



# WESTERN STATES DRYCLEANERS & LAUNDERERS ASSOCIATION

TRADE ASSOCIATION OF DRYCLEANERS & LAUNDERERS IN ARIZONA AND NEVADA

1st Quarter 2016

## Holiday Social ends the year with the installation of a new WSDLA President



Dave Silliman passes the gavel to the new WSDLA president, Heath Bolin at the annual Holiday Social. Heath is the owner of Sparkle Cleaners in Tucson, AZ and has been a long time WSDLA board member.

The social was attended by just shy of 50 people. The event is open to all drycleaners, launderers and allied trade people regardless of their membership status. Social events like this give you the opportunity to spend time with people who make a living the same way you do. It gives you a chance to do some networking and to discover that most people are experiencing the same problems as you are. For those of you who didn't attend, please make an effort to participate this year.



As outgoing President, Dave Silliman receives a plaque thanking him for his dedication to the association for his service as President. Dave will remain on the WSDLA board.



Larry Blankemeyer with Laundry & Cleaners Supply is presented with a plaque for Allied Trades Person of the year. An organization like WSDLA relies heavily on its Allied Trade members and none perform more consistently than Larry.



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# WSDLA Board of Directors 2016

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Mark Witt, Arcadia Cleaners 602-955-3680

Mark Witt Jr., Arcadia Cleaners 602-955-3680

## EXECUTIVE DIRECTOR

Bill Hay, 602-524-0023, [ed@wsdla.org](mailto:ed@wsdla.org)

## Welcome to our newest Allied Trade members:

Bruce Gershon - Arrow Leathercare

Kansas City, MO 816-931-2452

Andrew (Bud) Bakker - Sankosha U.S.A, Inc.

Torrance, CA 888-427-9120

# PRESIDENT'S MESSAGE



I am honored to represent WSDLA and every Drycleaner in Nevada and Arizona for 2016. I have been in the Drycleaning business over half my life and I have been blessed with many great opportunities to learn from some incredible mentors over the years.

As we look ahead to the coming year we will be faced with decisions everyday on what direction we should take with our business. There are new technologies in cleaning, pressing, sorting, and point of sale that we will look at and make decisions that will affect our businesses for years to come. Some are expensive and will create a change in the way we do business, while others are minor and will be easier to adapt too. There is always a cost associated with every change we make, but there is also a cost associated in the changes we don't make.

That's where DLI and their staff along with WSDLA and all of our members can be an incredibly powerful tool to help you make the right decision for your business in these ever-changing times. I have "stolen" almost every good idea in my business by talking to, looking at, and most importantly listening to other member cleaners and DLI staff on best practices and new technologies available in our industry. We don't need to reinvent the wheel, just find out what makes the wheel run the smoothest and try to do the same thing in our business. This year make the decision to get involved with the Association; attend a meeting, call a fellow member drycleaner and ask advice, inquire about new technology or processes with DLI, in short use the knowledge from others to help you make the right decisions for your business going forward.

Please don't hesitate to call me if I can be of any assistance.

Heath Bolin

Sparkle Cleaners

Tucson AZ

Cell 520-419-7558

## CALENDAR OF EVENTS

January 14 -17, 2016	DLI/NCA Brainstorming and Five Star conference Cancun
February 22 - 26	DLI Introduction to Drycleaning
Feb, 29 - Mar 11	DLI Advanced Drycleaning
April 21 - 24, 2016	Southwest Drycleaners Association show, Fort Worth, TX





## Suggested Procedure for Changing Cartridges

Today, the cost of proper disposal of spent cartridges can cost more than the cartridges when new. As a result, it makes sense to try to prolong the life of the cartridges after they have been changed.

One of the ways to accomplish this is to clean up all of the solvent in the system before changing the cartridges. If this step isn't taken, then the new cartridges will have to clean up all of the dye left in the system. Depending on the size of the solvent tanks and filter (s) in your system, that could be a considerable amount of solvent. Asking the new cartridges to take on this job will seriously decrease the usable life of the carbon in the cartridges.

Start the process by distilling all of the solvent in the work tank. Once the still is empty, transfer clean solvent into the work tank and then spin the filter (if your system utilizes a spin filter in addition to the cartridge filter). That way, when the spin filter is refilled, it will also contain clean solvent.

