



# ROCKY MOUNTAIN FABRICATE ASSOCIATION NEWSLETTER

SERVING THE DRYCLEANERS OF COLORADO, UTAH, AND WYOMING

## IFI INTRODUCES ONLINE SEMINAR SERIES *ifi LIVE Lineup Aims to Increase Profit, Professionalism*



Can't keep up production if you send key employees to a day-long seminar? Too busy to travel? No worries, **ifi LIVE** is just the thing to help you maintain your high quality standards and save on travel time and money. All you need is an open mind, one hour, a telephone, and a computer with Internet access to attend these helpful seminars. Simply connect to a conference call and observe the presentation on the screen. IFI's instructors will illustrate their points with video, still photos, and slides. A question and answer segment is built into the program. All participants will receive a CD-ROM containing a recording of the entire broadcast. It's really that easy.

Participants learned quite a bit from **ifi LIVE's** debut seminar, "Don't Take the Fall for Fall Fashions" presented by IFI's Chris Allsbrooks. Greg Schroh, production manager of linen services at Rimrock Resort Hotel in Banff, Alberta, was pleased with what he got out of it. "The webcast exceeded my expectations and I have taken all of the valuable information I have learned and passed it on to my staff," Schroh said.

Likewise said Marilyn Peters, the new customer service director for Citywide Cleaners in Cedar Rapids, Iowa. "The information was really helpful to me-a neophyte in the cleaning business. Chris did a good job of keeping things moving."

The **ifi LIVE** online seminar series is designed for the busy professional cleaner who is looking to improve his or her business. The series is presented by top-notch industry presenters and IFI technical experts. The next **ifi LIVE** online seminar features Darcy Moen's presentation of "E-mail Marketing: A Communications Strategy for Profit." Showtime is at 6 p.m.

Eastern Time December 14, with registration closing on December 13.

"Three and a half years ago we started regularly sending our affiliates an e-mail newsletter and problem garment e-mail alert with great success. Offering online seminars was the next logical progression," IFI CEO Bill Fisher said. "IFI's staff worked hard to get this service up and running, and we're already getting a good response. Affiliates in 20 states and three Canadian provinces participated in the first **ifi LIVE** webcast, and we expect those numbers to be higher as the word spreads."

"This has been a very convenient way for IFI to reach out to more cleaners, no matter their size," Brian Johnson, IFI's Director of Training & Technical Services, said.

Upcoming **ifi LIVE** seminars feature the following speakers and topics, with more offerings in the works:

Date	Expert	Topic
December 14	Darcy Moen	E-mail Marketing: A Communications Strategy for Profit
January 18	David Norford	Getting More Dollars From Customers: What to Say and How to Say It
February 15	David Norford	Avoiding the Price Discrimination Trap

For only one hour a month you can increase your profits, enhance professionalism, and improve your business. Attending the seminar costs \$59 for IFI professional affiliates and \$89 for all others. Call IFI Registrar Susan Bale at 800-638-2627 to sign up for the next online seminar or register online at [www.ifi.org](http://www.ifi.org).

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*Rocky Mountain Fabricate Association  
is an affiliate of the  
International Fabricare Institute.*



## IFI Revamps Cleaning Performance Evaluations, Highlighting Achievement in Dry Cleaning Quality

*18 Professionals Among First to Receive New Certificate of Achievement*

The International Fabricare Institute has created another new way for affiliated professionals to heighten their prestige and demonstrate their professionalism to the public. IFI's Department of Training & Technical Services will present its new Certificate of Achievement to companies that achieve and maintain excellent quality cleaning based on results of an IFI Cleaning Performance Evaluation.

Eighteen IFI professionals were among the first Certificate of Achievement recipients:

- Belleair Bluffs Cleaners, Belleair Bluffs, FL
- Bergmann Cleaners, Arlington, VA
- Bridgestone Cleaners, Brooklyn, NY
- Champion Cleaners, Birmingham, AL
- Cleanbay Cleaners, Las Vegas, NV
- Clinton Laundry & Cleaners, Clinton, OK
- Clothesline Cleaners, Boise, ID
- Comet Cleaners, Allen, TX
- Imperial Cleaners, Gulfport, MS
- Kim's Cleaners, Austin, TX
- Martinizing Drycleaning, Ankeny, IA
- Martinizing Dry Cleaners, Martinsville, VA
- Nettles Cleaners, Camden, SC
- One Hour Cleaners, Laurinburg, NC
- Porter's Cleaners, Bossier City, LA
- Prestige Cleaners, Knoxville, TN
- Town & Country Cleaners, Shawano, WI
- Whitewater Cleaners, Cleves, OH

"We have revamped this particular testing area from top to bottom," said Brian Johnson, IFI's Director of Training & Technical Services. "From streamlining procedures to automatically sending out performance evaluations throughout the year, every aspect has been examined and improved."

