



Western States

Drycleaners & Launderers

ASSOCIATION

3rd Quarter 2020

In Fond Remembrance - Neil Silliman



Neil Silliman passed away from Covid-19 on June 10th, a few weeks shy of his 91st birthday. Neil is survived by his four children, Dave, Ellen, Carol and Patty, 10 grandchildren, 8 great-grandchildren and 3 great-great-grandchildren.

Neil graduated from Whitehall High School in Catasauqua, Pa., in 1947, and went to work for his Uncle Bill Silliman, a partner with Bruce MacIntosh, at the Allen Laundry and Cleaners in Allentown, Pa. In 1950,

he married Marilyn, his sweetheart from the Allen Laundry and his wife of 43 years. In 1958, Neil accepted a transfer and promotion to Drycleaning Supervisor at Reading Laundries and Cleaners, in Reading, Pa., another plant in his Uncle Bill's eastern Pennsylvania Mary MacIntosh chain. In 1961, after former Reading GM, Bob Riddle, left for Arizona, Neil took over the Reading plant as General Manager.

In 1969, Maroney's Cleaners' partners, Bob Riddle and Bob Menzies, offered Neil the opportunity to move to Phoenix, which he accepted and worked for Maroney's until 1973. In 1973, Neil and Marilyn purchased Oasis Cleaners, at 68th St. and Thomas. In a few years, they purchased Best Cleaners, at 7th Ave. and McDowell, and Uptowne Drycleaning, at Central and Camelback. In 1993, Marilyn passed away from lung cancer, and, although all four of their kids had worked in the business at one time or another, from this point Dave and Carol assumed more responsibility.

Over these many years in business, Neil always encouraged a premium product, exceptional customer service, membership and activity in the drycleaning association, and giving back to the community whenever possible. He was also active as a Mason, having received his most honorable 50-year pin from Paradise Valley Silver Trowel #29 Lodge in 2019. Neil was loyal, kind and genuine, and his employees and industry colleagues felt great affection for him. He will surely be missed.

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WELCOME NEWEST ALLIED TRADE MEMBER

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Indianapolis, IN

President's Message

Don't Quit Before The Miracle



I know how hard this pandemic has been on every aspect of our lives. Most people find getting motivated to start each day very hard.

As owners we have to be cheerleaders for our staff. It is very important to let them know you care and are trying everything to keep the doors open.

I believe in letting my staff know the hard numbers. During the recession of 2008 I asked my staff to trust me. I asked them to give me the best possible work and I would find a way to bring in Customers. I went to NY (in the dead of winter) to attend a wet cleaning seminar. It was dreary and cold. I sat next to an old friend Joe Greenfeld. He shared a story that saved my business. He gave me hope. He told me that the Wharton School of Business did a study that showed businesses that maintained and or increased their marketing programs came out of recessions stronger.

So, I ask you to you to expand on my last article cut everything you can while maintaining quality and service. Look at every expense. I only produce 3 days a week.

Keep a positive attitude. Watch weekly numbers and adjust. A 5% increase can be a very positive indicator.

Most importantly, do everything you can to get your name out to the public. Get a grandchild or young person to help you improve your use of social media. PLEASE, PLEASE do not lower your costs of production. I am not referring to labor, I mean don't switch to less expensive detergents, or cutdown packaging. How long this situation lasts is up to God and science.

Hang in. It has to get better.

(Continue on page 8)

THANK YOU! ALLIED TRADES MEMBERS

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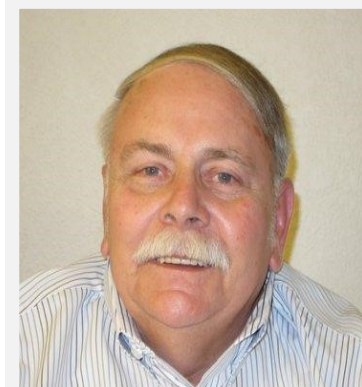
Chad Boucher

ZELLERMAYER

David Singer

Executive Directors Corner

Time for a Change in At- titude



In today's world, I find it more difficult to remain positive. I try to avoid the news because it seems to focus on all that is wrong in the world. Lord knows that there is plenty to report there, but I refuse to dwell on issues I have no control over. How can you remain positive when you continue to be flooded with negative information?

