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ROCKY MOUNTAIN FABRICARE ASSOCIATION NEWSLETTER

JULY/AUGUST 2003
VOL. 18, NO. 4

SERVING THE DRYCLEANERS OF COLORADO, UTAH AND WYOMING

Denver Town Meeting was a Success!

By: Joe Blaha - Education Committee

“BUYERS & SELLERS”



The “Buyers and Sellers” Town Meeting was held on June 26 in Denver presented by Mr. Daniel Oh of Remax Unlimited. This meeting was very interesting as it offered the perspective of a very experienced Korean business broker who not only could share the concerns of proper organization of the details of this kind of transaction but also the perspective of the prospective buyers of the very active Korean community. It was obvious that Mr. Oh not only focuses on the dollars and cents but on the skills and potential "business muscle" required by prospective buyers if they are to succeed. He identified the very positive aspects of the retail dry-cleaning shop as perceived by potential buyers as well as a profile of

the typical successful buyer. Next the understanding of the role and responsibility of a business broker and some guidelines in choosing one. The steps in providing the necessary documents by the seller and the buyer were outlined. We discussed some of the specifics of what buyers are looking for such as revenue thresholds, lease cost as a percentage of gross, locations, and pricing structure. The concerns about landlords and buyers regarding equipment and computers that affect the saleability of a business were discussed as well as some strategies for sellers to provide a more appealing package to potential buyers. Mr. Oh was willing to share his expertise with those who attended and did offer to help our members with no obligation interested in establishing a value or potential sale price for their businesses. They are welcome to call him at his offices (303-671-3021) we thank Daniel for his efforts on our behalf.



RMFA Members enjoying a *FREE* Town Meeting sponsored by Rocky Mountain Fabricare Association.

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2003-2004

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UTAH UPDATE

By: Sharon Dutcher

I had the opportunity this week to call most of the RMFA members on the Wasatch Front to remind them about the RMFA maintenance seminar being held at Laundry Supply. It's a pleasure talking to other drycleaners- I always learn something new. Mike Horrall (Henrie's) for example, had some information about a new tagging/tracking system that encouraged me to give it a closer look at the Clean Show. Any system that promises to save money AND headaches deserves a thorough investigation.

And Dave Kitches (Village Cleaners) gave me a heads-up about the new "IFI Hot Press" e-mail being sent out to IFI members with e-mail addresses. It's a free benefit to members and it looks really good. It contains concise news articles: the Paris hotel is full for the Clean Show but Bally's next door still has rooms available, for example. This looks to be a real bonus for time-strapped cleaners who don't have time to read all of the trade magazines.

Continued on Page 7...



USED EQUIPMENT

1997 Mitsubishi Fuso diesel truck with 14 foot cube van	\$ 13,700
35 lb. Multimatic Shop Star (1994) D.C. Machine (used very little)	\$8,500
Mitsubishi Sewing Machine w/table	\$ 700
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Need to make room - will consider reasonable offers.

Call Paul @ 303-987-1394

RMFA MISSION STATEMENT:

The purpose of the ROCKY MOUNTAIN FABRICARE ASSOCIATION is to enhance the image and viability of the fabricare 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 industry by providing an opportunity for the exchange of experiences, ideas and opinions through meetings, discussion and educational programs. To develop and encourage the practice of high standards and professional conduct and safety within the workplace among the membership.

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A MESSAGE FROM YOUR PRESIDENT...



With the Clean Show rapidly approaching, I've asked myself, "What do I expect from our trade associations?" The partnerships built through trade associations provide us with networking opportunities and an avenue to pass along industry related information to the people who need it most - your staff.

IFI has a great many resources available, Fabricare News, the monthly publication of IFI, provides information on industry related topics as well as educational materials. Publications such as Tabs, Not in Vogue, Industry Focus, and Technical Bulletins, provide excellent tools for educating your employees. For the computer savvy, IFI also has this information available on CD Rom. Information is also available on their website at www.ifi.org.

The RMFA Board Members are working very diligently to bring this important educational information to you. The RMFA conference, held this year in Colorado Springs, provided attendees with classroom instructors and a wide variety of vendor table-top displays. The speakers covered a wide range of topic: from alternative solvents to machine maintenance. The table-top displays gave us the opportunity to spend some one-on-one time with very knowledgeable company representatives.

The RMFA newsletter offers you and your employees useful industry information as well as keeping you current on upcoming RMFA events, such as, town meetings. Town meetings can offer you a great networking opportunity along side industry information. Watch your newsletters for the next town meeting nearest you.

If you haven't had the opportunity to visit the RMFA website recently give it a look. Leslie has done a great job of updating the site with conference photos and current contact information. The RMFA website can help you advertise and grow your business. A "mini-site" is available in conjunction with the RMFA site. On the "mini-site" you can display all you current company information as well as advertise your business. Contact Leslie Kettenhofen at webmaster@rfma.org for more details.