Cleaning Performance Evaluations measure the efficiency and cleaning performance of a cleaner's dry cleaning process. The confidential, detailed analysis verifies that customers are receiving quality cleaning or offers recommendations for correcting unsatisfactory results.

"Up until now, this service has been more of a behind-the-scenes effort by companies interested in monitoring their cleaning performance," IFI CEO Bill Fisher said. "The testing itself is confidential, but getting good results shouldn't be. That's why we created the Certificate of Achievement-to serve as a public reminder of the quality cleaning consumers can expect from IFI professionals that earn the certificate."

For more information about IFI's confidential Cleaning Performance Evaluations, Laundry Performance Evaluations, and AirTracker workplace air quality sampling, call 1-800-638-2627.

### RMFA MISSION STATEMENT:

The purpose of the ROCKY MOUNTAIN FABRICATE ASSOCIATION is to enhance the image and viability of the fabricate industry through education, and development of the skills, talents and professionalism of its membership.

### RMFA PURPOSES AND OBJECTIVES:

To promote, develop and protect the interests of the garment and textile maintenance industry. To improve the quality of services rendered by the industry by providing an opportunity for the exchange of experiences, ideas and opinions through meetings, discussion and educational programs. The primary goals of the RMFA are to develop and encourage the practice of high standards, professional conduct, safety, and environmental excellence within the workplace among members of the dry cleaning industry.



## Are Your Finished Garments Really Finished?

In keeping with the theme of achieving quality dry cleaning, I have a series of questions that all drycleaners should consider. Remember that this is only part of the puzzle, but it is an important one if we want to give our customers true high quality cleaning.

- Is excessive finishing time spent to process garments?
- Do stains and spots seem more difficult to remove?
- Do garments appear to have lost their "newness" and feel limp and lifeless even after pressing?
- Are garments losing their press during routine handling and storage in the plant?
- Have customers complained about garments wrinkling prematurely?
- Do you find it difficult to differentiate yourself from other cleaners and gain customer loyalty in the face of competitors lower prices or coupons?
- Are you looking for a way to capture a larger share of your customers business by attracting garments that may currently be home-laundered?
- Have you been searching for a way to justify premium prices in return for delivering premium quality and value, as a way to improve profitability?

Proper use of a true resin based fabric finish could be the answer you are looking for. Below I will address each of these issues and show how the use fabric finish will improve quality, customer satisfaction, and profitability as well.

Research performed by a number of drycleaning trade associations, including IFI, has shown that the use of fabric finish can reduce finishing time dramatically. This number is approximately 12%. Reduced finishing time means less steam, energy, and labor is expended per garment, which translates into improved profits. A 12% labor savings in your finishing department alone translates into a significant dollar amount over a years time.

Use of a resin based fabric finish provides a protective coating which helps prevent spots and stains from penetrating garment fibers and becoming set prior to drycleaning. Studies have shown a significant decrease in spotting time when used. Less time spotting means savings on labor, stain removal agents, and energy costs. Moreover, the ability to effectively remove stains makes for happy customers.

Fabric finish aids in restoring the vibrancy lost due to repeated wear and replaces many of the original factory-applied finishes that are often removed during the drycleaning process. Customers expect their garments to be restored and revitalized. They'll keep coming back to the cleaner who can make their garments look and feel like new every time.

Fabric finish imparts dimensional stability and wrinkle resistance to keep finished garments fresh during handling, conveyor crowding, and in many cases, transport from plant to store. The garments are protected from wrinkling even after leaving the plant and entering the customers closet. How many times have you spent a significant amount of time and effort on a customers garment, to have them throw it over their arm as they leave, then throw it into the car, only to have them return with it days later complaining of a poor pressing job? Garments that stay fresh even under these conditions means that a quality finished garment can be delivered to the customer every time. In addition, the customer gets what they want, more value for their money, and that means they will return again and again.