I am in the habit of sitting in my van in my driveway each afternoon and smoking a cigar. While I'm enjoying the cigar I listen to XM radio. Although there is a ton of content available, my favorite channel features old time radio programs. Listening to Gunsmoke, Dragnet, the Shadow, Broadway is my Beat, Johnny Dollar among others takes me to a different time. I know those programs don't ring a bell with most of you. In fact, most of you are probably wondering just how old Bill Hay is? Seems like the older I get, the more nostalgic I get.

Last week XM radio's Old Time radio show featured "Christmas in July" programming sharing holiday episodes for all of their offerings. I listened to "Miracle on 34th Street", "It's a Wonderful Life", and a number of other favorites. Guess what? After listening to these special programs I found myself thinking less about all the negative stuff around me.

I love the holidays and begin getting into the mood late in October. Hallmark makes it easy because they start playing holiday movies in late October and go right through New Years. In fact, they have also been running their own version of "Christmas in July". I've watched my share but my wife has been watching several a week.

So, I wish you all a happy holiday season in July. I hope you will all try to find your relief button that will keep you from going down the rabbit hole. Think positive thoughts and don't dwell on the negativity.

Best regards,
Bill Hay
ed@wsdla.org
602-524-0023

Allied Trade Spotlight - SANITONE by FABRITEC

85+ YEARS OF CONFIDENCE

Since 1932, Sanitone has been providing quality products and services to the drycleaning industry. Sanitone is sold under a license arrangement to quality drycleaners throughout the world. Sanitone products are the most advanced soaps, detergents, and spotters in the drycleaning industry. The program consists of a completely integrated package of high-quality products, technical service and promotional materials that are designed to help drycleaners maximize profits. Experienced Area Managers sell and service the Sanitone products and processes directly to drycleaners and wetcleaners.

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From the beginning, Sanitone has been a leader in research and development in the drycleaning industry. Starting with the first patent in 1932 for a charged system that introduced moisture into the drycleaning process to attack water-soluble stains, Sanitone revolutionized modern drycleaning. That innovation continued with the no-filter process, injection pump systems, cationic water-based detergents, pioneering heated hydrocarbon, and the industry's best enzyme shirt detergent, Platinum.

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- Easy to use: The industries simplest post-spotting process.

- Environmentally Safe: Non-phosphated, low VOC, and non-hazardous products are gentler on garments and safer for your employees, customers, and the environment.

- Backed by expert support from our staff of veteran sales technicians and research & development from the home office.

