Hilton family of hotels, so there have been some upgrades that attendees will enjoy."

MAC is now working on solidifying the speaker line-up and are in the planning stages of the seminar topics. Now is the time to provide your input on topics you would like to see addressed. Contact MAC today and let us know your thoughts and suggestions!

ALLIED TRADE UPDATE...

Cleaner & Launderer Celebrates 58th Anniversary



RANDY AND ALBANE WENTE PUBLISHERS OF CLEANER & LAUNDERER, TRADE PUBLICATION FOR THE DRYCLEANING AND LAUNDERING INDUSTRY ARE HAPPY TO ANNOUNCE THE 58TH ANNIVERSARY OF THE PUBLICATION.

The publication was started in October of 1960 by Wally Urquhart under the name of California Cleaner & Launderer covering 13 states and expanding, warranting the first change in the publication's title to Western Cleaner & Launderer and as boundaries continued to expand, in 2007 was renamed Cleaner & Launderer.

In the early 80's Wally hired Joan Reid, Randy Wente's aunt and

worked for him several years. When Wally retired due to ill health he sold the publication to Joan and in turn she partnered with her sister Dorothy Ballard (Randy Wente's mother).

Together, the dynamic duo ran the business on their own until Joan decided to retire in 1990 and sold her share to Albane Wente. In 1992 Dorothy also retired, selling her share to Randy Wente, who left Hughes Aircraft Co. after 20 years.

"We really commend the Wente's and congratulate Cleaner and Launderer on their anniversary," offered Peter Blake, MAC Executive Director. "They have been a tremendous resource for the industry through the years, and have provided a great service. I do hope all our members subscribe to their publication and visit their web page. In this day and age we really must be using all the tools in our toolbox to build a brighter future. They are a valuable asset to the entire industry.

Over the years readership and boundaries continued to expand. Today, Cleaner & Launderer is mailed nationwide to all 50 states. Over the next several years Cleaner & Launderer grew its large reader base even more not only through print, but online, mobile and social media.

Surviving all of the hurdles throughout the years, Cleaner & Launderer is still going strong and look forward to many more decades.

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PDCA

PDCA Expo in Baltimore, MD

Continued from page 1

learning opportunities for you and your key managers throughout the show. Experience what other industry professionals throughout the country are in Baltimore to share.

Visit every booth and learn what people do. Ask questions. Visit me at the DLI Booth and learn better ways we can help you grow and prosper. I am there not only to sell membership, but to make sure you are utilizing your membership to the fullest.

When members sign up for membership, they pay their dues, use a couple of the services that were of a high priority to them, but then forget to use the rest of their benefits. Membership has so much to offer, more than you probably realize. Come by the booth and we can work together to explore all we can do for you.

NETWORKING IS VITAL TO A SUCCESSFUL TRIP

Don't make the mistake of thinking the only thing of value is the show floor. Every contact and every gathering is a chance for you to learn and grow. The educational sessions, the booths on the floor, the cocktail receptions, and fellowship with your peers in the industry -- they all provide opportunities for you to learn. Soak it in, immerse yourself in all possibilities. The line-up of speakers at this event rivals the national shows. Yes, they are that good.

Brian Rashid is one of the best speakers I have seen at a drycleaning meeting in over 10 years. Everyone needs to learn how to find good employees -- and James Peuster's workshop that does just that.

If you can, bring your key staff members. They will often see things and learn things that you might not pick up on. They could provide you valuable insight into the industry by pointing out things you may not have thought of. Don't overlook the benefit your managers will gain from being involved. Don't underestimate the job satisfaction employees feel when you invest in their future and in their education.

This opportunity only comes around every two years, don't waste it. Make your plans to attend, and plan on making the most of the investment. Come by the DLI Booth and I would be glad to help you make the most of your investment.

FOR MORE INFORMATION

Registration information is up on www.pdclean.org. The website is continually updated with all the vendors, sponsors, and education opportunities. They have also included a link to make your hotel reservations.



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Going for Gold

Dallas, Texas September 10, 2018: Provided by M&B Hangers



WHEN ZACH HERICKS WALKED OUT ONTO THE POOL DECK, HE WASN'T NERVOUS. HE WAS READY. THE CROWD BUZZED, THE VOICE OVER THE LOUD SPEAKER CLAMORED OUT, CALLING THE SWIMMERS TO THEIR SPOTS, AND ZACH'S FAMILY WATCHED ANXIOUSLY, CHEERING FROM THE STANDS. FOR ZACH, EVEN THOUGH THE DAY REPRESENTED ONE OF THE HIGHEST LEVELS OF SWIMMING COMPETITION IN THE NATION, HIS COOL, CALM EXCITEMENT WAS EVIDENT AS HE AND HIS FELLOW COMPETITORS APPROACHED THEIR STARTING BLOCKS. ON YOUR MARKS. GET SET. AND HE WAS OFF AND INTO THE WATER.

Zach Hericks was one of only 12 swimmers from Texas selected for the National Special Olympics Games in July at the University of Washington. He participated in four swimming events, and through hard work, consistent practice, and an always-optimistic attitude, he took home two gold medals and a silver medal as prizes for his incredible efforts.

The son of Shelly and Jim Hericks, owners of FabriClean Supply in Dallas, Texas, Zach has been a part of his local swim team of Special Olympians since he graduated high school. The Mac Ga-

tors, as the team is called, gather together for an eight week swim season, during which time Zach, in addition to his full-time job at FabriClean Supply, puts in the work to get better at his sport.

