



Rocky Mountain Fabricare Association E-News

Serving the Drycleaners of Colorado, Utah, and Wyoming

Tom Rowland Announces DLI Director Candidacy

Dear DLI District 7 Member,

My name is Tom Rowland, and I am President of Colorado Mountain Cleaners in Silverthorne, Colorado. **I am asking for your vote in the upcoming election for District 7**

Director. The purpose of this letter is to introduce myself, and to explain my reasons for seeking this position on the DLI Board. If you have any questions, please feel free to contact me on my cell phone at 970-389-3165. The ballots will be mailed to you no later than March 25th, and must be returned and postmarked no later than April 15th - **please be sure to vote!**



By way of background, I am a 1969 graduate of the University of Denver, and you could say I am short of hair and "long of tooth"! I started my career in the commercial real estate finance business, and I lived in Connecticut, Maine, Texas and California, before settling here in Colorado. I graduated from DLI in August, 2003, and I opened the doors of Colorado Mountain Cleaners in February, 2004. My purpose in attending DLI was to learn the basics of the business, from solvent choices to spotting techniques, efficient plant layouts, managing/developing professional CSRs, product pricing, and expense analysis. Giving back to our industry through serving our membership is my purpose for seeking this position as District 7 Director.

I was asked to join the RMFA Board of Directors in 2005, and have served on several committees since then - my associates on the Board will confirm that I am not shy about asking questions, seeking explanations and proposing ideas as to how we can improve our Association and our industry. As a Director of DLI, I would continue in this regard and operate on your behalf! **I strongly believe in attendance and participation**, and, if I receive your vote and become your representative, I will attend every meeting and participate in developing programs and supportive materials that will benefit all.

Thank you for your support.

Tom

Colorado Mountain Cleaners is proud to have received the following recognition since we began our business in 2004:

- 2005 - **Environmental Achievement Award** from the Colorado Dept. of Public Health & Environment - the first drycleaner to have received that award.
- 2005 - RMFA's **Drycleaner of the Year Award** recipient
- 2006 - **EPA/Region 8 Environmental Achievement Award**
- 2006 - IFI **Award of Excellence** recipient
- 2006 - Summit County **Green Award** recipient
- 2007 - *American Drycleaner Magazine's* **Merit Award** for new plant design

Thank you for your consideration and your vote.

Sincerely,

Tom Rowland

7 Everyday Heros Fred and Susan Baker Courtesy of Channel 7



Every week, Denver's Channel 7 salutes Coloradans who are making a difference in their community. The **7Everyday Hero Award** is given to Coloradans who initiate solutions, motivate others, represent or serve working families and work on a nonprofit basis. RMFA member [Heritage Cleaners](#) recently received this prestigious honor.

For the past 4 years, Heritage Cleaners locations all over the Denver area have accepted clothing on behalf of The Gathering Place. Heritage has cleaned, sorted and delivered clothing for distribution through Bridget's Boutique. Heritage has collected about 1,000 garments each week for the past four years.

Fred and Susan Baker are the owners of Heritage Cleaners, and started the "Hand-Me-Up Program" with the Gathering Place in 2004. Customers donating clothes is a common scene at Heritage Cleaners locations across the front range. The Gathering Place is a daytime shelter for women and kids experiencing homelessness and poverty. The women use the clothes to help start anew. According to a Gathering Place spokesperson, "We could not be more pleased with our relationship with Heritage Cleaners. Fred and Susan have demonstrated an amazing commitment to the women and children of The Gathering Place, maintaining this program even as it has grown beyond our initial expectations."

Donations of gently used, seasonally appropriate clothing are greatly appreciated, and always needed. If you are interested in making a donation of clothing, please visit a local Heritage Cleaners or call The Gathering Place at (303) 321-4198 for more information.

Institute Lands PR Coup for DLI Members in Western Half of U.S.

