

The Southwest Drycleaners Association

Summer 2023

THE Southwest Press

Serving the Professional Drycleaners of Arizona, Arkansas, Kansas, Louisiana, Missouri, Mississippi, Nevada, New Mexico, Oklahoma & Texas



Key Element for your Future

Plus...

SDA Road Tour

New Services for Summer Months

Preventing Water Pump Problems

Independent Contractor vs Employee

& More



ULTIMATE

KNIT SHIRT HANGERS

For 80 years, M&B Hangers has supplied top-quality wire garment hangers and paper products to the drycleaning and textile rental industries. **As a family-owned business, we prioritize exceeding customer expectations.** The integrity of our business shows in our commitment to exceptional quality, customer service, and sustainability.

TABLE OF CONTENTS

President's Message:
 SDA Road Tour 4
 The Key Element for Your Future 6
 Independent Contractor vs Employee 9
 New Services for Slow Summer Months 10
 SDA Allied Members 11
 Preventing Water Pump Problems 13
 SDA October 20-21 Meeting (Phoenix) 14
 DLI Education Schedule 15
Advertisers
 M&B Hangers 2
 FabriClean Supply 5
 Forenta 7
 Sankosha 8
 Xplor Spot 12



Southwest Drycleaners Association
801 S. Highway 183, #1115
Leander, TX 78641
512-873-8195

Publishing Editor: Liz Williams, staff@sda-dryclean.com

The information contained in the Southwest Press, in electronic format, and all other communications are for general information purposes only. This information is provided by the Southwest Drycleaners Association and while we endeavor to keep the information current, we make no representations or warranties of any kind, express or limited, about the completeness, accuracy, reliability, suitability, or availability with respect to the website, newsletter, or other forms of communication or the information, products, services, or related graphics contained therein for any purpose. Any reliance you place on such information is therefore strictly at your own risk.

In no event will the Southwest Drycleaners Association be held liable for any loss or damage, direct or indirect, arising from loss of data or profits, in connection with the use of website, newsletter, and other communications. It is possible that through the use of website, newsletter and other communications you may be able to link to other websites which are out of the direct control of the Southwest Drycleaners Association. The inclusion of links does not imply a recommendation or endorse the views expressed within them.

All information is believed to be accurate and authoritative but is not intended to substitute for professional advice. Statements made herein including paid advertisements are not necessarily the views of the publisher or of the Southwest Drycleaners Association. ©2023

2023-2024 OFFICERS & DIRECTORS

President

Kyle Nesbit

1st Vice President

Erika Paine

2nd Vice President

Fran Stone-Beale

Treasurer

Keith Kocher

Chairman Of The Board

Danny Bahlman

Sergeant At Arms

Jeff Schwarz

Executive Director

Chuck Hempstead

SDA Directors

Jose Abuawad

Neal Barker

Amin Bata

Heath Bolin

Ron Caffey

Dave Coyle

Allan Cripe

Jess Culpepper

Phil D'Elia

Charles Enderlin

Raymond Farrell

Bob Guthery, Jr.

Paul Hoodless

Doug Johnson

Kevin Kell

Kurt Lucero

Vicky Maisel

David Meyer

Marty Moore

Michael Nesbit

Ian Noble

John Rothrock

Darrell L. Thompson

Richard Thum

Mark Witt Jr.

SDA Road Tour

by Kyle E. Nesbit, President, Edit-TX, LLC,
a Tide Cleaners Franchisee
Memories Gown Preservation

Dear Southwest Drycleaners Association Team,

YOU DID IT! You successfully threw the biggest, baddest, and only dry cleaning equipment show of 2023. The SDA had 828 industry folks register for the Showcase (553 attendee and 275 exhibitors). We had 720 people actually attend and walk the show floor, with 464 being attendees and 256 exhibitors. For future shows, we are working hard to understand the dynamics of why a drycleaner might register, pay, and then not show up. The hypothesis is that staffing challenges continue in our industry and operators were not able to pull away from their plants.

