



# The Messenger

www.macassociation.org

## Full House for MAC Maintenance Workshop



ON WEDNESDAY, DECEMBER 6, MAC PARTNERED WITH JERRY MOORE, PRESIDENT OF MOORE SERVICES, TO CONDUCT A PREVENTIVE MAINTENANCE WORKSHOP AT THE DLI HEADQUARTERS IN LAUREL, MD. WITH 30 PEOPLE IN THE AUDIENCE, THE PROGRAM WAS A TREMENDOUS SUCCESS.

The program, “Proper Maintenance: The key to Productivity and Efficiency” was a first of its kind for MAC and the response was terrific. Jerry Moore was able to provide valuable information, and used

great examples of tips and techniques attendees can use to help cut costs, while maintaining your productivity. Throughout the program, the attendees were engaged, and were asking great questions that spurred some terrific dialog.

“This really was a great program”, observed Chat Chatelain, Presto Valet Cleaners. “It really is a topic we don’t really hear too much, but it is vital for us to keep our operations running smoothly. I learned some great tips, and also have a better understanding of what it takes to make sure my equipment is operating at its peak performance level.”

“To get 30 people out of the plant for a Wednesday afternoon/evening,” offered Peter Blake, MAC Executive Director, “speaks volumes to the necessity of the program. We had scheduled the program from 4:00 - 6:00 pm, and provided dinner. I honestly thought people would be gone by 7:00, but they stayed and talked -- it was great to see. I often judge the success of a program buy how much interaction there is, both during the presentation and after. I was really surprised by how long people stayed engaged with the last of the attendees leaving at 8:30.”

One of common comments from the attendees was that there was a lot of information, and we really didn’t even get to all the equipment. It was clear that people were looking for a follow-up program to delve deeper into some of the equipment. MAC is currently looking at a “Part II” sequel to the program for next year.

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NOVEMBER/DECEMBER  
2017

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## PRESIDENT'S MESSAGE...



ON BEHALF OF THE OFFICERS, DIRECTORS, AND STAFF OF MAC -- I WANT TO WISH ALL OF YOU A HAPPY HOLIDAY SEASON, AND A HAPPY & PROSPEROUS NEW YEAR.

This is a great time of year to reflect back on the past year, and think about all that we have accomplished, as well as a good time to take a look ahead at our own goals and objectives. It is also a great time to make ourselves new resolutions on things we are going to do in the coming year.



*Peter Blake, MAC Executive Director*

I am really proud of all that we have been able to accomplish with MAC over the past year. We continue to provide excellent services, programs, and information. I am really proud of the MAC Messenger and I think it is one of the best regional association publications in the country. We have seen a stability in membership that many thought wasn't possible. We have made some positive changes, and they have been embraced by the industry.

We have had some GREAT programs this year. Virginia Beach was a terrific Conference headlined by the ever-popular Trudy Adams and industry expert James Peuster. We had a much needed Intensive Management BootCamp, and the recently held Maintenance Workshop. These were all great programs, and I know we have more strong programs on tap in the coming year.

### IT TAKES A VILLAGE

Contrary to some beliefs, I don't work alone for MAC. We have a great Board of Directors giving direction and some great staff. I want to thank Fran Johnson, MAC's Director of Member Services. Most members probably don't realize all she does to keep MAC moving forward. The works she does on the Messenger, the MAC Website (macassociation.org), and all the other communications vehicles is critical to keeping you all informed. She is a tremendous asset for MAC and our members.

We also need to thank the membership team at DLI and Rebecca Ferguson who you have all probably talked to on the DLI Hotline at one time or another. She plays a critical role in Membership retention, and in assisting with the myriad of DLI programs you all need.

As I look to the future, I see some great things on the horizon. I hope you all will make a New Years resolution to use your MAC/DLI Membership more, and to take advantage of all the opportunities you have available. For starters: read the article on page 6 of this magazine and see if you can check all the boxes.