The use of fabric finish produces a clear difference in the look and feel of a finished garment. Cleaners who choose to use fabric finish position themselves as professionals who consistently produce quality finished garments. Not all cleaners produce the same quality of work. Cleaners who demonstrate they do better work gain new customers and will keep current customers coming back.

Many garments frequently laundered at home, such as cotton pants, silk blouses, and casual shirts can certainly benefit from the use of fabric finish to keep them crisp and looking "like

CONTINUED OF PAGE 7...

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# UTAH UPDATE

By. Sharon Dutcher, CED



Thanks to the UDEQ and especially Renette Anderson, UDEQ drycleaner ombudsman, for putting together a very informative workshop on environmental issues for Utah drycleaners. In the past, environmental fines for non compliance have been modest in Utah but that policy may be changing. So, the following is a brief summary of what we learned.

Scott Hopkins, RCRA Small Business Assistance Program coordinator, gave us a quick lesson on avoiding fines during the inspection process. The following are the most common reasons fines are assessed in Utah:

1. Open hazardous waste containers-either sludge left in the container after it is scraped from the still, lids left off waste containers, or open containers of lint, etc...
2. Improper labeling of waste containers. All sludge waste containers MUST be labeled with the words "Hazardous Waste" and the date that the first drop of waste was put into it.
3. Waste storage containers that are not in good condition. Containers cannot have dents, splits, rusted areas, etc. The chines must be intact and the lid must be firmly attached.
4. Incompatible waste storage. Lint or separator water from your machine can be put in your sludge container but not other types of materials or solvents.

Scott also made us aware that, as of Sept.5, 2006, there is a standard US waste manifest that must be used when your waste is shipped to any disposal facility. Those of you who take your own waste to the hazardous waste facility in SLC can obtain a copy on the EPA website.

Then Greg Sorenson, from the Air Quality Small Business Assistance Program, discussed reporting requirements, some of which will become more stringent after July 27th. Currently, you must check for leaks and refrigeration temperatures weekly and record the results. According to Greg, no matter how often you inspect your machine if it isn't written down, it didn't happen. All of these records need to be kept on site (and available for inspectors) for 5 years.

The new reporting requirements will include weekly reading of the high and low pressure gauges on your machines' refrigeration device on the back of your machine. You will need to know the manufacturers' parameters for your particular device-look in your machines' handbook.

Other new requirements will encompass weekly testing of the ppm in the wheel at the end of a cycle and weekly regeneration of the carbon absorber. You will also need some type of perc leak-testing device (sniffer) because visual checks will no longer be sufficient. We will get more detailed information to you as deadlines for compliance come closer.

If you need assistance or have an environmental problem, the DEQ has a hotline-1-800-458-0145. Leave a message and the most appropriate person will return your call.

## EQUIPMENT FOR SALE

Forenta's Top of the Line 3 Pc. Shirt Unit including:

- Magna Double Buck w/vacuum
- Stacked collar and cuff unit
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\*unit is only three years old and has been impeccably maintained and serviced.

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## EQUIPMENT FOR SALE

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[www.thecleaners.net/equipment.htm](http://www.thecleaners.net/equipment.htm)

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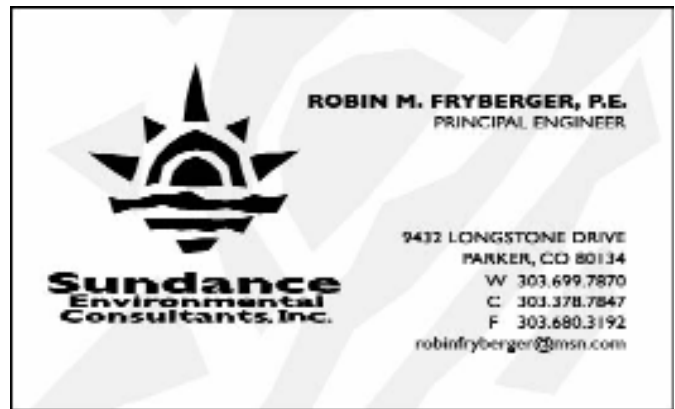
new." These are benefits that are difficult if not impossible to attain at home. By satisfying customers that bring in these types of garments, cleaners are able to offer customers an additional service and attract even more business.

Because customers can see and feel a noticeable difference when fabric finish is used, they can justify paying higher prices to ensure their garments are cared for properly. Being able to earn premium prices increases the cleaners profitability. These profits enable the cleaner to invest in other methods to service customers more effectively and profitably.