Immediately following the Showcase, SDA sent out surveys to both attendees and exhibitors and, as the results trickled in, we could see the buzz on the show floor wasn't a fluke. Results from both surveys came back giving the Showcase HIGH marks! What a tremendous comeback for regional equipment shows. I want to commend Liz Williams, Chuck Hempstead, Showcase Chairman Amin Bata, the SDA Board Members and SDA Allied Trades Committee for their efforts in recruiting exhibitors and marketing the event to fellow dry cleaners. The marketing plan and show management was executed with excellence.

So, you are reading this here in the *Southwest Press* and learning about my public challenge to all the other JSA's (CCA, NEFA, PDCA, SEFA) for the first time. Can you beat 720 industry folks at your next show? "Run, run, run as fast as you can. You'll never catch us, we're the SDA gingerbread men (& women)!"

I know the SDA used to be referred to as the "Texas Group", but that's honestly far from reality. We aren't slowing down and we're going on the road to provide

some exceptional educational sessions in the coming months. By the time you read this letter, James Peuster of The Route Pros will have given his "It's Time to Get Serious about Wash-Dry-Fold" seminar to members and guests from the St. Louis, MO metropolitan area. As promised, during our merger with our new brothers and sisters from Arizona and Nevada, we've booked the next road tour stop in Phoenix, AZ on October 20-22 and have secured Dave Coyle of Maverick Drycleaners to bring our members some leadership, marketing, finance & business coaching. Exact dates aren't set yet, but in March of 2024 the "Master Of Culture" Jason Loeb, of Sudsies, will be speaking to our base in the New Orleans, LA metroplex.

If you're not a member of the Southwest Drycleaners Association, it's time to put some pen to paper and get access to everything the SDA and DLI has to offer. This letter is your open invitation to be my guest of honor at any of the stops on what I'm coining as the "SDA Road Tour".

Until we all see each other again – may the Lord bless you, your families, and businesses!



Kyle E. Nesbit

SDA President
DLI Treasurer
President, Edit-TX, LLC,
a Tide Cleaners Franchisee
Memories Gown Preservation

The Key Element for Your Future

by James Peuster, The Route Pros

Wash dry fold, fluff and fold, every-day laundry, wash and wear. I don't care what you call it; but it is one of the top buzz words or phrases that we hear in our industry today. Questions like, 'should we be doing it? Can we do it? Is it profitable' and so on are the most common questions and comments made when we talk about wash dry fold. So, what does this mean to us now in 2023?

Flashback to 2002, when I was just two years into this industry, we were doing pick-up and delivery in Kansas City with my original client. No one was really doing pick-up and delivery, except franchises. And where are they now? Many people thought routes were a fad or just something you offer as a nice little service to your customers if they ask. Sure, there were a lot of big players already; but not everybody was doing it, nor wanted to do it.

Many of you were there. You remember thinking it would be an additional cost and 'why would I want to cannibalize my store to service customers.' I don't know how many people mocked me at my first presentation when I said, "it's very important to promote your route at your stores." But for those that climbed on board the route bandwagon, you were able to survive in 2008 and now you thrive past 2020.

That's how I feel fluff-n-fold has been for the past 2 to 3 years. Sure, some of you dabble in it, but many have gone in full-force and are reaping the benefits. This is why I don't believe it is no longer an additional service you offer, but may be the key element to get you to go even further into your future since the dry cleaning business seems to diminish each year. Sure, it's about market share, but it's also about profitability, growth and providing additional services that keeps your customers loyal and utilizing you. Here in Kansas City, if it wasn't for doing peoples' every-day laundry, the business I had would not have sustained Covid. Many of my customers who used to be good dry cleaning customers only utilize our laundry service.

In conclusion, we have to look at everyday laundry as an additional service you provide, unless you are dominating your dry cleaning market. But why not go ahead and dominate the wash dry fold one as well?

James Peuster is CEO of The Route Pros, a consultancy firm specializing in increasing revenue through routes. Peuster can be reached at routeprosames@gmail.com.



SDA MEETINGS - SAVE THE DATE

October 20-21, 2023 - Dave Coyle, Maverick Drycleaners

Phoenix, AZ

March 1-2, 2024 - Jason Loeb, Sudsies Garment Care

New Orleans, LA



*"No work is insignificant. All labor that uplifts humanity has dignity and importance and should be undertaken with painstaking excellence."
- Martin Luther King, Jr.*



FORENTA - YOUR PARTNER IN EXCELLENCE

W: forentausa.com - P: 423-586-5370 - E: forenta@forentausa.com

When you purchase our equipment,
you become a part of the
Sankosha Family.

