

May 2019

The Southwest Drycleaners Association

THE Southwest Press

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



**Why Employees Quit
Secrets to Growing Business
The Death Blow of Routes
Managing Aging Employees
...and More**

WWW.SDA-DRYCLEAN.COM

Photo provided by photographer Zack Smith & the New Orleans Convention & Visitors Bureau

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President's Message

Why Employees Quit

If you have read all my previous articles you can tell that I'm a big believer in creating great culture in your workplace. Bosses with great attitudes tend to attract and create staff that are similar. The converse of that is also true. As I have read through articles about the psychology of "the quit" I am convinced now more than ever that we can slow down the rate of people looking for other jobs by paying attention to conditions that make people look elsewhere.

Mercer did a study in 2018 finding that a third of employees are planning on quitting their existing jobs in the next year. That number is extremely high compared to generations before. What is the cost? Studies have shown that when you lose a talented hire, it will cost about twice their annual pay to replace them.

That's expensive!

Let's look at a brief list of why employees say they are quitting and then we can concentrate on 5 that are top of mind for me.

- Bad boss
- Poor management
- Work life balance
- Overworked
- Bored / Not challenged
- Not appreciated
- Stifle their enthusiasm
- No development opportunities
- Unaddressed coworker issues
- Job not meaningful
- No recognition for performance
- Toxic work environment / poor culture
- Compensation

1. Overworked

Some periods of feeling stressed and overwhelmed come with most jobs, but being overworked can burn out the better employees. Often it's the best employees (most committed, capable, and most trusted) that we overload the most. If they find themselves constantly taking on more and more, especially in the absence of

recognition, they start feeling like they are being taken advantage of. Can you blame them? You would feel that way too.

2. Poor work-life balance

A work life balance has become increasingly more important in today's job market. People need the ability to call it a day or a week and be unbothered for a short period of time, to regroup and recharge. Single parents also need some flexibility in their schedule to arrange transportation of their children to and from school and other events. If their hours are sometimes excessive (50+ hours), they want to know that these conditions will not last forever.

3. Toxic work environment

A negative environment in the workplace is a common reason why many good employees leave. No matter how many perks or rewards are offered, they will not count for much if a person works in a toxic work place. A toxic environment can really take its toll on a person's physical and emotional health. This type of atmosphere can lead to employee burnout and valued staff leaving for the sake of their own survival. Who wants to wake up and dread the next eight hours or more of work each and every day?

4. Little recognition

Many employees become completely disengaged if they feel like their work is not being recognized. If they are consistently performing above average yet getting no recognition, two things will result. One, they will stop putting as much effort into their work; and two, they will start searching for another job.

Appreciation can be as simple as telling an employee that they've done a great job. A pat on the back can go a long way to keeping them motivated. Perhaps go one step further and find out what motivates each employee personally. For some people, that's public recognition, for others, it's private. Tailoring the way you show appreciation makes it that much more sincere, and will be that much more appreciated.

Continued

Why Employees Quit

(Con't)

5. Not challenged

People spend one third of their lives either working, getting ready for work or transporting themselves to work. For the amount of time people spend doing work related activities, they want to at least enjoy what they do. So when they don't enjoy work, work becomes a problem. If they're unchallenged or bored at work, they're likely to seek other employment. They might be a great and talented employee, yet if they're unchallenged then prepare to be looking for a replacement.

In Summary

The reasons why many good employees quit can vary greatly. The list I gave above is just a brief list but has been repeated throughout the

studies I have seen. My quick recommendations are: make sure they feel appreciated by giving them a pat on the back and tell them they're doing a great job. Do what you can to engage in them and express an interest in their families and their lives. Compensation is on the list of why people leave but generally it's not their top reason for leaving. Work culture (good or bad) seems to be constantly at the top of the list for what makes the work environment a good fit or not. I hope this list of five will help you evaluate your organization and perhaps lessen the revolving door of turnover.