Once the still is empty, drain the cartridge housing for at least 24 hours and then change the cartridges. Remember to replace the felt gaskets at the rear of the filter housing, between each cartridge and the end of the final cartridge before the metal plate and wing nut. The old felt gaskets can be cleaned in a net bag with a dark load. Once they have been cleaned, place them on the buck of a press and apply bottom steam to the felt gaskets. The steam will soften up the felt so it will do a better job of sealing the cartridges the next time they are used on a cartridge change.

Make sure to place the spent cartridges in the appropriate waste container for pick up by a licensed waste hauler. The cartridge filter should then be refilled with clean solvent from the work tank. Allow the solvent to run through the filter for at least 5 to 10 minutes before cleaning the next load. This will insure that any carbon dust on the cartridges will be flushed away and deposited on the filter and not your first load of cleaning. Using this procedure will insure longer cartridge life and cleaner solvent.



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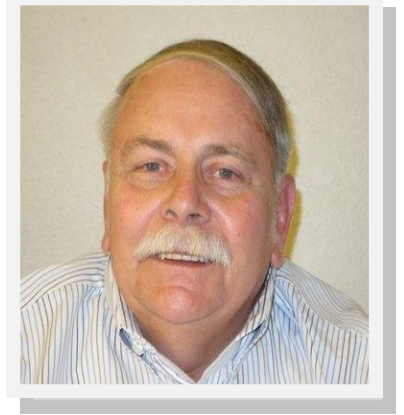
✓ **We never use subcontractors, so you can be assured that we are accountable to you, your timeline and your budget.**

✓ **Our Management team is ready to respond to your needs with speed and safety. Most quotations are provided with 24 hours!**

✓ **Call Don Huey, Vice President, Sales at (866) 778-8563 (O) or (602) 513-6528 (C)**

# Executive Directors Report

## *“Why Should I Join the Association??”*



Surveys over the years have indicated that the majority of all economic failures were firms or business people not connected to a trade association. Trade associations like DLI and WSDLA set the ethical and economic environment in which to operate a business. In short, associations are formed to combat problems of mutual interest and concern. This is the basis for DLI and WSDLA.

The problems that face our industry today affect every business, no matter how small. Since no one individual could possibly begin to solve any of these problems alone, it remains that each should join in a collective effort to protect his or her business investment.

The value of association membership is immense. Without it, you would be living in a business vacuum - isolated, alone and inefficient.

So, let's talk about some of the benefits that come with membership.

- Online access to an incredible wealth of information in DLI's Encyclopedia of Drycleaning.
- We hire the experts so you don't have to. If you have any technical problems or questions, give us a ring and we'll solve it for you in one phone call.
- Exclusive access to the International Textile Analysis Laboratory to avoid unjustified claims and provide superior customer service.
- Access to yearly DLI-hosted networking events that give members an opportunity to learn how to grow their businesses and stay in touch with the drycleaning community.
- Members have access to custom website design targeted specifically to bringing in more customers.
- Access to the largest collection of straightforward and timely information on important issues ranging from garment warnings to regulatory issues.
- Assistance with marketing programs.
- Resident training programs on drycleaning and spotting.
- Home study programs for a variety of subjects including Finishing procedures, Wet Cleaning, Customer Service in Drycleaning and Drycleaning Business Management to name a few.
- Certification programs including Drycleaning, Wet Cleaning and Environmental.

The list above is just a small sampling of the “perks” that come with membership. I urge you to consider joining the association so that you can begin to appreciate what is available to you. There is no doubt in my mind that once you join you will ask yourself, “Why didn’t I join a long time ago. I can’t believe what I have been missing.” For more information please call me.

*Thanks, Bill*

Cell: 602-524-0023    Email: [ed@wsdla.org](mailto:ed@wsdla.org)

## Do's and Don't for Firing

Outplacement executive James Challenger says, "the potential for a strong reaction against an employer is likely to have its roots in the discharge meeting. If the discharge meeting is handled poorly, the employer may anticipate a post-discharge reaction that can range from bad mouthing of the employer to a wrongful discharge lawsuit to physical violence, in the extreme."