And you get the highest standard
of service plus



Sankosha USA Inc.

TOLL FREE: (888) 427-9120 • TEL: (847) 427-9120

www.sankosha-inc.com



Independent Contractor vs. Employee

by Frank Kollman, Kollman & Saucier, P.A.



Government agencies are still on the warpath to narrow the definition of an independent contractor. Misclassification of employees as independent contractors has been called “fraud” in the construction industry by many states, and the consequences of misclassification are significant and can be disastrous for the employer.

Employees can sue for discrimination; independent contractors cannot. Employees are treated differently for tax purposes, which can create potential liability for the employer if there is a misclassification. Many individuals prefer being independent contractors because they evade taxes and come and go as they please.

My rule of thumb on classification is a lot like the adage “if it walks like a duck and quacks like a duck, it’s a duck.” If you are not positive an individual is a true independent contractor, he or she is likely an employee. Moreover, a true employee does not become an independent contractor by cutting the grass, painting a room at the office, or doing some other task after hours different from her normal duties.

The National Labor Relations Board has changed its rules, again, on deciding if certain workers are employees covered by that federal law on unioniza-

tion or merely independent contractors. On June 13, 2023, the NLRB said that it would no longer employ the “Entrepreneurial Opportunity” test to determine independent contractor status. In other words, the Board used to consider the worker’s own desires to be an independent contractor in deciding status. Going forward, the Board will use the common-law ten factor test.

Summary of the ten-point test:

That test takes into account:

1. the control the employer has over the work;
2. whether the worker is in a business or occupation;
3. whether that occupation is usually done by a specialist without supervision;
4. the skill required in the occupation;
5. whether the employer or worker supplies the tools and place of work;
6. the length of time the worker is “employed;”
7. whether the employer pays by the time or by the job;
8. whether the worker’s work is a part of the regular business of the employer;
9. whether the employer and worker believe they are creating an employer-employee relationship; and
10. whether the employer is or is not in business.



Frank Kollman of Kollman & Saucier, P.A. is the DLI “Ask the Legal Expert.” SDA/DLI members can enter the member’s only section at www.dlionline.org to access this member benefit.

Expand Services in Slow Summer Months

By Jeff “The Stain Wizard” Schwarz

It's been estimated that a family of four living in the United States has roughly \$45,000 of clothing in their closets (not counting shoes and purses). It's a substantial investment. That's why I like to refer to Drycleaning as 'Clothes Insurance.'

People can understand car insurance, health insurance, life insurance, homeowners insurance, etc. Drycleaners, returning customers' clothes to them like new is clothes insurance and clothes assurance.

The same family of four roughly spent 130+ hours last year doing the family laundry at home. Now stay with me here. Drycleaners aren't in competition with each other - drycleaners are in competition with the home washing machine!

So besides selling clothes Insurance and clothes assurance, we are also selling customers time. Think about this...if you have a swimming pool in your backyard, chances are you have a pool guy to clean and maintain your pool. Many people have a lawn care service to mow the grass, weed eat, maintain the yard, etc. Some people will have a cleaning service come into their home weekly or monthly to clean the inside of their house. Why don't we market ourselves as weekly laundry/drycleaning service? I understand pick-up and delivery accomplishes this service, but I think we can do an even better job at promoting it!

Tonya McCrea of East Hills Cleaners in St. Joseph, MO, and Flor Castillo, Flora's Dry Cleaners, Sierra Vista, Az., offer housekeeping service for customers' rental properties and Air BnBs. What a great way to have extra revenue from additional household items like sheets, duvet covers, pillowcases, comforters, throw rugs, dog beds, table clothes, etc. This brings me full circle to what I wanted to talk about in the first place - cleaning workout shoes and purses.

As I go up and down the road, traveling with my bobblehead, seeing drycleaners, I'm amazed at the

number of whom don't clean shoes and purses.