Fabric finish must be used properly, and at the proper concentration to achieve the benefits expressed above. Using too little is virtually the same as using none at all. The amount of fabric finish being used should be adjusted until the desired body and feel is established to the cleaners satisfaction. Generally, you will find the ideal concentration between 1 and 1 ½ percent. Properly used, the cost saving features and customer benefits resulting from the use of fabric finish can be experienced consistently.

If I can answer any questions or be of assistance in your ongoing quest for improved professional quality cleaning, do not hesitate to call.

Robert Blacker  
R.R. Street & Co. Inc.



## NEW AIR QUALITY REQUIREMENTS FOR PERCHLOROETHYLENE DRY CLEANERS

In July of 2006, the Air Pollution Control Division (APCD) at the Colorado Department of Public Health and Environment announced new requirements for perchloroethylene (perc) dry cleaners. If you own or operate a perc dry cleaning machine, you may be subject to these new requirements.

### What are the new Air Quality requirements?

On July 27, 2006, the Environmental Protection Agency (EPA) amended the federal requirements for all dry cleaners that use perc as a dry cleaning solvent. EPA based the recent amendments to its 1993 air toxics standard (the National Emission Standards for Hazardous Air Pollutants for Dry Cleaning Facilities or NESHAP) on a current review of available air emission control technologies and new information on the human health effects of perc.

In Colorado, the new federal requirements affect dry cleaners (small and large area sources) that emit less than 10 tons of perc each year. This size of dry cleaner is typically found in shopping centers, in stand-alone buildings, or on the ground floor of residential (apartment) buildings. The requirements for area source dry cleaners vary depending on whether the dry cleaning unit is "existing" or "new."

- **"Existing"** units are defined as units installed on or after December 9, 1991 and before December 21, 2005. Existing units must be in compliance with the new regulation by July 28, 2008 or as otherwise noted.

- **"New"** units defined as units that were installed on or after December 21, 2005. New units must be in compliance with the new regulation by July 27, 2006 or upon start up, whichever is later.

### ■ Requirements for Existing Area Source Dry Cleaners:

- ▶ Affected dry cleaners must be in compliance with both the applicable 1993 requirements and the 2006 amendments by July 28, 2008.
- ▶ Transfer machines can no longer be used as of July 27, 2008.
- ▶ Leak inspections must be conducted at least once a month using a halogenated hydrocarbon leak detector or perc gas analyzer (such as a photo ionization detector or PID)
- ▶ Continuation of leak inspections every two weeks (weekly for sources that purchase more than 140 gallons per year of perc). A vapor leak is now defined as a perc vapor concentration of 25 parts per million by volume or greater (ppmv).
- ▶ A Notification of Compliance Status must be submitted to the APCD on or before July 28, 2008.

### ■ Requirements for New Area Source Dry Cleaners:

- ▶ Affected dry cleaners must be in compliance with both the applicable 1993 requirements and the 2006 amendments beginning on July 27, 2006 or immediately upon start up, whichever is later.

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# NEW HAZARDOUS WASTE REQUIREMENTS FOR PERCHLOROETHYLENE DRY CLEANERS

On July 2, 2006, the Hazardous Materials Waste Management Division (HMWMD) at the Colorado Department of Public Health and Environment announced new notification requirements for perchloroethylene (perc) dry cleaners. If you own or operate a perc dry cleaning machine, you may be subject to these new notification requirements.

## What are the new Hazardous Waste requirements?

Under the new requirements, Conditionally Exempt Small Quantity Generators (CESQGs) that generate hazardous waste codes F001, F002, F004, and/or F005 (halogenated and non-halogenated solvents) are required to notify the HMWMD under Part 99 of the hazardous waste regulations (6 CCR 1007-3) and obtain an EPA identification number. Therefore, if you operate a perc dry cleaning machine, you will be required to submit a notification form and obtain an EPA identification number if you haven't already done so. CESQGs will not be assessed a fee for this type of notification. The Colorado Hazardous Waste Notification form is available online at [www.cdphe.state.co.us/hm/notification.asp](http://www.cdphe.state.co.us/hm/notification.asp).

Also under the new requirements, SQGs and LQGs that submit a new notification under Part 99 of the hazardous waste regulations (6 CCR 1007-3) must submit a \$100 notification fee with the Notification form. Businesses submitting a subsequent notification that downgrades their hazardous waste generator status (for example, from a Large Quantity Generator to a Small Quantity Generator) must also submit a \$100 notification fee with their updated Notification form. Subsequent notifications that are providing or updating other information (for example, contact name change) will not be assessed any fee unless they are also downgrading their notification status.