Above all else, have a SAFE, HEALTHY, HAPPY -- and I hope prosperous -- New Year. If I can be of assistance, please reach out and let me know.

## Peter Blake

MAC Executive Director  
(617) 791-0128

## MAINTENANCE WORKSHOP RECAP...

continued from page 1

"The response was great," offered Jerry Moore, "and it was exciting to see the interest. With proper training, cleaners can save themselves a lot of money on repairs, and can increase their productivity by keeping their equipment in top shape. Many of the service calls people make can be avoided. I am glad the messages were so well received and we are excited to come back for another program."

### DLI TOUR

One of the highlights of the program was the opportunity to tour the DLI facility and see the school first hand.

"I can't believe I have never been to this facility," continued Chat. "I am in the area, and you hear about it, but it really is a great facility. Great equipment, running different solvents, it is a great asset for the industry."

### WHAT LIES AHEAD

MAC is currently working on a Management Conference for May 19 & 20 in Virginia Beach, VA. The MAC Spring Board Meeting will be held on Saturday Morning, and then MAC will feature speakers and workshops on Saturday afternoon and Sunday morning.

"We are looking to be consistent in our planning," expressed Mike McKay, MAC President. "We have set a schedule for meetings throughout the year. We will have programs the weekend before Memorial Day, the weekend before Labor Day, and mid-week dur-



*Dinner conversations, Jerry Moore explaining the need to monitor steam traps, attendees enjoying a catered BBQ Feast, and attendees engaged in after-dinner discussion.*



ing the first week of December. We are trying to encourage more participation by setting our schedule well in advance of the programs. We would love more participation -- so if interested, give us a call or send us an e-mail at [peter@macassociation.org](mailto:peter@macassociation.org).

## INVESTING IN THE INDUSTRY...

### Who Do You Buy From?



ARE THEY ON THE LIST OF ALLIED MEMBERS LISTED ON PAGE 11 OF THIS MAGAZINE? DO THEY EXHIBIT AT YOUR TRADE SHOWS?

The allied Trades that support associations like MAC do so to support YOUR businesses. They realize that MAC helps its members and the industry as a whole survive, prosper and strengthen. They realize that by investing in YOUR association, they are investing in you.

That may seem like a very basic principal, but it is an important distinction. The services and the products may be similar, and

the pricing may be similar between companies, but by supporting MAC these companies are helping to ensure your success. The revenue from Membership Dues alone is not enough to sustain the organization. In order to effectively represent the industry with Legislative and Regulatory officials, and in order to keep providing the programs and services the industry has come to depend on, this support is essential.

It is critical that members understand that relationship, and that the membership expresses their gratitude when it comes time to select companies to do business with.

If the companies you are currently doing business with are not listed as members, and don't support the association at trade shows and other industry functions -- reach out to them and express your concern and ask them to become involved.



# What Does It Mean to be Efficient?

Written By Louis D'Autorio, Facility Manager of Sun Country Cleaners, DLI Member Submission

**THERE ARE MANY WAYS YOU CAN ACHIEVE EFFICIENCY. PRODUCTION, PURCHASING OF PRODUCTS AND SUPPLIES, MANAGING LABOR COSTS CAN ALL CONTRIBUTE TO OVERALL EFFICIENCY, AND ARE FIRST AND FOREMOST TO RUNNING A SUCCESSFUL BUSINESS. IT DOESN'T END THERE, HOWEVER.**

A good maintenance plan can be instrumental in saving energy -- but is also crucial to increasing your plant efficiency. Now you must be thinking: "How can maintenance make my business more efficient?" Simply put, it costs a lot of money to maintain a plant, and it might surprise you when you look at the numbers.

## PREVENTATIVE MAINTENANCE PROGRAMS

For starters, what does a good maintenance plan involve and cost? The first thing that we need to realize is that with any good maintenance program, it is preventative in nature. When you prevent breakdowns and schedule services to not affect your daily operations, you are being efficient.

