



# WESTERN STATES DRYCLEANERS & LAUNDERERS ASSOCIATION

TRADE ASSOCIATION OF DRYCLEANERS & LAUNDERERS IN ARIZONA AND NEVADA

## PETER BLAKE TO SPEAK TO WSDLA ON SOCIAL MEDIA AND MARKETING for TODAY'S MARKETPLACE

Peter Blake has been in the industry for almost 30 years. He currently serves as Executive Director for NEFA, SEFA and MAC. He is truly one of the Industries experts on how to get the most out of Social Media and Marketing. Attend this seminar and you will learn:

- Three steps to developing a marketing plan
- How to use Social Media effectively
- 10 things you can do immediately to increase sales
- How to use tools you have available
- The tips and techniques of Facebook, Twitter, Groupon, Texting and Web navigation
- How to get a FREE WEBSITE



**Admission: No Charge to Members \$20 per Plant Non Members**

**WHEN: Friday, September 25th Sign In 6:00 PM Seminar 6:30 PM to 8:30 PM**

**WHERE: Christ Church Lutheran—3901 E. Indian School Road, Phoenix, AZ**

**Arizona Room**

***Please RSVP to Laundry & Cleaners Supply (602-244-0770) or***

**WSDLA Email: [ed@WSDLA.org](mailto:ed@WSDLA.org) Phone: 877-342-1114**



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## EXECUTIVE DIRECTOR

Bill Hay, 602-524-0023, ED@WSDLA.ORG

### Welcome to our newest member:

Elfira Sidharta, Magic Touch Cleaners, Tempe, AZ

# PRESIDENT'S MESSAGE

## "Time to Join Us"



With the new membership plans from DLI, it has never been more affordable to become a member. You can check out all membership options at [www.dlionline.org](http://www.dlionline.org), call the WSDLA hotline and talk to Bill, or call any of your association officers or board members, all listed directly to your left. DLI membership includes WSDLA membership, as we are the local affiliate association of DLI. Every member is eligible to join our Board, or to simply attend Board meetings and let your voice be heard. Believe me, we'll listen.

One of the newest innovations from DLI is their new Stain Solver App, included with the Silver, Gold and Premium membership packages on iOS and soon on Android devices. The App allows you to (1) choose a stain, (2) choose a fabric, and (3) provides detailed instructions on how to remove the stain - you can see a demonstration on the DLI website.

Finally, I'd like to acknowledge a new officer in the VP's chair, Heath Bolin, from Sparkle Cleaners in Tucson. Heath has been a longstanding member of the Board, and is now in a better position to increase his time commitment to the association - kids are older, business is stable. I get it, I've been there - we all have.

You may reach me anytime at the plant, [602-264-0701](tel:602-264-0701) - like you, that's where I am all day, every day.

## CALENDAR OF EVENTS

September 16 - 18, 2015	DLI Stain Removal Course
September 25, 2015	WSDLA Social Media Seminar
October 13 - 17, 2015	DLI 5 Day Introduction to Drycleaning Course
October 19 - 30, 2015	DLI 10 Day Advanced Drycleaning Course





## Executive Directors Report

“So much to do, so little time.”

Can anyone tell me where the time goes? I swear it was just yesterday when I submitted my first report as your new Executive Director. I know you are all anxious to see this *HOT WEATHER* exit the State. I’ve seen enough triple digit temperatures to last me a lifetime. Well, just a couple of months left before we will find ourselves living in weather that is envied around the world.

Please mark your calendars for the evening Friday, September 25th. That is the date of our next seminar and one you won’t want to miss. The speaker is an old friend, Peter Blake whom I’ve known for over 30 years. He currently serves as the Executive Director of three associations *back east*. Peter is well versed on the subject of Social Media and Marketing and is going to share his secrets with us. While some of you are active in social media and have successful marketing programs, everyone will be able to take good ideas away from this meeting.

I am also working with Mark Hubbard, Business Assistance Coordinator for Maricopa County Air Quality to bring you a seminar which addresses the most common violations written during MCAQD inspections. The idea is to provide you information regarding how you can avoid these often costly violations. In addition, he will also address inspection guidelines concerning plants using alternative solvents such as DF2000 and other High Flash Hydrocarbon Solvents, GreenEarth and K4. Mark is also anxious to have you recognize that his role is that of providing assistance to cleaners not “looking for opportunities to write up violations”. His job is to help you avoid those situations by having you be proactive in asking questions about regulations you aren’t clear on. His job is to assist you in making sure you are in compliance. This seminar is tentatively scheduled for early in November.