He provides several guidelines for that discharge meeting:

- 1 – **If you don't like the employee, don't let it show** during the discharge. A show of antagonism on top of being discharged may trigger extreme reactions.
- 2 – **Don't ridicule or cast aspersions on his or her character or abilities** during the termination meeting.
- 3 – **If possible, no list of allegations or "reasons why" should be given.** Simply state a decision has been made to terminate the person's employment with the plant.
- 4 – **After the employee leaves the office, the book should be closed.** Do not discuss with anyone, internally or externally, anything about the discharged person ever again.

Many employers today, to avoid lawsuits, don't offer references. They confirm past employment and say no more.



## Dry to Dry Petroleum Systems Exempt from US EPA Rule

DLI received word of a new determination by the US EPA concerning dry-to-dry petroleum cleaning systems. They are not covered by New Source Performance Standards for Petroleum Drycleaners, Subpart JJJ. Specifically, "We have determined the Subpart JJJ does not apply to the closed loop, dry to dry equipment...an equivalency determination will not be necessary."

Subpart JJJ applies to petroleum cleaning systems rated greater than 84 pounds. When Subpart JJJ was drafted the concern was over transfer systems that required separate washers and dryers. Newer dry to dry systems didn't exist when the rule was drafted and were not taken into account.

Read a letter explaining the determination:  
<http://ow.ly/VFTje>

pls add this:

"This is good news for drycleaners using the newer dry-to-dry hydrocarbon units," said Jon Meijer, DLI Membership Director. "They will no longer be required to conduct an 'equivalency test' as was required by the severely outdated 1984 New Source Performance Standard (NSPS) for petroleum drycleaners. It's important to note this is not a new rule, but a fantastic interpretation by EPA of the existing standard."

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## Spotlight on Allied Trade Members

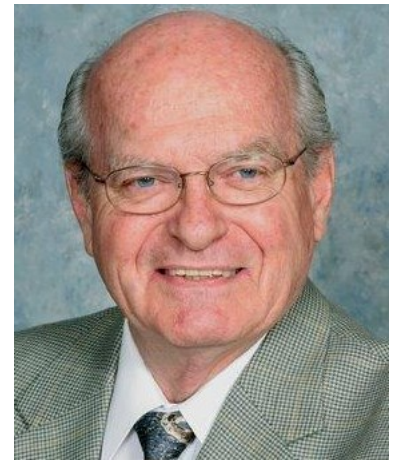
Whether you are ready to buy a business or to sell your business, Small Business America is the place for you. David A. Miller, associated with the West USA Realty, can guide you through the business purchase or sale process.

Mr. Miller specializes in serving the buyers and sellers of small businesses in the Metro Phoenix market. His comprehensive service provides buyer financing sources, valuations and exit planning.

David received his BBS (Business Broker Specialist) designation from the Arizona Business Brokers Association. He has been assisting buyers and sellers in small businesses since 1992 in Metro Phoenix, one of the fastest growing markets in the USA. He has been a WSDLA Allied Trade member as well as a board member for over 10 years.

Prior to becoming a business broker Mr. Miller had a successful career of managing businesses including large retail, wholesale and independent. Mr. Miller started his first business in 1968. He has been in the metro Phoenix market since 1985 and enjoys many business relationships.

David is the owner of Small Business America and is affiliated with the global reach of the West USA Realty. This network is balanced with intensive local knowledge and involvement in the business communities in which we operate.



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### DRYCLEANERS



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- **Environmentally Safe:** No harmful chemicals or hazardous waste.
- **Superior Results:** Harmony Wet-Cleaning system removes soil and odors better than traditional dry cleaning. Clothes look, feel, and smell cleaner.
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"We went with the  
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and it's probably one of  
the best things I have  
ever done!"