Let's just consider tennis shoes for a moment. A \$400.00 pair of Yeezy shoes can be cleaned in less than 20 minutes. (*Shoes in photos are not Yeezy,*



but are being used for the example.) 1. Remove the shoe insert. 2. Spray the shoes and inserts with RiteGo. 3. Wait 15 minutes (or as long as you want). 4. Flush out with steam gun, or scrub with a stiff bristle brush. 5. Rinse and put in the summer sun to dry. 6. Use Liberate, Lysol

or other bacteria killing spray to eliminate any odor that might remain. If you REALLY want a grand effect, while the shoes are drying in the hot summer sun, spray with 3%hydrogen peroxide, every 15-20 minutes. If you feel the need to tumble dry them in a dryer (I hate the sound of shoes clunking around and around), try this: tie the shoes together by the shoestrings, and hang them inside the dryer. You can dry multiple pairs at a time.

A good rule of thumb is to charge 10% the cost of the shoes. In this scenario, charge \$40.00.



There are also cobbler shops to ship expensive dress shoes to, just like cleaners send out leathers and wedding dresses to be professionally cleaned, boxed and heirloomed. You are still offering shoe repair, even if you are sending them out.

SDA Appreciates its Allied Trades Members

SDA Premiere Sponsors



SDA Endorsed Vendor



1-800-Textiles
 A.L. Wilson Chemical Co.
 Atlas International Laundry
 EquipmentCo., Inc.
 BeCreative360
 Cates Laundry Equipment
 Certified Restoration Drycleaning
 Network (CRDN)
 Clean Chem
 Clean Cloud
 Cleaner and Launderer
 Cleaner's Supply
 Dimmid
 Electrolux Professional
 Epsilon Plastics, Inc
 Extract LLC

EzProducts International, Inc.
 EZTimers
 FabriClean Supply
 Fabritec / Sanitone
 Forenta, L.P.
 Fulton Boiler Works
 Garment Management Systems
 Goscin Sales Dry Clean
 Equipment
 Gulf States Dry Clean Equipment
 Intex Distributing
 KCW
 Kleerwite Chemical
 Kreussler, Inc.
 Laun-dry Supply Co.
 M&B Hangers

Mustang Enterprises
 NIE Insurance
 Rosenberg Supply
 RR Streets
 Sankosha USA, Inc.
 SEITZ "the fresher company", Inc.
 SMRT Systems
 SPK Services / RealStart
 Xplor Spot
 The Route Pros
 UNX - CHRISTEYNS
 Unipress Corporation
 Wagner Supply
 Zestos

Expanded Services (con't)

Purse cleaning is a lot more challenging because dye loss can occur. You need a way to touch up/match dye loss. Purses can be (and are) very expensive, but with practice and patience, this is a service worth considering. Practice on your own first. When in doubt about color or



dye fastness, test. Get a release or at least explain to customers what risk is involved. Charge accordingly.

Summer is always a slow time of year. Consider offering and promoting additional services to grow your business.

Jeff Schwarz is Regional Vice President at A.L. Wilson Chemical Company and can be reached at jeffschwarz@alwilson.com.



WHEN YOU'RE READY FOR **THE BEST**

The complete software solution
to make you and your business
an industry leader.