We are always looking for seminar topics that would be of interest. I urge you to contact me with suggestions as to the type(s) of seminars you would be interested in. Please call or email me if you have some ideas.

Cell: 602-524-0023    Email: ED@WSDLA.org

# Our Cup Runs Over Recap of the Salvation Army/WSDLA Clothing Drive



The Salvation Army clothing drive officially ended on June 30<sup>th</sup>. I would like to thank the 95 plants in the Phoenix Metro/Casa Grande area and the 33 plants in Tucson that participated in this project. I would also like to thank Laundry & Cleaners Supply for their assistance in getting plants to sign up for the program. They also assisted in picking up garments from a number of plants who participated in the program. These garments were then picked up by the Salvation Army at the Laundry & Cleaners warehouse.

My hat is off to Rick Navarro with the Salvation Army in the Phoenix area. Rick did a great job of coordinating the dissemination of the posters and boxes in addition to making sure the donated garments were picked up in a timely manner. Rick reports that the final tally from his market was 7,500 pounds of donated clothing. His counterpart in Tucson, Captain Stratton, reported 3,500 pounds and added that everything went smoothly. Rick said that our efforts allowed him to keep his people busy in a traditionally slow time of year for donations.

As effective as this program was, it is safe to say that it will become an annual event.

## 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.

## First Impressions - Starting a new employee.

Ask any long term employee what he or she remembers about the first day of work and the answer from most will be "Everything."

New workers should be made to feel welcome and important to the plant. Give the new employee a tour of the plant. Show how their job fits into the overall operation. Introduce them to everyone on his or her team. Provide them with adequate training for their new position.

Carefully explain company policies and benefits. Arrange for a follow-up meeting to discuss these topics again after the new employee has settled in.

## ***Members in the News***

### ***Congratulations***

#### ***Donn Frye!***

Recently, the Twenty-Second Annual Scottsdale's History Hall of Fame inducted Donn for having made a Significant Contribution to Scottsdale's Growth, Development and Success.



Through the years, Donn's involvement and support includes the McCormick Ranch Kiwanis, the Boys & Girls Club of Scottsdale, Scottsdale Area Chamber of Commerce, Scottsdale/Paradise Valley YMCA, Scottsdale Charros, and numerous other community non-profit organizations. Donn joins the prestigious list of honorees, which includes his Dad, who was inducted on April 15, 2002.

We are proud of Donn's accomplishments. His wife Rachel has been by his side for 28 years. And, as everyone knows, "Behind every successful man stands a woman who helped him succeed." They also have two accomplished daughters, Taylor and Catherine.

Donn can also be proud of his accomplishments at the helm of Prestige Cleaners in Scottsdale. He also served as President of WSDLA and has served as chairman on the annual clothing drive for a number of years.

We salute you Donn.

## If You're Not Counting Pieces, You're Losing Money by Chad Boucher

I chose the title of this article very carefully. If someone tells us we could save money by doing something different in our plant we might be interested, but chances are we won't take action because we all have a tendency to avoid change and revert to the status quo. But, if someone tells us we are losing something, particularly money, we react very differently and are much more motivated to take action.

With that in mind, if you are not setting productivity goals, counting your presser's pieces and giving them productivity feedback, I can assure you that you are losing money that should be on your bottom line. I've been in hundreds of dry cleaning plants selling and installing PieceCounters and I have found plants that are not doing any kind of counting in their dry cleaning pressing department, they are likely producing 14-19 pieces per hour (PPH). If they are informally or not regularly counting pieces and/or if there aren't consequences to not meeting goals, they are likely producing 20-25+ PPH. If they have a formal counting and feedback system where the presser's are well trained and rewarded for meeting goals (the rewards don't necessarily have to be financial, but that is a different article) you are likely producing 26-30+ PPH.

If you are on the lower end of 15 PPH, you have the potential to cut your labor costs in half by improving to 30 PPH. That kind of improvement will take a lot of work and most likely some pressing staff being replaced, but the benefit is a significant improvement to your bottom line. Even an improvement of only 3 PPH, going from 22 PPH to 25 PPH, will reduce labor costs approximately \$3,000 per year for each full time presser.

So, if you want to stop losing money that should be on your bottom line, set some productivity goals, start counting pieces, give your presser's productivity feedback, provide training to presser's that need it and have consequences for presser's that aren't able to meet the goals after receiving comprehensive training.

*Chad Boucher*

Chad Boucher is a second generation dry cleaner and the co-developer of the PieceCounter, an automated real-time performance feedback system for presser's. If you have questions about anything in this article, Chad can be reached at [chad@wesvic.com](mailto:chad@wesvic.com) or (866) 781-8130.

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