Heath Bolin - Sparkle Cleaners



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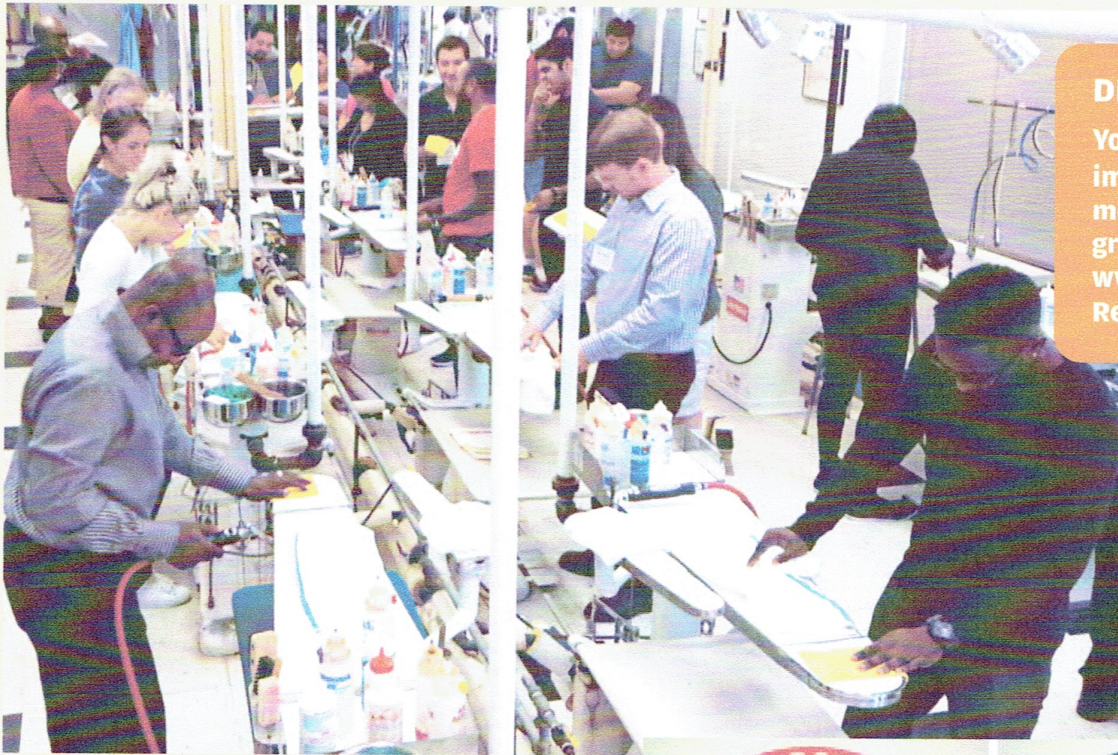
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### TUCSON

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Go to: <http://www.harmonywetcleaning.com/testimonials/>





**DID YOU KNOW?**

You can find digital images of DLI's most recent graduates at [www.DLIonline.org/Recent-Graduates](http://www.DLIonline.org/Recent-Graduates).

Students from the Fall 2015 course work on strain removal in DLI's School of Drycleaning Technology's practical instruction laboratory.

**2016 TRAINING SCHEDULE**

**SPRING SESSION**

**INTRODUCTION TO DRYCLEANING**  
February 22 - 26

**ADVANCED DRYCLEANING**  
February 29 - March 11

**SUMMER SESSION**

**INTRODUCTION TO DRYCLEANING**  
July 11 - 15

**ADVANCED DRYCLEANING**  
July 18 - 29

**CLEANING & STAIN REMOVAL**

August 22 - 26

**FALL SESSION**

**INTRODUCTION TO DRYCLEANING**  
October 17 - 21

**ADVANCED DRYCLEANING**  
October 24 - November 4



For information on Certification or any of DLI's School of Drycleaning Technology courses, please contact DLI at 800-638-2627.



## WSDLA Mission Statement

Western States Drycleaners & Launderers Association, an affiliate of the Drycleaning & Laundry Institute, is the trade association of professional drycleaners and launderers in Arizona and Nevada.

The not-for-profit organization provides value through education, research, legislative representation and industry specific informational programs, products and services.

Western States Drycleaners & Launderers Association is dedicated to the highest standards of business ethics and professionalism, environmental responsibility, textile serviceability and a positive public image.

## 12 Qualities of a Good Leader

- 1 – Sets a good example.
- 2 – Gets results through other people.
- 3 – Treats everyone as an individual. Lets them know they are important.
- 4 – Suggests or requests rather than commands.
- 5 – Asks questions before reprimanding.
- 6 – Leads rather than bosses.
- 7 – Gives credit where credit is due.
- 8 – Welcomes suggestions for improvement.
- 9 – Explains why. Let's people know in advance about changes that affect them.
- 10- Lets people know how they stand. Suggests ways to improve.
- 11- Praises good performance rather than criticizing the bad.
- 12- Keeps all promises.