WHO WE ARE

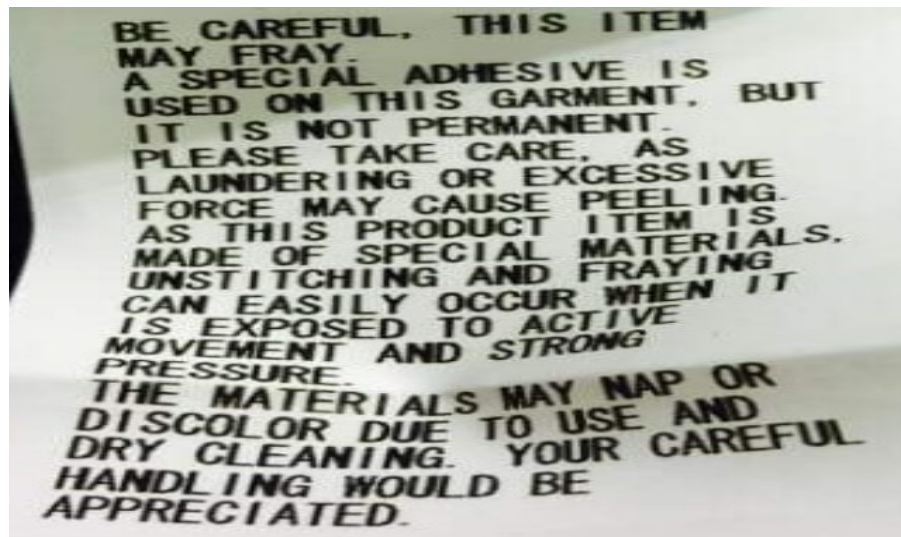
Family owned and operated for 3 generations, Fabritec International manufactures and sells direct from Florence, KY and is wholly made in the USA. Fabritec International sells under the trade name Sanitone, Fabritec, and Stamford and sells professional drycleaning, wetcleaning, spotting, restoration, and shirt laundry products in the US and throughout the world. You can find President John Jordan, VP Jeff Jordan, and Director of Research Amy Bartlett at any one of the regional and national trade shows representing the family and company.

ABOUT GENE

Gene Hicks has over 20 years of experience with Sanitone/Fabritec servicing the drycleaning industry. Servicing Arizona, Nevada, and California, Gene has expert knowledge of wetcleaning, laundry, and drycleaning and experience with all solvents and machine types. As a partner with your company, Gene ensures proper cleaning in the back so you can worry about the front end of your business.



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American Legislative Exchange Council,
State Tax Cut Roundup,
April 2020

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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 for rates.

Our Allied Trade members support allows us to provide this newsletter to all drycleaners and launderers



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Presidents Message (Continued from page 3)

That being said please work with your accountant and see if you have enough cash flow to stay open. We are all starting to go into our savings. Please, Please have a careful plan to cut your losses if you can see away to reach break-even numbers. If not consider merging with another cleaner or closing

There is talk of another round of PPP. If you did not get a PPP loan, there is still money available. If you have a PPP loan, have a professional help you apply for forgiveness.
Hang in there my friends. See you in the next newsletter.

David Meyer
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Phoenix, AZ
602-952-7085
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Job Safety and Health IT'S THE LAW!

All workers have the right to:

- A safe workplace.
- Raise a safety or health concern with your employer or OSHA, or report a work-related injury or illness, without being retaliated against.
- Receive information and training on job hazards, including all hazardous substances in your workplace.
- Request a confidential OSHA inspection of your workplace if you believe there are unsafe or unhealthy conditions. You have the right to have a representative contact OSHA on your behalf.
- Participate (or have your representative participate) in an OSHA inspection and speak in private to the inspector.
- File a complaint with OSHA within 30 days (by phone, online or by mail) if you have been retaliated against for using your rights.
- See any OSHA citations issued to your employer.
- Request copies of your medical records, tests that measure hazards in the workplace, and the workplace injury and illness log.

This poster is available free from OSHA.

Contact OSHA. We can help.

Employers must:

- Provide employees a workplace free from recognized hazards. It is illegal to retaliate against an employee for using any of their rights under the law, including raising a health and safety concern with you or with OSHA, or reporting a work-related injury or illness.
- Comply with all applicable OSHA standards.
- Notify OSHA within 8 hours of a workplace fatality or within 24 hours of any work-related inpatient hospitalization, amputation, or loss of an eye.
- Provide required training to all workers in a language and vocabulary they can understand.
- Prominently display this poster in the workplace.
- Post OSHA citations at or near the place of the alleged violations.

On-Site Consultation services are available to small and medium-sized employers, without citation or penalty, through OSHA-supported consultation programs in every state.