Businesses submitting a subsequent notification that upgrades their notification status will not be assessed the notification fee. Where a fee is required, the fee MUST accompany the Notification form for the form to be processed. Information on the notification fee is available online at [www.cdphe.state.co.us/hm/epaid.pdf](http://www.cdphe.state.co.us/hm/epaid.pdf).

In addition to hazardous waste notification fees, the Department assesses an annual hazardous waste generator fee. The annual fees are \$100 for CESQGs that generate F001, F002, F004, or F005 wastes (includes dry cleaning facilities), \$480.00 for SQGs, and \$3,050.00 for LQGs.

## DEFINITIONS:

**CESQG** - generates ~220 pounds (~25 gallons) or less of a hazardous waste and no more than ~2.2 pounds of acutely hazardous waste per month.

**SQG** - generates more than ~220 pounds (25 gallons) and less than ~2200 pounds (~250 gallons) of hazardous waste and no more than ~2.2 pounds of acutely hazardous waste per month.

**LQG** - generates ~2200 pounds (~250 gallons) or more of hazardous waste or more than ~2.2 pounds of acutely hazardous waste per month.

## HELP IS AVAILABLE

The Generator Assistance Program (GAP) is available to answer questions on the new hazardous waste notification requirements. Contact GAP at (303) 692-3415 or at the toll-free Customer Technical Assistance hotline at (888) 569-1831 Ext. 3320, or visit GAP online at [www.cdphe.state.co.us/hm/gap.asp](http://www.cdphe.state.co.us/hm/gap.asp).

## HELP WANTED



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Conveyor, 14ft. White Consecueveyor  
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- ▶ Transfer machines can no longer be used.
- ▶ Leak inspections must be conducted at least once a month using a halogenated hydrocarbon detector or perc gas analyzer.
- ▶ Continuation of leak inspections (25 ppmv or greater) every two weeks (weekly for sources that purchase more than 140 gallons per year of perc).
- ▶ Machines must be non-venting and equipped with a refrigerated condenser and a secondary carbon absorber or equivalent device (a device that reduces perc vapors exiting the machine prior to the door opening).
- ▶ A Notification of Compliance Status must be submitted to the APCD upon start up of dry cleaning operations.

#### ■ Requirements for Existing Dry Cleaning Units Specifically Located in Residential Buildings:

Dry cleaners located in residential buildings, such as apartment buildings, can be associated with higher levels of human exposure than other area source dry cleaners. The requirements for these units in residential buildings are as follows:

- ▶ Transfer machines can no longer be used as of July 27, 2008.
- ▶ By July 27, 2008, operators must begin using a halogenated hydrocarbon leak detector monthly to detect perc leaks. Records must be maintained.
- ▶ All existing perc machines must be removed from residential buildings by December 21, 2020. Newer available non-perc technology must be used.
- ▶ A Notification of Compliance Status must be submitted to the APCD on or before July 28, 2008. The notification must specify that the dry cleaning facility is located in a residential building.

#### ■ Requirements for New Dry Cleaning Units in Residential Buildings:

- ▶ New dry cleaning machines in residential buildings must eliminate perc use by July 27, 2009. Only alternative (non-perc) cleaning methods will be allowed in residential buildings.
- ▶ During the perc elimination period (July 27, 2006 to July 27, 2009), new sources will be required to use a refrigerated condenser and secondary carbon absorber, with equipment housed inside a vapor barrier enclosure.
- ▶ Weekly inspections to detect and repair perc leaks must be conducted with a halogenated leak detector or perc gas analyzer.
- ▶ A Notification of Compliance Status must be submitted to the APCD upon start up of dry cleaning operations. The notification must specify that the dry cleaning facility is located in a residential building.

#### ■ NOTE for ALL Dry Cleaning Facilities:

Effective July 27, 2006, if the dry cleaning machine is equipped with a pressure gauge on the refrigeration system, the operator must monitor the high and low pressure during the drying phase rather than the temperature of the gas-vapor outlet.

All recordkeeping (perc purchases, refrigerated condenser pressures or temperature, leak inspections, and maintenance) should be recorded on your dry cleaning compliance calendar. Contact the Small Business Assistance Program if you would like a copy mailed to you.

