



## Rocky Mountain Fabricare Association E-News

### Serving the Drycleaners of Colorado, Utah, and Wyoming

#### RMFA's Tom Rowland Elected!



The District 7 and 8 election results are in. There were four excellent candidates, but only two director positions. Tom Rowland of Colorado Mountain Cleaners in Silverthorne, Colorado, was elected District 7 Director and Bill Casassa of Marin Cleaners in San Rafael, California, was elected District 8 Director. At the summer DLI Board meeting in Colorado Springs, Colorado, Rowland will replace David Silliman, and Bill Casassa will replace Barry Gershenson.

Congratulations Tom

#### RMFA Education

By: Joe Blaha - Education Committee

Roland Dobbins our master spotting professor and wet cleaning magician was at his best as he brought his traveling show to Salt Lake City on May 1st and 3rd and then to Denver May 8th and 10th. General stain removal and wet cleaning are no longer a mystery to the lucky attendees of these seminars.



The "**Professional Wet Cleaning Training Class**" offered at both locations is invaluable to the industry. The growing environmental pressures to effectively utilize water based technologies are certainly obvious to anyone paying attention. Whereas in the past the - throw it all in the dry cleaning machine because it's easier mentality - is rapidly losing ground to the more reality based understanding that for a significant portion of the goods we are asked to process wet cleaning is not only viable but more effective. No longer a "one trick pony" performer, today's operator can increase productivity and participate in environmental stewardship by blending the best of both processes. Granted there needs to be some increased understanding and training for this adoption of new technologies but for those who will invest the time and some capital the rewards are substantial.

Roland's premise is that the capital investment need not surpass a large enough bucket and the proper chemistry to begin to participate but the industry now offers many very effective wet cleaning equipment packages that greatly enhance productivity and afford the opportunity to direct a larger proportion of work in this direction.



The "**General Stain Removal Training Class**" also offered at both locations is the workhorse of the RMFA seminar series and every relevant employee can obtain obvious immediate benefit from skills development training such as this. We are certainly blessed to have the services of Roland who not only cares



about the transfer of knowledge but is able to make it fun and interesting. If you ask any past participant I believe you will encounter a chorus of positive feedback on the value of these classes. With the large number of existing graduates of this class covering all the

foundations of trade spot removal, Roland and your RMFA education members believe it is time to schedule an advanced class. We will keep everyone posted as this develops.

Back to the basic message, a business to grow must react to today's environment. Leaders always finish first in any competition. Not only do we compete with one another but increasingly strive to meet the expectations of our customers to provide the professional results and service they expect but adapt to new innovations and methods (or re-working of old) that are perceived as planet friendly. To gain market growth more customers need to see and understand our individual commitment to quality work and informed methodology. All this is based on professional skill development.

Our thanks to the fine establishments, Henries Dry Cleaners in Salt Lake City and Dry Cleaning Station in Highlands Ranch for providing us the facilities making it possible to offer these programs. To Jeff Allen for assisting Roland and Seitz Chemical for co-sponsoring the wet cleaning and stain removal presentations. Seitz also supplied Roland with enough product give-a-way prizes to challenge his game show talents and in keeping with his natural instincts the seminar attendees were rewarded handsomely.

See you next time.

## **IWA Announces Release of 15% Dividends**

*Courtesy of Drycleaning and Laundry Institute*

Irving Weber Associates, DLI's endorsed insurance carrier, has for the 57th consecutive year, released dividends to active participants of IWA managed workers' compensation programs. Dividends are the result of the diligent application of safe practices, outstanding management, and the cooperation of all participating policyholders in the group.



For further information on IWA's comprehensive programs, call IWA at 1-800-243-1811 or visit [www.iawains.com](http://www.iawains.com).

## **RMFA Board Accepting Director Application**

Recent resignations have opened several positions on the RMFA Board of Directors. If you are interested in serving on the board for 2008-09 fiscal years, please contact Nicole, RMFA Administrator ([nicolep@imigroup.org](mailto:nicolep@imigroup.org)) for more information. Committee membership is available to non-board members Please contact us if you have a specific area of interest.

## **Clean Show 2009**

[Exhibit Sales Open for Clean '09 in New Orleans](#)

American Drycleaner - Chicago, IL, USA

Formally known as the World Educational Congress for Laundering & **Drycleaning**, Clean is the world's largest exhibition of laundry and **drycleaning** equipment. ...

[See all stories on this topic](#)

## **SAVE THE DATE**

## RMFA Annual Fall Conference

September 27-28, 2008  
Colorado Springs, Colorado

### In Need of a Boiler?

Contact Quality Cleaners for details...  
116 W. Olive, Lamar, CO 81052  
Shaun 719-336-2891

### E-News Sponsorship Opportunities

As you have noticed, we have changed to an electronic newsletter versus a printed newsletter. We would like to extend an invitation to sponsor one of these upcoming issues. Sponsorship is **\$200.00** per issue (Non-Members \$225). Included in your sponsorship: your company banner will be displayed above the title as the major sponsor with a direct link from your banner to your company website. **There will only be one major sponsor per issue.** RMFA will also offer a \$50 sponsorship (Non-Members \$75) in the E-News, this will include your company logo with a direct link to your website - as shown below. [Please send me a contract!](#)



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