Extra Fabric With Clothing

We've all bought clothes that come with a tiny bag that has an extra patch of fabric inside. For most people, their first instinct is to think that it's there in case the shirt or pants get a rip. With a little extra fabric, you could just sew up the hole. But that's not why clothes come with extra fabric. Think about it, unless you're a professional seamstress, it would be obvious that you patched a hole. Instead, that extra fabric is so you can test out washing the material a certain way to know if it'll shrink or the colors will bleed. After all, you don't want to wash a new shirt without knowing how it'll react in the machine. With the extra fabric, you can test it out ahead of time. Neat, huh?



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Coming To AZ: \$12 Billion High Tech Factory

Global Industry Leader TSMC To Build Advanced Semiconductor Factory In Arizona

Governor Ducey this week announced that following a national search, Taiwan Semiconductor Manufacturing Company (TSMC) has selected Arizona for its new U.S. advanced semiconductor factory. The project will create over 1,600 new high-tech jobs and total spending on this project, including capital expenditure, will be approximately \$12 billion from 2021 to 2029.

“I need to remind myself every morning: Nothing I say this day will teach me anything. So if I’m going to learn, I must do it by listening.”

Larry King



A Simple Way to Save



Q: How can a drycleaner save fuel without investing capital?

A: One way is to make sure your boiler is working only when it needs to. If the plant stops work at 3:30 p.m. at what time should the boiler be cut off? Through a bit of experimentation, you may find that a 15-minute coast-down time is adequate. Therefore, you could cut off the boiler at 3:15 and use the remaining steam for processing. This 15-minute period each day equals 90 minutes per week for a six-day work week. This is 90 minutes that the boiler would not be using fuel. In one year, you would save 78 hours of fuel burning, which is equivalent to almost two 40-hour weeks. The same principle can be applied to start-up times. Too often a full head of steam is online an hour before processing begins, and a full hour of fuel is wasted.

Suggested Reading

DLI Silver, Gold, and Premier members may access more information on this topic in the following bulletins available in DLI's Encyclopedia of Drycleaning Online:

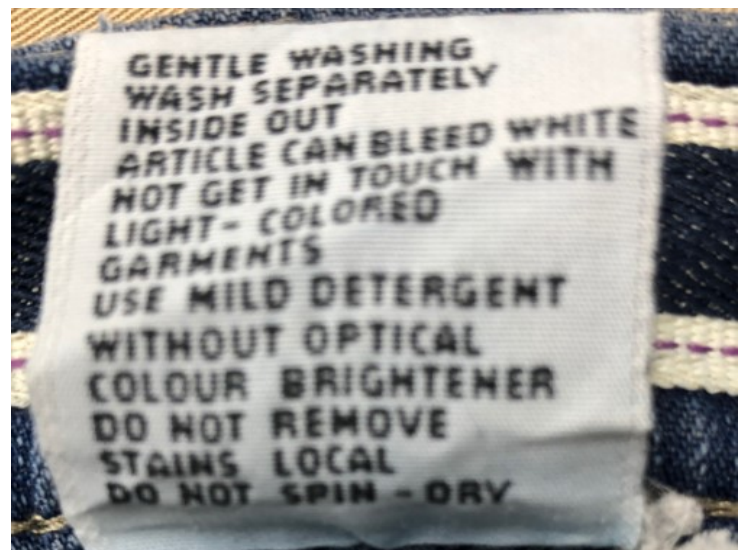
- Technical Operating Information (TOI) No. 687: Water Treatments for the Boiler and Laundry Operation
- Technical Operating Information (TOI) No. 684: Determining Boiler Horsepower Requirements
- Technical Operating Information (TOI) No. 709: Eight Simple Energy Savers
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We Are All In This Together

Over the last several months I have spent a lot of time attending Webinars, Zoomcalls, Facebook Live presentations and other calls as a result of the Covid situation. Most of these meetings were presented by DLI and other joint state associations. What I have tried to do with this article is to give you a list of what I found as worthwhile material from these meetings. It by no means represents all of the material I have absorbed but it will give you an idea of what I have been able to gather. ***I urge all members to take advantage of these webinars or Zoom calls yourselves.***