Craig Campbell

President, Southwest Drycleaners Association



Five-Day Introduction to Drycleaning

July 15 - July 19, 2019

August 19 - August 23, 2019

Ten-Day Advanced Drycleaning Course

July 22 - August 2, 2019

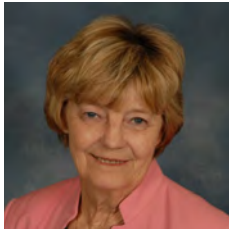
Scholarships Available

SDA members may apply for scholarships through the Gerald Stavelly Education Fund. The financial assistance pays up to \$2,500 for registration & travel. Visit sda-dryclean.com for scholarship details.

"I learned more from this experience than I had ever hoped and am already implementing much of what I have learned in our own plant."

*Lee Arnold, Martinizing Dry Cleaning,
Austin, TX*

www.DLIonline.org/education



Don't Let the Weather Get the Best of You

By Ann Hawkins

This winter seems like it has been the longest in recorded history. It has been cold for so long for so many of us that we won't know how to act when it warms up. But, believe it or not, in a few short weeks, the hurricane season will begin. If you want to feel a bit more secure about your store as it pertains to dealing with a potential disaster, take a look at your insurance policies and how they would apply to a weather disaster. Check these items:

- policy limits
- deductibles (including any special deductibles for wind or hail)
- exclusions

Decide if you can live with the coverage you have

Let's start with limits. Insure your building and personal property for replacement cost. If your limits are too low, you will be out-of-pocket on a loss. A few dollars in premium can get those limits up and save you thousands in the long run.

Regarding weather disaster deductibles, you may think you will save a great deal of money by increasing your deductible, but that is not always the case. Of course, explore this with your agent, but don't be surprised if the savings aren't what you had anticipated.

Remember, with wind/hail deductibles, the percentage applies to the limits, not the loss. So, for example, with a 5% wind/hail deductible, if you have a \$100,000 wind/hail loss on your \$500,000 building, your deductible will be \$25,000, not \$5,000. Many people do not realize this until after the loss.

What should I do about weather disaster exclusions?

Regarding exclusions, read them over so you know what property and what perils are not covered. If you have any questions, call your agent. If you want coverage that is excluded, ask your agent to supply a quote. You will discover that many exclusions can be covered for an additional premium, and sometimes that additional premium is not as expensive as you might think.

If you're looking for an example of exclusions, consider a fence or shrubs or a patio or walkway. Did you know these are generally not covered? However, you can add them to your coverage for a small additional premium.

Loss of business

If you feel a bit lost when it comes to understanding insurance matters, you're not alone. There are some items of coverage that most business owners just don't think about. For example, most of you have loss-of-business income, but that only applies when there is a direct physical loss at your location. When you are out of business due to power failure from a storm, you also need a coverage known as utility services-time element. If you're a store owner in a coastal area, you are probably aware of utility services-time element coverage due to the probability of hurricanes. After a major hurricane, a city may be without power for weeks.

Utility services-time element coverage is an extension of your loss-of-business income due to damage that occurs **away** from your premises, like downed power lines or a damaged water supply. Again, this coverage is usually not that expensive, and it's important not just in coastal areas, but in any area due to the variety of weather events that may occur.

Things may not improve when the power returns

You may turn your washers and dryers on and discover that some of them are not working. The equipment may be damaged by a power surge. To deal with this problem, you should carry utility services-direct damage coverage, which pays to repair equipment that has been damaged due to a loss that occurred away from your premises. This coverage is not expensive, and it's worth the investment.

Know the difference between flood and water damage

Flood is rising water – any rising water. It may come from a flooded river, water rushing down the street and under your door, tidal wave, storm

Continued

Don't Let the Weather Get the Best of You

(Con't)

surge, etc. Flood is an exclusion on virtually all commercial insurance policies. Flood coverage for building and personal property can be purchased through the National Flood Insurance Program. If you are near a body of water that could flood, ask your agent to get you a flood quote. To get the best price from NFIP you will need an elevation certificate. This can usually be obtained through the Floodplain Manager in your county.

Water damage can be from flood, of course, but not always. If the roof leaks due to storm and not wear and tear, that can be covered if you own the building. The inside damage will be covered if you have taken all precautions to keep the property inside safe from water damage. If water from any storm breaks into your building, possibly through windows or vents, etc., the damage from that should be covered. Do you see the difference? Make sure your agent does.