#### HELP IS AVAILABLE

The APCD Small Business Assistance Program (SBAP) is available to help you answer questions on the new air quality requirements. Contact SBAP at (303) 692-3175 or visit SBAP online at [www.cdphe.state.co.us/ap/sbap.asp](http://www.cdphe.state.co.us/ap/sbap.asp).

## INTERNET TESTING FOR CSRs

**BOULDER, CO** - A computerized training and testing program for customer service representatives has been designed by Steve Boorstein, a third-generation drycleaner, past owner of a high-end cleaners, and advocate for the drycleaning industry.

Boorstein spent 15 years at the counter of his cleaners and trained CSRs who had no knowledge of silk blouse or wedding gown acceptance, leathers and suedes, and knowing which stains come out and which don't.

Questions and answers pertaining to these and other issues were built into the tests. All of the information can be learned by reading the three-page study guides and taking tests.

Cleaners can buy a single test on slacks or bedding, or a ten-pack that contains all the tests. Study guides and tests are written for and geared toward teaching, from the counter to the plant, with insights about fabrics, dyes, stains, pre-existing conditions, finishing,

alterations, and other aspects of the business such as cross training slacks, jackets, shirts, sweaters, leather and suede, bedding, furniture covers, wedding gowns and wedding gown preservation.

The tests let owners and managers know quickly if new hires or established employees are capable of learning and retaining information.

The tests are automated and can be taken on any internet-connected computer. The tests have a user name and are password protected for each employee. Results are immediate for the employee and the managers and owners receive full results by e-mail.

A CSR can retake a test to improve his or her score without penalty and the manager or owner gets both sets of results. Questions are scrambled after each test.



# APPLICATION FOR IFI OPERATING PLANT PROFESSIONAL AFFILIATION

This application, upon acceptance, is for professional affiliation in IFI and its affiliated association (see reverse for list of affiliates) for dry cleaning, laundry, and/or wet cleaning companies. This is a corporate membership that applies to all employees and locations of the company. Dues are based on the company's total number of full-time equivalent (FTE) employees.\* *Membership is annual and dues are non-refundable.*

percentage is 2% for all states except: Wisconsin (11%), Arkansas, Kansas, Louisiana, Mississippi, Missouri, New Mexico, Oklahoma, Texas (8%), Alabama, Florida, Georgia, South Carolina (10%), District of Columbia, Maryland, Virginia, West Virginia (4%), Minnesota (8%). Sixty-five dollars of the annual dues are for a one-year subscription to *Fabricare*.

Dues may be tax deductible as an ordinary and a necessary business expense. However, dues supporting IFI's lobbying efforts are not deductible under provisions of the U.S. Internal Revenue Code. That

Regular membership mailings and Fabricare will be sent to the address given below.

## APPLICANT INFORMATION

Company Name \_\_\_\_\_ Date \_\_\_\_\_  
 Street Address \_\_\_\_\_ City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_ Website \_\_\_\_\_  
 Contact Name Mr/Mrs/Ms \_\_\_\_\_ Title \_\_\_\_\_

## IFI/AFFILIATE DUES SCHEDULE

Number of FTE (Full-Time-Equivalent) Employees	Annual Dues Investment	*Additional Plants
0-5 .....	\$401	\$125
6-8 .....	\$697	\$125
9-11 .....	\$856	\$125
12-15 .....	\$1,162	\$125
16 and up .....	\$1,385	\$125

## PAYMENT INFORMATION

\*To calculate dues, count each full-time employee as one (1) FTE and each part-time employee as 1/2 FTE, or take the total current weekly hours of all employees and divide by 40. Add \$125 for each additional membership mailing to other locations with your annual dues and provide a list of the additional locations on a separate sheet of paper.

- 1) Please enter number of FTE Employees \_\_\_\_\_
- 2) Dues Investment (see schedule above) \$ \_\_\_\_\_
- 3) Add \$125.00 for each additional plant. \$ \_\_\_\_\_

\*Add'l plants receive full membership benefits. (Including decal, Hotline access, Fabricare and Resource subscription, etc.)

Important: List additional locations on a separate sheet of paper.

**Total Dues Investment** \$ \_\_\_\_\_

**Check**  Enclosed is my dues amount for Made payable to IFI.

**Charge**  Please charge my dues payment of \$ \_\_\_\_\_  
 To my: \_\_\_\_\_ \$ \_\_\_\_\_  
 \_\_\_ VISA \_\_\_ MasterCard  
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