Employee Communications and Posters That Need to be Posted

- Best practices poster should be mailed to employees that work from home.
- Paid Sick Time needs to be communicated to your employees.
- Must let your employees know if one of your employees tests Positive for Covid 19, but not who it was. Using the name will violate the HIPPA regulations.
- Employee handbook must be updated to reflect materials from the CDC, OSHA and other state and federal regulations. It should also include an infectious disease program. Also need to include a policy for civil unrest and violence in the workplace in your handbook.
- Stay calm. Do not let your employees see you stressed out.
- Company policies should be given to every employee after explaining the material to them. Have them sign a form that states they received training on the material and also received a hard copy.

PPP Program

- Those who received PPP loans agreed to abide by OSHA, EEOC and other regulatory policies. If these agencies protocols are not adhered to, you can be sited for noncompliance.
- It is strongly suggested that the monies from the PPP loans be handled through a separate account to simplify bookkeeping and loan forgiveness.
- CAM charges by your landlord are not forgivable under the PPP program.

Customer and Employee Safeguards

- Perception is important. Most of your customers are looking to see how seriously you are taking the threat from Covid 19. At a minimum, customers expect your employees that they come in contact with to be wearing masks and gloves.
- Some plants and other businesses have added sneeze guards to their front counters to provide a barrier between customers and your CSR's. ***If you hang these from the ceiling, make sure they will handle the weight.*** Allow 14 inch passthrough between bottom of the guard and counter.
- CDC says either monitor all employees' temperatures or none at all.
- Customers would prefer contactless payments instead of using cash.

Customer Contact

- It is recommended that you have direct contact with your customers on a regular basis. Let them know you are anxious to see how they are making out in this "new world". Ask if they would like you to deliver any garments they have in your shop even if you do not currently offer that service.
- Remind them of services that you offer, such as fluff and fold or delivery service they may not know you offer.
- Step up your participation on Facebook and other social media platforms.
- If you change your hours make sure you get the word to your customers. You don't want to alienate your customers by having them stop by for a pickup or drop off just to find that you are closed.
- Consider curb pick up and drop off.
- Update your customers contact information.

Be Active in Your Community

- Some cleaners are providing free cleaning of uniforms for first responders.
- Some are offering to clean masks for customers while others are making masks that can be sold to their customers.

(Continued on Page 14)

OSHA SAFETY CORNER

One of the most frequent OSHA violations is for blocking access to emergency exits, fire extinguishers and electrical panels. Proper floor marking can help keep this from happening.



Mike Tatch
Safety Consultant since 1987
miketatch@gmail.com
973-615-1153

NOTE: Mike Tach recently gave a webinar for DLI covering many of the items OSHA looks for during their inspections. I asked Mike if he would consider writing a short article for our newsletter to keep our cleaners and launderers on top of things in their own operation's. He agreed and his column will appear in all issues of the newsletter going forward.

Thanks Mike.

We Are All In This Together—Continued from Page 13

Suggested Ideas for Business Growth and Profitability

- If you do not already offer pick-up and delivery, you should consider it. Those cleaners that already offer that service indicated that their business did not drop as much as those who don't offer p/u and delivery.
- Add fluff and fold and advertise the hell out of it on Facebook, your website or other social media applications.
- Consider direct mail to prospective customers including doctors and dentists. USPS has special programs to help you target the right areas.
- Picture a pick-up bag on your Facebook page.
- Consider short videos on your Facebook page that focus on the services you provide as well as the safeguards you have in place.
- Spend time and money on reducing utility costs in your operation. That will pay you benefits now and in the future.

I hope these suggestions help. Remember, we are all in this together.

When is the last time you updated your Facebook page?