Earthquake is another exclusion, but it can be purchased from most insurance carriers. If you are concerned, simply call your agent and you should be able to get a price for earthquake coverage.

Think about your customers in these situations

If you have a true bailee policy, and not just personal property of others, the clothing in your business is covered for flood and earthquake. If you are doing drop-off service or sending out dry-cleaning, you should have bailee coverage included in your insurance package and not just personal property of others.

Bailee also covers the clothing when it is away from your premises, such as when it is being transported. Personal property of others is only covered at your premises. Most of you are probably aware of Mark Twain's famous saying, "Everyone talks about the weather, but no one does anything about it." That may be true, but if you give your insurance situation some thought and are prepared, you reduce the odds of weather getting the best of you.

DISCLAIMER: This is only a brief overview of general coverage issues. Actual coverage is determined by the coverage terms, definitions, and exclusions in each individual insurance policy.

Ann Hawkins (Hawkins@nieinsurance.com) is with NIE Insurance, DLI's endorsed insurance carrier.

Forenta Introduces New Press at Clean Show

Forenta will introduce an improved line of dry cleaning scissor and clear buck presses at the Clean Show in New Orleans. The new machines will function in the same way, but will have many improvements related to operator comfort, safety, productivity, pressing quality, mechanism reliability and ease of service.

Forenta is now offering an Optional Integrated Vacuum on all dry cleaning presses, spotting boards and steam-vacuum boards.



See Forenta in Booth 3821 at the CleanShow.

Spotting Seminar a Hit

By “Stain Wizard” Jeff Schwarz

Approximately 70 attendees were welcomed to Fabricean Supply in Dallas on March 2 for an SDA sponsored seminar. The event featured a live spotting board and hands-on demonstrations from A.L. Wilson Chemical Company's very own Jeff “The Stain Wizard” Schwarz, Regional Vice President Chris Patten and Fabricean Supply Director of Technical Support Chris Abercrombie.

Fabricean President Trevor Hericks kicked the day off by welcoming the crowd and introducing the speakers.

Chris Abercrombie spoke about the science and chemistry of proper drycleaning, illustrating key components of the machine and maintenance. “Your solvent is the life blood of your business,” said Abercrombie and added “sadly many operators today neglect this fact.”

It is estimated that half of all drycleaning machines today are using contaminated solvent in their cleaning process. This contributes to smell, redeposition and unclean garments returned to the customers.

Chris Patten launched his presentation asking the crowd their biggest stain issues and then went over the proper techniques of some of those issues using the spotting board. Chris showed the crowd how to remove ink stains, how to use digesters effectively, as well as using YellowGo dye stripper on colored garments. He added, “We have instructional videos in English and Spanish available at www.ALWilson.com to show employees how to use this product to reduce bleach more safely and effectively, even for the last traces of ink.”

This seminar even had a Spanish translation segment for employee/owners more comfortable learning in their own native language.

A.L. Wilson and Fabricean Supply would like to thank all the SDA members who attended this seminar, which was one of the biggest classes held in recent years.



The large number of Spanish speaking seminar students makes it imperative to have translation services at our seminars, like this one.



Jeff “The Stain Wizard” Schwarz swears he can get wi-fi with this hat.



A full house at the seminar with 70 attendees.

SDA San Antonio Meeting Re-cap



Legislative Roundtable discussion.



Charles Enderlin and Trevor Hericks shuttling to the plant tour.



Danny Renteria, Jim Shepherd and Jess Culpepper on the Five Star Cleaners plant tour.



SDA 2019-20 board members being sworn into office.



Bob Aikin of NIE Insurance presenting President Craig Campbell with royalty check to SDA.



Sharlene Thum talking with Jim Shepherd about Five Star's wedding gown business.

San Antonio Meeting *Con't*



Richard and Sharlene Thum

Secrets to Growing Business

Five Star Cleaners shares how they grew to 16 cleaners and added a wedding gown business

A major highlight for the SDA San Antonio meeting was the plant tour of Five Star Cleaners. With a growing city and high demand for dry cleaners, Richard and Sharlene Thum opened their first store in 1981. Five Star Cleaners now boasts 16 stores around San Antonio. On how to grow your business, Richard remarked that opening a second store wasn't the hard part, it was opening the third store that was challenging. Upon opening the third store, Richard remarked, "You have to learn to delegate."