“At practice we work on our strokes. We work on our times. We work on getting better and better, and we have a lot of fun,” Zach says. And though he’s working hard to become a better swimmer, his team is truly about having a great time together. “His teammates are some of his best friends. They all graduated high school together, and they’ve been together ever since, almost 16 years now,” says Shelly.

As Shelly and Jim reflect back on Nationals, their pride is evident in every word they share about Zach’s success. “It was the experience of a lifetime,” says Shelly, “and it was exciting to say the least! It was so special to see him win those medals. We knew he’d do well, but to get two gold medals and a silver medal, we were absolutely thrilled for him and so very proud.”

In October, Zach will travel to College Station, Texas, for the State Games at Texas A&M University. He’ll practice hard. He’ll prepare. He’ll aim for more medals. But truthfully, Zach says the best part about these events is the people he gets to spend time with and the lifelong friends he makes through the sport.

“I really do love swimming,” he says. “and I love getting to know people. That’s really the fun part.”



The Next Mid-Atlantic Association of Drycleaners Board Meeting

MAC Fall Board Meeting
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Baltimore, MD (at the PDCA Expo)



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DRYCLEANING & LAUNDRY
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Seeing Yourself as You Are

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



I'VE BEEN THINKING RECENTLY OF SOME OF THE EARLIEST LESSONS I LEARNED AS A YOUNG MAN ENTERING THE BUSINESS WORLD.

These lessons had very little to do with P&L statements and balance sheets, as important as those things are; instead, they had to do with core principles like attitude

and perseverance and dependability and vision.

My early instructors didn't have names like Pamplin or Darden or Crummer or Warrington or Wharton. They had different names like Napoleon Hill, Clement Stone, Earl Nightingale, Dale Carnegie and Zig Ziglar. When I applied for admission to the Rollins College Master of Liberal Studies program, back in the 1990's, we were asked to select a book that had a significance influence on our lives and write an essay describing the impact. Later, upon graduation, Dr. Ed Cohen, English professor extraordinaire, commented that I was the only candidate ever to write an essay on Dale Carnegie's How to Win Friends and Influence People.

Napoleon Hill was the first person to write and comment about what we now call "positive thinking." He identified a passage from the Hebrew Scriptures, Proverbs 23:7, which reads, "As a person thinks in his heart, so is he," and argued that the way we see ourselves will, in large measure, determine our destiny. If we see ourselves as successful, we will ultimately be successful. Look out ahead for five to ten years and see yourself as having already achieved the success you desire. In this way, you are much more likely to become successful. The reverse is also true, if you see yourself as unworthy or lacking the skills and advantages others may have, then the ultimate result will be failure or mediocrity.

Earl Nightingale followed in Napoleon Hill's footsteps and one of his most profound insights was, "You become what you think about." In other words, the things a person thinks about all day long will at some point become priorities. Thus, a person who thinks positive, successful thoughts all day is more likely to become positive and successful. To the contrary, a mind full of negative thoughts is more likely to produce negative results.

One of my favorite proponents of positive thinking was Zig Ziglar. I recall in a meeting of some kind Zig told the story of his golf game, where one day he stood on the tee with a big lake over on the right hand side. The previous day, he had hit the ball hard but had sliced right over into the middle of the lake. As he came to the tee the next day he thought, "I sure hope I don't slice that ball over into the lake like I did yesterday." So he took his stance, swung

at the ball, and sure enough, where do you think the ball went . . . right in the middle of the lake. It would have been better, Zig said, if he had thought, "I'm going to hit this ball straight down the middle of the fairway."

All of which causes me to think, once again, about what my early teachers had to say, which is that we become what we think we are, we become what we think about all day. In 1994, I attended a conference in Honolulu (it was tough work but someone had to do it . . .) where I was one of the presenters but where I also had the privilege of hearing the Vice President of Human Resources for FedEx, Frank McGuire, speak on this very same subject. At the conclusion of his presentation, he read this poem, which he attributed to a friend, someone named "Charlie."

*The Eagle and the Chicken
A man once found an eagle's egg
And put it in the nest
Of a barnyard's hen. The eagle hatched
And grew up with the rest,
Of a brood of chicks and thought that
He didn't at all look the same.
He scratched the earth for worms and bugs
And he played the chickens' game.
The eagle clucked and cackled and
He made a chicken sound,
He thrashed his wings but only flew
Some two feet off the ground.
That is high, as chickens fly,
The eagle had been told,
And years passed by and then one day,
When the eagle was quite old,
He saw something beautiful
Flying very high,
Making great majestic circles
Up there in the sky.
He'd never seen the likes of it,
"What's that?," he asked in awe,
As he watched in grace and wonder
At the power that he saw.
"Why, that's an eagle," someone said,
"He belongs up there, it's clear,
Just as we, since we are chickens,
Belong earthward, way down here"
The old eagle just accepted that,
Most everybody does,
And he lived and died a chicken,
Cause that's what he thought he was.*

So, if my early teachers are right, and if they have anything to teach us today, it might sound something like this, "See yourself as you really are, as a person of success and achievement, because you are very likely to become what you think you are."

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MAC Sweepstakes Offer at PDCA EXPO



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

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

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

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

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

MEMBERSHIP GIVE-A-WAY & UPGRADE RULES

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

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

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

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

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