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# Garment Analysis

## New App Simplifies, Streamlines, and Speeds Up Garment Analysis Process

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DLI's Garment Analysis App enables you to skip the time and expense of sending garments to DLI's International Textile Garment Analysis Laboratory for analysis. Our experts examine photos you send with some basic information. With this information and imagery, DLI experts can identify most garment problems.

The app is free on [Apple's iOS App Store](#) and [Google Play Store](#) but only usable by DLI Members with a current member ID number. There is a \$24 fee per garment analysis using this method, down from the \$36 expense (plus shipping to and from DLI) associated with a physical analysis. You get the same report you are used to seeing from DLI's objective, scientific, and impartial third-party laboratory.

## Increase EFFICIENCY and PROFITS with Real-time Performance Feedback



- Reduces labor costs by 10% or more
- Creates self-motivated employees
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IWA has specialized in your industry for nearly 70 years. That's why we know you need: comprehensive Bailee (customer's goods) coverage, including in-transit, in-storage, damage in process, mysterious disappearance & human error along with coverage for your boiler & machinery to name just a few.

Your current insurance agent can access our program on your behalf & continue servicing your account or you can work directly with us. Either way, you are assured to have access to the leading insurance program for your business, the company that knows, understands & responds to the risk you face.

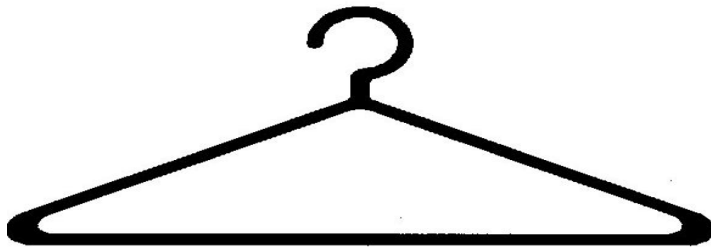
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The Western States Drycleaners & Launderers Association newsletter is published quarterly.

WSDLA welcomes submission of typed articles and pictures. Larger articles submitted in WORD format will also be considered for publication.

Advertising rates are available on request. Call 877-342-1114 or email [ed@wsdla.org](mailto:ed@wsdla.org) for rates.

Our Allied Trade members support allows us to provide this newsletter to all drycleaners and launderers in Arizona and Nevada regardless of their membership status.

# A Message from the Past

This is a reprint of an article by Helen Dugan from October 1989, over 26 years ago. It just goes to show you that in some cases, "the more things change, the more they stay the same." The information written in the article could have been written last week.

Helen Dugan gives her views on counter persons.

Counter personal should be trained in "sales". Contrary to popular belief, counter help is not just taking articles in; tagging them and returning them to the customer. The **counter operation is very important to a viable business.**

A knowledge of the services you offer should be explained thoroughly to each person working the counter and, if necessary, demonstrated.

A complete understanding of fabrics (including identification of the four basic fiber groups; dye problems; stress areas; bonding agents; trims and how they are attached and constructed and so forth) enables the counter personnel to intelligently discuss individual problems with the customer and, therefore, conveys customer confidence in your establishment. Customer confidence is what keeps the customer coming back!

Courteous service and convenience are the number two and three items on the "What Keeps a Customer" list. Specific training in the individual services offered to customers and the proper, positive presentation of these services to the customer is essential to profitable 'salesmanship'. All personnel play an important role in the overall operation of a successful drycleaning plant, but it all begins at the counter. This position is the direct, personal link to the public and the key figure in the representation of the business ability and know how. Counter people should be service oriented, not servant oriented.

Armed with correct knowledge and properly trained, counter people are instilled with greater self-confidence and business responsibility which is automatically transferred to the customer. The counter people are the vanguards of your business lifeline and should be sent to the "front" well trained and properly armed.