It appears the Thums did a good job at that because most of their managers have been with the company 20 years and one manager has called Five Star home for more than 30 years. Richard said that the secret to keeping loyal employees is to make them feel like they are part of the team, let them know they are valuable, make sure they see the vision and enjoy the work. Of course, the last tip - pay them well.

Taking advantage of the booming wedding industry, Richard and Sharlene opened Five Star Wedding Gown Specialists about twelve years ago next to their dry cleaner on Huebner Rd. They had always worked on wedding gowns, but Sharlene admits that when they joined the Wedding Gown Association, the business went to a whole new level. "Through the association, we learn from each other by sharing knowledge from across the world and advance the industry," Sharlene advised.

See www.myfivestarcleaners.com & www.fivestarweddinggown.com



Scenes from the SDA plant tour of Five Star Cleaners.

The Death Blow of Routes: Orphanism

By James Peuster, *The Route Pro*



There is no magic pill when it comes to building profitable routes. Many still believe that buying a van, simple signage and miracle marketing techniques will eventually lead to a million dollar route. After a few years of maintaining one van and one driver, an owner may eventually realize that they are not where they need to be. Sometimes the routes get over the quarter of a million dollar mark while others climb to 3 to 4 vans doing over a million. Then it happens...the routes get put on the back burner and the other two "R's" get the silver spoon and the vans/drivers turn into Cinderella.

Too often routes get put on auto-pilot and slowly, steadily decrease. This is often due to a lack of management and focus. Route managers and drivers get comfortable. Marketing and sales efforts decline. The vans break down and the attrition rate is bigger than any new customer acquisition. Sound familiar? I get this story year after year.

The "R's" I am talking about is retail and restoration. While retail stores provide the foundation of many drycleaners, restoration opened up another source of revenue to replace what we have lost in the past 10-12 years. It always scares me when one of my clients enters the restoration world since I know that it provides ample opportunity to grow while also taking away focus from pick-up and delivery. While many are good at keeping it separate, others have orphaned their routes for the bigger prize.

Here's the deal, taking away any focus of the performance of route drivers and crew eventual-

ly leads to a decline in sales. Sales and retention tend to be considered "Extra" time that is no longer allocated to the drivers. The worst case scenario is when growth is no longer a focus and the staff is in 100% operations mode. Failing to focus on growth will lead to a decline in sales. Don't blame the economy on this one; many of my clients are up in sales from year to year.

So what do you need in order to ensure that routes aren't kicked to the curb in your business model? One, do not put the routes on auto-pilot. When you are past the two-van stage, make sure you are managing the retention percentage of route customers, new acquisition attempts and driver morale. Two, keep growing. You may never gain 100% market share, however, you can increase year after year. Failing to grow sets you up for the opposite. Three, balance the accountability and motivation in dealing with your route staff. Once you lose focus on either one, you will experience a loss in sales.

The bottom line is routes make hard work look easy once you gain momentum. I have had the privilege of being part of many operators of routes whose growth continues year after year. While it takes focus, direction and "drive", your pick-up and delivery can be the cornerstone of your future.

James Peuster (james@theroutepro.com) is CEO of the Route Pro, a consultancy firm specializing in working with drycleaners to increase revenue by establishing a route service.



SAVE THE DATE

SDA Membership & Board Meeting
October 25-26, 2019
Tulsa, OK

CLEAN
2019
JUNE 20 - 23
NEW ORLEANS, USA

SUCCEED TOGETHER

**NETWORK AND CONNECT WITH INDUSTRY
LEADERS, EXPERTS AND PEERS.**

- 450+ EXHIBITING COMPANIES exhibiting over one-quarter-million net square feet
- 11,000+ PEOPLE from 100 countries
- LIVE DEMONSTRATIONS of the latest equipment and technology
- NETWORKING with manufacturers, suppliers and industry peers



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Clean Show is Around the Corner

From new perspectives, technologies, and diversifications, DLI's Clean Show education sessions will help you make better informed business decisions. Join us for these sessions and get the most out of your trip to the Clean Show.