Contact us today



Preventing Water Pump Problems

By Bruce Grossman, EZ Timers

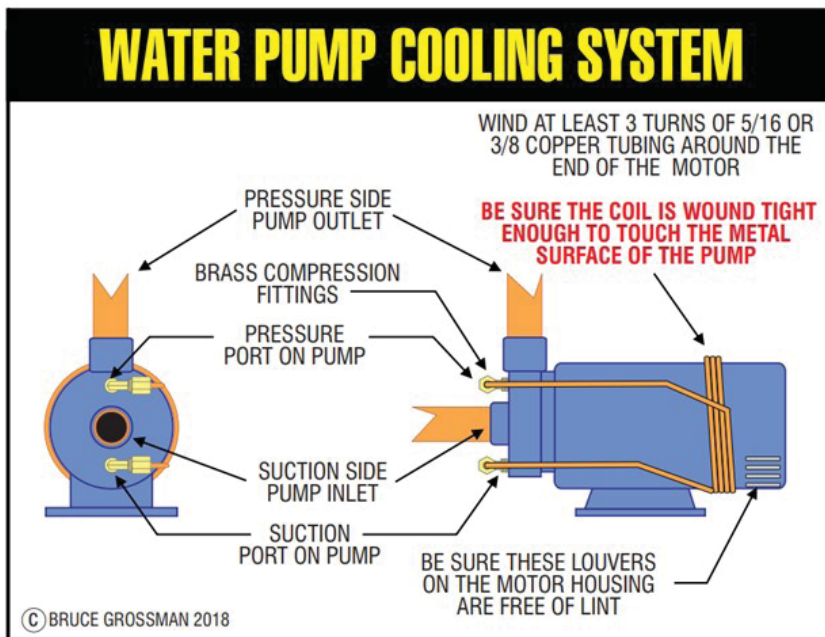
The disaster for this month's article will be the failure of the water pump. This pump supplies coolant to the still and refrigeration condensers of the dry cleaning machine. A liquid "coolant" is forced through the coils of the condensers by this pump to cool these condensers. The coolant is the water in systems using a water tower; it is either water or a mixture of water and anti-freeze called "brine" in systems using a chiller. In water tower installations, the pump is sometimes located on the roof, near the tower, or the floor near the dry cleaning machine. In chillers, the pump is generally inside the enclosure housing the refrigeration components.

Before we get into managing this species of disaster, here are a few words about prevention. These pumps seldom fail without giving ample warning of an evolving problem. If the circuit breaker in the electrical panel that controls the pump trips frequently, it is a sure sign of looming disaster. **IF YOU ARE NOT EXPERIENCED IN WORKING WITH ELECTRICITY, HIRE AN ELECTRICIAN FOR THE FOLLOWING PROCEDURES.** Be sure to set the breaker for

the pump in the off position. Remove the protective electrical plate at the rear of the pump, then take a good look at the wire connections at the pump with the aid of a flashlight. There is little room for the wire connections at the end of the pump. Pumps do vibrate, causing the screw connections or push-on connectors to loosen and eventually fail; this is the problem area in many cases. Observe if there is any melted insulation, bluing, or discoloration of the wires or connectors. If so, replace them. Remove the cover to the appropriate breaker panel and switch off the breaker controlling the pump. Make sure the screws holding the wires in place are securely tightened down. Using a flashlight, observe if there is any melted insulation, bluing, or discoloration of the wires or circuit breaker connections or the area where the circuit breaker attaches to the power busses in the breaker box.

Another harbinger of doom is frequent pump motor shut down due to the motor's internal protective thermostat. If this is the case, follow the same steps outlined in the previous paragraph. In addition, **MAKE SURE THE LOUVERS THAT ALLOW AIR TO FLOW THROUGH THE MOTOR ARE FREE OF LINT, DUST, OR OBSTRUCTIONS.** You can drastically shorten the time this internal thermostat requires to reset by obtaining a bag of ice, placing it inside another strong plastic bag, and laying it on the far end of the pump motor. Remember, this is only a temporary solution. The following goes for all equipment. **DO NOT USE THE CIRCUIT BREAKERS AS SWITCHES TO TURN EQUIPMENT ON AND OFF!** This practice degrades the breaker's performance and sometimes keeps the breaker from tripping at the correct current levels. Each machine should have a disconnect close by. Use this for switching instead of the breaker.

Continued on page 14





5 Leadership Secrets to Create an Empowered Team



Presented by Dave Coyle, Business Coach and Mentor

October 20-21 / Phoenix, AZ

Water Problems (*con't*)

The next pump killer is excessive head pressure. Several factors could cause this and will be indicated by a high reading (45 PSI and above) on the pump outlet pressure gauge, if you have one installed. Also, the pump's start-up sound will differ under high head pressure. Trying to describe sounds is nearly impossible, but the best way I can is to say that when starting the pump, the sound will take longer to even out (sorry best I could do). Causes of this problem often lie in the bypass valve being shut or not sufficiently

opened or the clogging of strainers going into the dry cleaning machinery.