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Have there been changes at your Company? Is the name and address label for this newsletter still correct? Do we have your email address? Are there other key people working for your company, possibly at other locations that would like to receive their own copy of our newsletter? Send us your changes by email to ed@wsdla.org or mail to: WSDLA, c/o Bill Hay, 6616 S. 5th Place, Phoenix, AZ 85042

Stay Connected



DRYCLEANING & LAUNDRY
INSTITUTE INTERNATIONAL

“ We rely on many DLI resources, especially during these very difficult times. **Weekly webinars** as well as our **informal chat room** have supplied strong information from industry leaders.

Michael Shader

Milt & Edie's Drycleaning & Tailoring Center
Burbank, CA

“ DLI is doing a great job connecting cleaners and offering **webinars** and **weekly Zoom meetings** to help us navigate these crazy and **challenging times**. ”

James McCormick

McCormick Brothers
Sellersville, PA

“ **During COVID-19** DLI membership means more. DLI is helping us navigate these challenging times and offers a form of **group therapy**. The **weekly Zoom meetings, webinars, and live demonstrations** allow us to **interact** with other cleaners to **exchange ideas**. I cannot say enough **good things** about the value of DLI membership.

“ As a new member the access to **online training and conference calls** with experienced cleaners has been invaluable. The **quick response, hands-on problem-solving and idea sharing** DLI has provided is **world-class**. ”

Glen Gould

Drycleaning Connection
Peachtree City, GA

Maria Kamperides

Columbus Cleaners
Boston, MA

“ DLI is sharing **solid, current, comprehensive ideas** on how to **market our position** during this crisis. ”

Tim Wolf-Lewis

Royal Majestic Cleaning & Laundry
Mundelein, IL

DLI is here to help.

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Demand for Dry Cleaning Could Increase as More Businesses Reopen Post COVID-19

DUBLIN, July 8, 2020 /PRNewswire/ -- **ResearchAndMarkets.com** published a new article on the dry cleaning industry ["Demand for Dry Cleaning Could Increase as More Businesses Reopen Post COVID-19"](#)

The impact of COVID-19 on dry cleaning and laundry services varies depending on customer base. Companies that are dependent on cleaning business wear are more likely to be negatively affected as a result of business closures and the move to working from home. While some companies that are more focused on business to business sales, may see increased sales as their customers intensify cleaning efforts to minimize the risk of infection. As US state economies begin to reopen, it is predicted that there will be a greater demand for dry cleaning and laundry services.

It is recommended that incoming laundry be tagged and left for 24 hours before handling to minimize the risk of exposure to staff. This is because viruses cannot usually survive this long on porous surfaces such as textiles. The National Cleaners Association also recommends not shaking clothing, using separate baskets for unloading dirty and clean laundry, avoiding short cycles and ensuring clothing is dried thoroughly. Some companies are investigating adding extra sanitizing features to existing laundry equipment to reassure customers. Such features include the injection of ozone gas into cold water intakes to kill bacteria and viruses.

To see the full article and a list of related reports on the market, visit ["Demand for Dry Cleaning Could Increase as More Businesses Reopen Post COVID-19"](#)

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Couple in Taiwan who own dry cleaning company pose with clothes never picked up—becoming viral sensation



Color Loss from Bleach



Have you ever drycleaned an item in a normal process only to notice localized areas of color loss on a certain item? What went wrong? In many cases the color loss was caused by contact with an oxidizing agent - such as a bleach - prior to the cleaning process.

Oxidizing agents are found in hair care products, acne preparations, medicines for the skin, home bleaches, disinfectants, scouring products, and other cleaning agents. The discoloration may not show up until the item is exposed to the heat in the drying cycle or the heat of steam finishing.

Because the drycleaning process is a total immersion process, it cannot cause localized areas of color loss.

Unfortunately, a color loss from an oxidizing agent is permanent. In some cases, it may be masked by the use of a dye pad or dye pencil, or by re-dyeing the entire garment.

More information on this topic can be found in the following bulletins on DLI's Drycleaning Encyclopedia:

Technical Analysis Bulletin Series (TABS) No. 397 - Bleach Causes Fabric Damage
TABS No. 483 - Bleach Causes Color Loss



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