Thursday, June 20

No Bad Days: Positive Attitude is Everything

If you allow yourself to have a bad day, you LOSE! NO BAD DAYS is a philosophy and mindset. Learn how to set your attitude up for success by rolling with the punches and finding opportunities where others see obstacles.

Friday, June 21

What First Impression Does Your Website Make?

Does your website provide the same amazing experience people get when they walk in to your store? Can they find answers to their questions? Can they request or receive services after hours? Hear how to improve your website's performance and impress your customers even when you are not around.

Are Your Marketing Methods Changing with Your Clientele?

Hear how a successful cleaner has evolved his marketing techniques to attract a growing new wave of consumers. Your customers are changing whether you are or not. So now is the time to future-proof your customer base.

Saturday, June 22

Customer Service: Being Good is Not Good Enough

Customers expect the finest service and today's market offers them plenty of choices for their clothing service needs. Wow them with service above and beyond their expectations to keep customers coming back for years to come.

Tips for Entering the Wash Dry Fold Market

In today's economy, drycleaning isn't enough. Customers expect you to offer a full spectrum of services. Diversification into wash-dry-fold is a natural fit for drycleaners. Hear how one expert is running a booming business in this growing service. **Wash, Dry, Fold and Succeed!**



June 20-23, 2019
New Orleans, LA

**Like standing in line....
with 12,000 people?**

Register Now
www.cleanshow.com

REGISTER BEFORE June 10 and avoid the lines, PLUS save \$50 per person. DLI member cost is \$119 and the non-member cost is \$149 before June 10. After June 10, the price increases to \$169 for everyone.

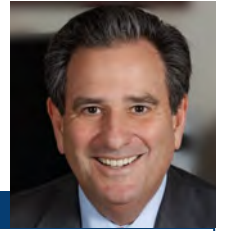
SDA Member Meet-up

Reception at Hotel Monteleone
Friday, June 21 at 5:30pm

Meet up with fellow members at
this SDA sponsored event.

Managing Aging Employees

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



Older workers are great. I am an older worker myself. Fifty years ago, I would have already reached retirement age, but I still make money for my firm, and my skills are still valuable. If I want to work and can, I should be able to do so. The Age Discrimination Act established that as the law many years ago. With few exceptions, mandatory retirement is illegal.

Older workers, however, sometimes lose their enthusiasm for their jobs, and they frequently are confronted with health issues that can prevent them from reporting to work or performing all the essential functions of the job. Although the following observations can also be stereotypes, older workers can resist change, adopt an attitude that no one can tell them how to do their job, or be oblivious to their decline in performance. What do you do with older workers whose decline is hurting your business?

The first wrinkle to this question is presented by the Americans with Disabilities Act (ADA). Most ailments related to aging also qualify as disabilities under the ADA. Therefore, to avoid violating the ADA, you should sit down and engage in the "interactive process" with workers whose performance is declining due to physical or mental problems. That means exploring in detail whether the problems can be resolved with

a reasonable accommodation, and if not, whether there are other jobs that the employee may be qualified to fill. Failure to engage in that process is likely a violation of the ADA, even if you are positive that the interactive process will be futile.

Once you have dealt with the ADA issues, then it becomes a matter of establishing performance standards applicable to all workers in that job, regardless of age. If the older worker meets those standards, the Age Discrimination Act says he can stay. If he does not, you can discipline the employee, up to and including discharge. Do not mention retirement or declining abilities during the disciplinary process. Treat it as a pure performance issue.

Finally, if you need to reduce your staff size, choosing the older worker for layoff must be justified by objective reasons, such as seniority, ability, or performance. Selecting an older worker because he is the highest paid due to his length of service, however, is a bad idea.

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

Andy Lien Named Technical Director at GreenEarth Cleaning

"We're excited to announce the promotion of Andy Lien to the position of GreenEarth's Technical Director," states Tim Maxwell, President. "Andy has demonstrated terrific technical, communications, and managerial skills during his six year tenure with our team."

Lien graduated with a Bachelor of Science degree from Minnesota State University where he earned Magna Cum Laude honors. He served as the General Manager and Director of Opera-

tions for Camelot Cleaners in Fargo, North Dakota from 2006 to 2013.