Bruce Grossman is owner of EZ Timers and The Fix-It Academy. Bruce can be reached at bruce@eztimers.com.



2023 Educational Courses



INTRODUCTION TO DRYCLEANING COURSE FIVE-DAY ON-SITE

DLI's On-Site Introduction to Drycleaning Course is suited for experienced individuals or those who are new to the industry.

- Sorting loads for drycleaning.
- Cleaning silk, satin and other fabrics.
- Removing coffee, ink, grease and other stains from clothing.
- Operating a drycleaning machine.
- Pressing pants, coats and skirts.
- Using tensioning equipment to improve finishing quality.

BASIC – \$1,195
INTERNATIONAL – \$1,195
STANDARD – \$956
GOLD – \$717
PREMIER – FREE
NON-MEMBERS – \$1,595

COURSE DATES
 October 16 - 20



ADVANCED DRYCLEANING COURSE TEN-DAY ON-SITE

This ten-day Advanced Drycleaning Course is for individuals who have completed the Introduction Course or have hands-on production experience and knowledge of basic stain removal and finishing techniques. The advanced course covers:

- Identifying cotton, silk, polyester and other fabrics.
- Using bleaches without damaging the fabric color.
- Pressing blouses, dresses, ties, pleated garments, silks, velvets and corduroy.
- Wetcleaning wool, silk and more.
- Maintaining and changing filters.
- Troubleshooting problems with the drycleaning machine.
- Using tensioning equipment to improve finishing quality.
- Current regulations facing the drycleaning industry.
- Customer service techniques for drycleaners.
- Getting clean, white laundry.
- Cleaning and preserving wedding gowns.
- Understanding the differences between solvents including perc, GreenEarth®, hydrocarbon and SOLVONK4.
- Pressing laundered shirts.
- Designing a drycleaning plant with the most effective work flow.

BASIC – \$1,695
INTERNATIONAL – \$1,695
STANDARD – \$1,356
GOLD – \$1,017
PREMIER – FREE
NON-MEMBERS – \$2,195

COURSE DATES
 October 23 - November 3



GENERAL DRYCLEANING COURSE FIFTEEN-DAYS ON-SITE

This fifteen-day general course is made up of the Introduction and Advanced Courses. These classes also can be taken individually, but DLI affiliates save when taking them together.

BASIC – \$1,995
INTERNATIONAL – \$1,995
STANDARD – \$1,596
GOLD – \$1,197
PREMIER – FREE
NON-MEMBERS – \$2,895

COURSE DATES
 October 16 - November 3



STAIN REMOVAL COURSE SEVEN-DAYS VIRTUAL

Seven days of everything from fiber identification and characteristics to stain removal chemistry and procedures to using bleaches and specialty products such as digesters, amyl acetate and acetone to assist in the spotting process.

BASIC – \$495
INTERNATIONAL – \$495
STANDARD – \$394
GOLD – \$297
PREMIER – FREE
NON-MEMBERS – \$695

COURSE DATES
STAIN REMOVAL (7 DAYS)
 September 12, 14
 September 19, 21
 September 26, 28
 October 3



DRYCLEANING & LAUNDRY
 INSTITUTE INTERNATIONAL

SOUTHWEST DRYCLEANERS ASSOCIATION
801 S. HIGHWAY 183, #1115
LEANDER, TX 78641

PRSR STD
U.S. POSTAGE
PAID
PERMIT NO. 1425
AUSTIN, TX

For Contactless Automation at the Front Counter, Plant and Routes



- Presses and Solutions for all Budgets
- Best and Free Technical Support Forever
- Proudly Made in the USA
- We are the Only Manufacturer of TÜV SÜD Safety Certified Presses; Includes OSHA and UL Safety Standards
- Low Cost of Ownership – Very Reliable, Easy to Fix and Upgradeable
- Pre-printed Sequentially Numbered Heat Seal Barcode Labels in One Day



A Proven Industry Leader & Recommended by the Consultants You Trust.

Call Toll Free
877.906.1818
for details on your
FREE Heat Seal Press Evaluation
The Ultimate Heat Seal Machine
with terms and plans that work for you.

Saves You Money, Time and Labor



Toll Free 877.906.1818 www.ezpi.us