## WSDLA and Salvation Army schedule 2nd Annual "Spring Cleaning" Program

Last year we partnered with the Salvation Army on a clothing drive that was kicked off in conjunction with Earth Day which is April 22nd. The program ran until the end of June in the Phoenix and Tucson metro areas. The program encourages people to "Clean Out Their Closets" and drop off the much needed donations at participating cleaners. The names of those cleaners, along with their locations were posted to the Salvation Army website. Last year 95 plants in the Phoenix area and 33 plants in Tucson participated in the event. When the program ended the final tally from Phoenix was 7,500 pounds of donated clothes with Tucson's final tally at 3,500 pounds.

This year we hope to increase the number of participating plants as well as getting plants in the Las Vegas metro area to participate. We are currently working on the final details. As these details become available we will get the information to you. Your local distributors will play a large role in transmitting the information and signing up plants who want to participate in this very worthwhile program. When asked, please say, "YES."

**RECYCLING**  
**Goods**  
**REBUILDING**  
**Lives**

\*Proceeds from the sale of donated goods fund your local Salvation Army Adult Rehabilitation Center (ARC).

**CLEAN OUT THAT CLOSET!**  
Help the Western States Drycleaners & Launderers Association (WSDLA) as they partner with the Salvation Army to restore hope to families who need our help this Earth Day season.  
Join us by cleaning out your closets of gently used *Clothing, Jackets, and Shoes.*

Did you know that when you donate to your local Salvation Army you make a difference in your Community!  
**DONATE GOODS**

**KICKS OFF ON EARTH DAY**  
**RUNS UNTIL END OF JUNE**

DROP OFF LOCATIONS & HOURS WILL VARY IN EACH AREA  
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To locate your participating Dry Cleaner or to learn more about the program

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## The Records you should Keep

The retention periods listed are general guidelines and should be tempered by your own business concerns and the advice of your accountant.

- Customer receipts – 3 years
- Vendor bills – 3 years
- Accounts receivable bills – 3 years
- Cancelled checks – 3 years
- Bank deposit slips – 3 years
- Bank statements – 6 years
- Tax returns – Permanent
- Expense reports – 3 years
- Entertainment records – 3 years
- Financial statements – Permanent
- Contracts – Permanent
- Minutes of meetings – Life of the company
- Corporate stock records – Permanent
- Employee records – Period of employment plus 3 years
- Depreciation schedules – Life of business plus 3 years
- Real estate records – Permanent
- Journal & general ledger – Life of business plus 3 years
- Inventory records – 3 years

Under normal conditions, the Internal Revenue Service retains the right to audit your tax return up to 3 years AFTER YOUR FILING DATE. For example, if your fiscal year ends on July 31, your filing date would actually be October 15. The 3 year clock doesn't stop ticking until your filing deadline has been surpassed. This is a subtle but important distinction.

## Practical Operating Tip

Hopefully, those of you who have foam lint filters inside the drying chamber of your machine know to dryclean them regularly. After removing the filter from the machine you must remove the foam filter from the metal frame. Once the filter is removed it can be cleaned on a short cycle, extracted and placed inside the drying chamber on top of the metal screen. When you run your next load the solvent will be recovered from the foam filter during the dry cycle. Then, the foam filter can be re-assembled inside the metal frame.





## THANK YOU! ALLIED TRADES MEMBERS

A.L. WILSON CO.

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ARROW LEATHERCARE

Bruce Gershon

CPEC

Greg Jameson

HENDERSON INSURANCE AGENCY

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Chad Boucher - CA

## How To Reduce Plant Turnover

A drycleaning and laundry plant was filling out one of those endless government questionnaires. One question was, "What is your fastest moving item?" Without hesitation the man wrote, "Personnel."

Turnover is a major problem in many plants. Often, however, it needn't be. A little more interest, a little more attention on the part of management toward employees helps keep people working happily and productively.

People do not like to think of themselves as simply jobholders whose sole reason for existing is to perform a certain function day in and day out. They don't like other people to think of them that way either. In their own world they are, each of them, extremely important people. And if you want their wholehearted, eager cooperation, it's wise to recognize that fact.

Few things are more obvious, yet so easy to forget under the pressures of everyday business. Faced with serious problems or a heavy schedule, we tend to ignore people and concentrate on getting things done. The smarter way is to concentrate on people and keep them in the mood to really accomplish something.

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For more information, contact John Cirillo,  
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