It was, during this period where Lien became familiar with GreenEarth's sustainable drycleaning process and helped to convert the Camelot Cleaners operation from perchloroethylene to GreenEarth. On the basis of that positive experience, Lien joined forces with GreenEarth in order to be a part of bringing its optimized sustainable perc alternative to the drycleaning industry.



Customer Loyalty Rewards Made Easy

Loyalty and rewards are big business, and small to medium-sized businesses (SMB) know this. In fact, the global customer loyalty marketplace is \$200 billion strong—composed of an ecosystem of billions of consumer transactions (with 3.8 billion individual loyalty program memberships issued last year in the United States alone). Loyalty, well executed, is a proven strategic tool for optimizing customer lifetime value and maximizing ROI for SMB merchants. More specifically, here are five reasons why loyalty and reward programs are a top priority for SMBs:

1. For in-store merchants, loyalty is the only solution to identify their best customers.

Without knowing the customer, a merchant cannot establish a meaningful, sustainable relationship. To date, the most successful in-store loyalty and reward offerings are hosted primarily by the largest Tier 1 and Tier 2 brands (e.g., Starbucks, Amazon, Walgreens, Sephora, and Nordstrom). However, the situation for SMBs is rapidly changing; independent sales organizations (ISOs) are enabling them to think, act, and execute like their larger merchant cousins. ISOs have recognized the strategic upsell business opportunities, and they are now providing SMBs with sophisticated, differentiated, affordable, and scalable value-added solutions that increase revenue and reduce churn.

2. Payments and loyalty are interdependent for tracking loyalty purchases.

ISOs had limited success in selling early generation, mag-stripe based loyalty schemes. Unfortunately for ISOs, consumers increasingly refused to carry those cards, or merchants preferred not to clutter their counters with additional devices for tracking loyalty purchases. But times have changed. New loyalty solutions are now streamlined and integrated with payments so that loyalty is automatic. Now is the time for ISOs to reclaim loyalty.

3. New POS payment terminal platforms are now customer-facing.

Updated POS systems are transforming into smart loyalty engagement devices—designed to

seamlessly integrate and enable automatic enrollment, loyalty tracking, and rewards redemption. Cayan, owned by TSYS, and vPromos, a terminal integrated loyalty provider, offer separate loyalty solutions that allow consumers to seamlessly earn and redeem points simply by paying with their chosen payment card, all without additional cluttering loyalty tracking hardware. These integrated loyalty platforms also provide additional stored payment and shipping credentials, email-delivered receipts, and purchase history archives.

4. Integrated loyalty solutions come with Big Data analytical software tools.

With payment-integrated loyalty data, SMBs now have answers to questions like the following:

- Who are my best customers?
- What are loyal customers spending vs. non-members?
- How often do the merchant's best customers shop?
- How long do the merchant's customers stay loyal before churning?
- What is a merchant customer worth?
- What is the lifetime value of my customer?

From these tools, SMBs gain real-time insight and intelligence about their ongoing performance and realize prime top-of-mind future opportunities for establishing meaningful, sustainable, customer relationships from which to personalize and customize 1:1 promotional offers and communications via email, text, social media, mobile app or phone.

Jeff Mankoff (jmankoff@vPromos.com) is the founder and CEO of vPromos Inc., the holder of numerous cardlinked loyalty and promotion patents. Neil Axe (www.linkedin.com/in/neilaxeprofile), ETA CPP is a Certified Loyalty Marketing Professional specializing in payments product ideation, development & commercialization. Portions re-printed from Transaction Trends Magazine, Jan/Feb 2018.

Summer
is (almost)
here

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Fabricare Manager vs Other POS Systems

No additional texting fees

No additional charge for 24 hr support

No additional credit card integration fees from Fabricare

Supports 2 credit card processors



Route Management

Our route software has everything you need to stay
organized and keep track of your routes

.....

Cloud Based Backup

Our cloud based backup provides you with a secure
offsite copy of your data should disaster strike.

.....

Assembly Manager

You can enjoy the benefits of an automated assembly
conveyor at a fraction of the cost