As we all know even a small or simple breakdown can cost you a lot of money in both labor costs and in time lost. Here is a simple analogy for you. Would you allow your car to go sixty thousand miles before performing an oil change? Any individual that has this approach might think to themselves that they can save about seven hundred dollars by avoiding this routine maintenance, but that thinking will almost certainly cause a blown motor. That in turn will end up costing you way more than the seven hundred dollars you were trying to save.

How does an oil change relate to my dry cleaning business? It



*In need of Maintenance*

is actually quite simple. How often do you spin your filters, change your cartridge filters, or clean your button traps? Do you clean out your lint traps thoroughly every day? We require filters to be spun 3 days a week, usually Monday, Wednesday, and

Friday mornings. On average, that is about every 12 to 16 loads per machine. Once a month, we also manually spin the filters to give them a longer spin program. The cartridge filters are changed out when they are at eighty percent capacity. So, if the manufacturer recommends changing them out at 20,000 pounds we change them out at less than 16,000. An efficient plan ensures that all lint

and button traps are thoroughly cleaned at the end of each day. That means it is not just cleaning the filters but also removing them, wiping down the housing casings and cleaning the air sensors.

These are equally important because if the air sensors are clogged they may give false readings, which may extend drying times. Other routine maintenance that should be performed include changing out check valves, sensors and cleaning your coils. You should also take apart your solvent pump, clean and inspect it. These things are all equally important, but only need to be done on annually. Just remember, some of these more technical issues should be handled by an experienced mechanic.



*Lint can build up quickly*

All in all, excluding the cost of the cartridge filters proper maintenance can be done for only a few hundred dollars per year. When you consider a new dry cleaning machine can cost around fifty thousand dollars, you realize just how important a good maintenance plan is and how much money it can end up saving your company. One thing to remember is to keep a log of what you do and when. A log will help in scheduling future maintenance; it can also help in diagnosing potential problems. Diagnosing poor filter pressure, and realizing that it has been twenty-five thousand pounds since you last changed the filters.

## TAKING CARE OF YOUR EQUIPMENT IS KEY

Ever notice how as your dry cleaning machine gets older it slows down? What used to take an hour and ten minutes now takes an hour and a half? Your drum doesn't fill up with solvent in the time given through the program, and you find yourself having to manually add more? By failing to do the preventive maintenance described above you can restrict the air flow and or the flow of the solvent. If you are cleaning four loads a day and it takes an extra fifteen minutes. That's an hour a day your will lose in production time. That leads to an extra hour of labor and an extra hour for your utilities. Add that up over the course of a year, and there is a where your profits are going. Even worse, fail to do these preventive maintenance steps and restrict air flow. You can freeze lines causing a breakdown and a mechanics visit. Breakdowns cost time and money. You don't need to be wasting time and energy dealing with breakdowns that are preventable. You need to be proactive and efficient. Being efficient means using resources in a cost effective manner. When you divert resources to catch up from down time, you have lost time and money that could have been used to grow your business.

## Everett A. Bergmann, Jr.



**EVERETT A. BERGMANN JR., OF BERGMANN'S CLEANING AND LAUNDRY, DIED PEACEFULLY IN EARLY DECEMBER SURROUNDED BY HIS FAMILY. HE WAS 86.**

Bergmann was born in Washington, D.C., Aug. 20, 1931. The son of Everett A. and Anna Mae Bergmann (both deceased), he graduated from Fishburne Military School and Benjamin Franklin University and served in the U.S. Army

during the Korean War.

He was married to Carole Ruth Murtaugh (deceased) on Nov. 26, 1955. They raised their nine children in Falls Church, Va. and were a part of the St. James and Bishop O'Connell communities.

Bergmann spent his career working for the family business, Bergmann's Cleaning and Laundry of the Washington, D.C. area, which just celebrated its 100 year anniversary in July 2017.