How about some POSITIVE publicity for the industry for a change? Well, DLI has just done that - and it's exclusive to DLI members from Colorado and Oklahoma west, wherever the 1,200 Carl's Jr. restaurants are located.

It's fun, it's lighthearted, and it's a positive image - something that's been in short supply for us. Carl's Jr. chain is re-introducing their Chili Cheese Burgers and Fries, and as the press release headline from noted advertising agency, Weber Shandwick says, "Messy and delicious - a "win-win"

for chili lovers and drycleaners everywhere."

Most importantly, DLI and "DLI members" are mentioned extensively throughout the press release - for example, the press release notes that if you get chili stains on that cotton t-shirt or jeans, wash it - "But for that great silk tie or fine linen blouse, get it into the hands of your DLI drycleaner right away for the TLC it's going to need."

The visual and audio reinforcement of DLI cleaners as the ones to trust when you need stains removed is hard to beat. For DLI and its member cleaners, it's a win all the way around.

The next step: A "See us after you indulge!" poster exclusively for DLI members!



Award of Excellence Off to Roaring Start Clothing Care Council Set to Improve Awareness of Award

At a recent Clothing Care Council meeting, media representatives, cleaners, clothing designers and retailers, textile experts and DLI executives discussed what the council can do to make the Award of Excellence (AOE) a standard of excellence recognized by consumers everywhere.



From its beginnings in 2005, the AOE was intended to "give customers, for the first time, a way to tell good plants from bad." At the time, DLI CEO Bill Fisher observed that the industry "waited and waited for a shakeout to start in the industry," and it just hasn't happened.

During their discussion, Clothing Care Council members were asked how they believe consumers look for good drycleaners. The first response was "they ask a friend or co-worker. Then they check to see if they are members of an association." The goal of the AOE program is to make consumers aware that the answer to that question is whether or not the cleaner has earned an Award of Excellence.

Columnist Heloise concurred, stressing the need to educate consumers. the Clothing Care Council can develop a plan to publicize the value of an AOE cleaner. "Vet the cleaners and get the message out," she said. "Translate recommendations into understandable English."

Council members agreed to offer their ideas and contributions for creating new strategies for creating new strategies for publicizing the program and the enrolled cleaners.

New Plaque Highlights Professional Status

Personalized with your company name, DLI's new eye-catching design enhances the prestige and professionalism associated with being an up-to-date affiliated company.



Available in burgundy, dark blue, and dark green marbled acrylic, the 7" x 10" plaque stands alone or can be fastened to a wall using the included Velcro strip. Cost is \$39 each - so affordable you should display one at each location. Order today by calling 1-800-638-2627. the customized plaque ships in 14-21 days.

Upcoming Workshop at the Ranch *Ozone Nonattainment & Your Business*

A workshop, "*Ozone Nonattainment & Your Business*" is being offered on **Wednesday, April 2, 2008** at "*The Ranch*", the Larimer County Fairgrounds & Event Center, in Loveland. **The workshop will be held in the Thomas McKee Building (south entrance) in the Estes Park Room.** We are encouraging small businesses to attend. The workshop is designed to provide a basic overview of recent changes in reporting and air permitting requirements due to a nonattainment designation by EPA for ozone in the Denver-metro and Northern Front Range area. *Be informed about your regulatory requirements and the implications for your business, please join us!* Information on specific sectors such as surface coating, autobody, printing, gasoline service and bulk stations, petroleum dry cleaning, and hot mix asphalt will be provided. Staff from the Air Pollution Control Division including the Small Business Assistance Program will be available to answer questions and assist you.

[Learn more...](#)

E-News Sponsorship Opportunities

Another year is upon us and RMFA has made some changes. We have decided to go 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. [Please send me a contract!](#)



[Forward email](#)

✉ [SafeUnsubscribe®](#)

This email was sent to nicolep@imigroup.org, by info@rmfa.org
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Rocky Mountain Fabricare Association | 3030 West 81st Avenue | Westminster | CO | 80031