"Everett was not only a giving family businessman," expressed

Richard Ehrenricht, former MAC Executive Director and a long-time colleague, "but also cared for his community, his industry, his religion and his large family! Many times, in the 70s and 80s when my small drycleaning or laundry plants were down for one of too many reasons, the Bergmanns were the first hand out to help. He was always one to give to others, and help in times of need. He was a great asset to the industry, and to MAC, and he will be missed by all."

After his retirement, he enjoyed travelling and continued supporting and working in the family business. He loved the cleaning business but his family was his joy. He also enjoyed spending time at the Bergmann family place on the Rhodes River off the Chesapeake Bay.

Bergmann is survived by his children Christopher Bergmann, E. Peter Bergmann, Susan Lucas, William Bergmann, Patrick Bergmann, Jeanette Engel, Debbie Magnuson, Mary Beth Fischer, and Anna Thompson; 31 grandchildren; and nine great-grandchildren.

In lieu of flowers, the family requests that memorial donations be made to the Adler Center for Caring, 24419 Millstream Drive, Aldie, Va. 20105.



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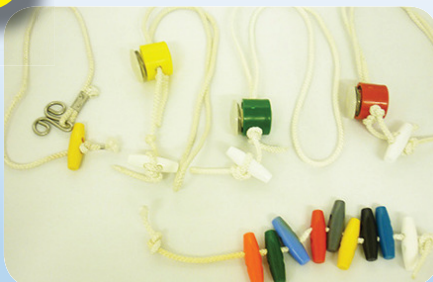
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# Using DLI's New Effortless Social Media

Written by Peter Blake, MAC Executive Director



ARE YOU PUTTING YOUR MEMBERSHIP TO GOOD USE? ARE YOU MAXIMIZING YOUR RETURN ON INVESTMENT FOR YOUR MEMBERSHIP DOLLAR?

I sincerely hope you are, but if you are like many members you get too busy and things seem to slip through the cracks and before you know it a year has passed and you haven't used your membership as much as you intended. This series of articles are designed to make sure you get the most from your membership. Six times a year we will highlight one member service for you to use now.

## EFFORTLESS SOCIAL MEDIA

Most members I talk to understand the need and benefits of maintaining an online presence. They know they need to do it, and they want to do it, but it often ends up on the bottom of the "To Do" list. Members who don't use professional services like MAC's GlikStorm or Be Creative will start a program, but won't be consistent and before you know it -- its been months since something was posted.

That is where DLI's new **Effortless Social Media Program** comes into play. When you sign up for the service, DLI will post consumer oriented posts directly to your page weekly. It is consistent, automatic, and best of all -- included with your membership at Silver and above.

It is a GREAT program, and one that can be used to compliment what you are already doing, or can be a stand alone beginning to getting your company an online presence.

## GET STARTED

Go to [DLIOnline.org](http://DLIOnline.org) and click the login button on the top menu bar. You will have to put your membership number in. You will be taken to the members only page, where you can select "Effortless Social Media" from the menu. There you will fill out your business information and submit it to DLI.

Once registered, you need to set-up the program and grant DLI access to your Facebook page. There is a downloadable PDF on the next page that will walk you through it. It is best to do the following steps on a computer rather than a mobile device.

First step is to log-in to your Facebook page (you will need your username and password). Once in Facebook, you need to click on your business page. Click on the top right arrow and select your page. If you don't have a separate business page, call me and I will help you get set-up.

Next select the "Settings" button. Select the "Page Roles" option. You will then be able to add DLI as an editor to the page. Under "Assign A New Page Role", enter [ricgnzlzcr@gmail.com](mailto:ricgnzlzcr@gmail.com) as an editor, select the account titled "Ric Go", and click the "Add" button.

You will have to confirm your password, but you are all set. Just sit back and wait for the automatic posts to start populating your page.

## HOW MANY BOXES HAVE YOU CHECKED?

This is our fourth article on how to increase your membership return on investment. We want to make sure you are using your membership, and taking advantage of all the tools in your business development toolbox.

How many have you done? If you can't check off all 4 boxes below, then make a New Year's Resolution to do them now. The next certification exam period is April 7-15, 2018. you must register by March 30, 2018.

Don't wait, get busy on your membership "to do" list. I would hate for a year to go by with you wondering how can DLI help.

All articles are archived on our website, so if you missed a past article, or just need to be reminded of how to activate the service, visit [www.macassociation.org](http://www.macassociation.org).



**Certification**



**Secret Shopper**



**DLI Apps**



**Effortless Social Media**

## The Next Mid-Atlantic Association of Drycleaners Board Meeting

**MAC Spring Board Meeting**  
**9:00 a.m. to 12:00 Noon, on Saturday, May 19, 2018**  
**Virginia Beach, VA**





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# Three Viral Videos: A Lesson in Social Media

Written by Jennifer O'Keefe, Glikstorm LLC

## SEEING RESULTS FROM SOCIAL MEDIA MARKETING ONLY HAPPENS WHEN YOU HAVE A WELL-DEVELOPED STRATEGIC PLAN.

There are exceptions to this rule—like a video of a kitten playing in warm, laundered blankets that miraculously “goes viral” on its own. But even a viral video can be ineffective if it doesn’t reach the ideal target customers, have a clear marketing message that moves people to take action, and have an easy, welcoming call-to-action.

Lets look closer at three examples of viral videos. Toby’s Cleaners, Zebra Cleaners and Lilly’s Cleaners have each captured a cute, short video on their cell phones of a kitten playing in laundry. Amazingly, all three videos have “gone viral,” meaning they were shared many, many times and viewed by an exponential amount of people.

Three viral videos! That’s crazy success, right? Well, only if each of these cleaners had a strategic plan. It turns out that only two of these cleaners saw a bump in new business and enquiries as a result of their viral cat video. In our hypothetical example, Zebra Cleaners and Lilly’s Cleaners benefitted from their silly cat videos, but Toby’s Cleaners did not.

### TOBY’S CLEANERS

Toby’s Cleaners does not have a social media strategy. They post sporadically to Facebook without any schedule or defined purpose for their posts. They don’t really understand what to do with Twitter, Google+ and LinkedIn, so they’ve ignored these social media platforms. They also haven’t used any strategies to build their social media following, so they only have about 20 followers on Facebook.

Toby’s Cleaners posted the video on their business Facebook page with the wording “Funny cat video.” The video did “go viral,” and ended up getting seen by a lot of people around the world, but this business didn’t see any real results. People thought the video was cute, but there was no connection to the business or action for people to take.

### LILLY’S CLEANERS

In contrast, Lilly’s Cleaners and Zebra Cleaners each have strong social media strategies. The management team at Lilly’s Cleaners invested time to learn about basic social media strategy and they successfully manage their own social media. They use Facebook, Twitter, Google+ regularly, and LinkedIn sparingly.

Lilly’s Cleaners does work for a few veterinary hospitals and some charity work for a few local animal shelters. Their main target customers are actually families with children. They decided to use the video to publicize their charity work with animal shelters, pull



on the heart-strings of families, and encourage people to shop with them by adding a 25%-off coupon code to the post. The wording for this post was “We have a soft spot for animals & happily support @TownAnimalShelter! We keep blankets clean, soft & cuddly for animal hospitals & everyday families! www.lillyscleaners.com. Use this coupon code for 25% off your next #drycleaning order with us: CAT32”.

They included a link to their website for brand recognition and tagged the animal shelter they support in hopes of increasing the number of people who would see the post.

Their video was shared by animal lovers, activists, community leaders, and some of their veterinary hospital clients. In the weeks that followed the video’s release, a significant number of new customers visited their shop and used the coupon.

Although this post was successful, Lilly’s Cleaners missed one important detail with this post. To protect themselves from people abusing the coupon code, they should have mentioned any limits, (ex: one coupon per customer, no other discounts apply, offer good through January 5 only...etc.). Any time a sale, special, or coupon is mentioned in a social media post it’s important to clearly specify limitations or direct people to a website for the full details of the offer.

### ZEBRA CLEANERS

Like Lilly’s Cleaners, Zebra Cleaners also has a strong social media strategy. They have delegated their social media management to a professional social media marketing firm. They see the value of social media, but prefer to spend their time working on the “meat and potatoes” of their business. Zebra Cleaners’ social media strategy involves regular posts to Facebook, Twitter, and Google+.

Zebra Cleaners has a very upscale business clientele and does a lot of work on designer suits and high-end women’s pocketbooks. Because their clients spend time on LinkedIn, Zebra Cleaners’ social media strategy also involves a lot of posting on LinkedIn. A silly cat video doesn’t really fit with this particular brand, so their social media gurus suggested using the contrast of the video against the seriousness of the brand. The wording for this post

continued on page 10





## Mid Atlantic Cleaners Association Members:

*Get the **MOST** out of social media marketing without wasting time or losing your mind!*

### Social Media Management Plans



|                            | Light Starch Plan  | Heavy Starch Plan  |
|----------------------------|--------------------|--------------------|
| # of profiles              | Up to 2            | Up to 3            |
| # of new images            | 8/month            | 16/month           |
| Posting schedule           | 3/week             | 6/week             |
| Catalog posts & images     | YES                | YES                |
| Work to increase followers |                    | YES                |
| Blog posting               |                    | Up to 1/month      |
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### FAQ about Social Media Management Plans:

- You review and approve all images & posts before they run.
- The current social media platform choices are: Facebook, Twitter, and Google+.
- On the Heavy Starch Plan we may also do some posting to LinkedIn as appropriate (ex: company news, events, charity support, job openings)

### FAQ About Images:

- Industry-related images may be used for other clients who are further than a 20-mile radius from your location.
- Some images (ex: holiday greetings) are not exclusive and may be used for other clients.
- Images we create from your own photos (ex: staff, customers, building, before/after work) will only be used exclusively for YOUR business



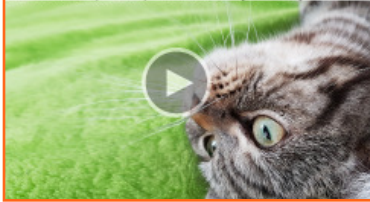
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## Viral Videos...

continued from page 8

was “Everybody loves cuddly cats, but we don’t fool around with laundry. Only the BEST #drycleaning care for your professional #suits, #pocketbooks & ties! Free pickup & delivery: ow.ly.235.” They used hashtags for relevant words, and a shortened website link that led to the free pickup and delivery page on their website.

**Zebra Cleaners @ZebraCleaners**  
Everybody loves cuddly cats, but we don’t fool around with laundry. Only the BEST #drycleaning care for your professional #suits, #pocketbooks & ties! Free pickup & delivery: ow.ly.235



Zebra Cleaners also received a few enquiries about corporate drycleaning service.

Another differentiator between these three video posts was the marketing quality of the videos. Both Zebra Cleaners and Lilly’s Cleaners took the time to edit their videos, adding in their logos

and websites at the end for brand recognition. This can be important if a video, picture, or post “goes viral” and the credit to the original company is lost because of they way someone shared the content. Adding your branding into all videos and pictures is important so that the credit (and marketing value) remains with YOU.

Nobody can predict when a video or social media post will “go viral”, but it’s important to treat ALL your social media posts with a strategic purpose. If your business is showing up in all the right places online, with relevant content that people want to see/read, and you’ve built a strong number of followers, you’ll be ready to reap the benefits of your popular or viral posts.

### GLIKSTORM: NEW MAC MEMBERSHIP BENEFIT

If you are not sure how to get started, or if you need assistance, MAC has arranged for members to receive Glikstorm services at a greatly reduced rate. This discount includes reduced fees on image creation and specially designed packages that include postings on Facebook, Twitter, and Google+. For more information contact Jennifer O’Keefe of GlikStorm: (603) 943-6480 or by email: info@glikstorm.com. (See ad on page 9)

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jisberg@adco-inc.com

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