I have briefly touched on some of the benefits of being an IFI/RMFA member. We would like to know "What you expect from your trade associations?" Please feel free to contact me with any ideas or suggestions you might have. See you in Vegas!

FOR SALE

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New Lifestyle

By: Nelson Schroeder

Amazing how a thoughtless comment can if not corrected escalates into a form of Gorilla warfare. Why just last week while driving to work at 4:30 am, big mouth here suffered a momentary loss of sensibility. Mind you now, at that hour I'm not concerned with traffic.(Hey in Fort Collins there isn't any.) So I allow my 8.1 liter, 3/4 ton GMC extended cab truck to own the road.(so to speak) Well on this morning while enjoying my trucks performance, my wife, noticing that I'm not really watching the road, wrestled my attention away from my enjoyment of driving my 8.1 liter, 3/4 ton GMC extended cab truck with, "**YOUR SWERVING**". Now pay attention GUYS, this is were I went wrong. Without thinking I responded, "**WHAT, DID I SUDDENLY WAKE UP MARRIED**". Boy, the ensuing silence was deafening.

Later that night, we were watching an evening news program on which the German Prime Minister, Gerhard Schroeder, was making some kind of announcement. When my lovely sweet wife turned to me and asked if I were somehow related to Gerhard Schroeder. "No", I responded, "Schroeder is a pretty common German name". "Oh", she said "I just thought you might be, because his **Chin** looks like **one** of yours".

Alright it's time to "**LET'S RUMBLE**". But first I went to the bathroom verify that she is really just putting it to me. Son of a Gun, she's right, one of my **three chins** does resemble the Prime Ministers. Okay, it's crow eating time.(again) Diet and exercise, the two most repulsive words in my life, are now to be my daily fare. Diet is okay, but exercise is the one thing I loath. I refuse to go to a gym and expose my rather expansive rolls to the lean and mean yuppies who display their goods like a Victoria Secrets or Playboy model. So to the Internet I go. After much research, I choose my weapons. A Elliptical cross trainer and a Heart monitoring Treadmill. I make the deal and now am in receipt of them, which by the way put my credit card on Red Alert status.

I'll make future updates on my progress towards the 'Healthy Lifestyle', unless of course my Heart monitor goes to a '**FLAT LINE**'.

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Education is Still the Key To Successful Cleaning

IFI's Dry Cleaning School

Sam Choi, IFI V.P. Aisan Affairs



Sam Choi, IFI
Vice President of
Asian Affairs

As the backbone of the dry cleaning industry in the U. S., IFI has been producing professional dry cleaners. Almost every successful dry cleaner was educated and trained at IFI's dry cleaning school. IFI has produced a total of 15,000 graduates, during the past 76 years since IFI started offering dry cleaners a formal dry cleaning education and training in 1927. IFI also rendered other training services through its outreach seminars as well as in-plant trainings to a large number of dry cleaners.

Too many Korean-American, thus making light of very important investment in education and training in dry cleaning, have suffered self-inflicted physical and financial loss unnecessarily.

In April 2003, IFI conducted the introduction to dry cleaning in Korean for Korean-American dry cleaners, resulting a huge success.

The class was conducted in both English and Korean, using textbooks in both English and Korean. All of those who participated in the first class expressed complete satisfaction beyond their expectations with one voice.

The one week course includes 1) Fibers and fabrics, 2) Elementary stain removal, 3) Principles of dry cleaning machine and process, 4) Assembly and invoicing, 5) Finishing, and 6) Dry cleaning and environmental regulations.

IFI already started accepting registration for the next class in August 2003. Register early, because the class is limited to 30 students. Regular registration fee for non-IFI member is \$695 and \$450 for IFI members. IFI issues a certificate of completion upon graduation, so that each graduate can maximize their publicity as a formally trained professional dry cleaner to their customers. Like no doctors can exist without medical licence, there is not professional dry cleaner without basic education and training in dry cleaning.

For those who participate in the IFI's Korean resident course, IFI-designated hotels offer a special discount on lodging and free transportation in the morning and afternoon. IFI also offers lunch to all of students to make them feel comfortable while studying. Korean students also can enjoy their own ethnic foods at one of few Korean restaurants near IFI headquarters. Call IFI 301-622-1900 Ext. 148.

전문세탁인 양성을 위한 IFI 세탁학교

최 상 학 IFI부회장

미국세탁업계의 중추적인 역할을 담당하고 있는 IFI가 하는 중요한 일은 전문세탁인을 양성하는 것이다. 오늘날 세탁업계에서 사업적으로 성공한 사람들이 IFI의 교육을 알받은 사람이 거의 없다. 1927년부터 시작한 IFI의 세탁학교는 미국내에서 처음으로 세탁교육을 체계적으로 실시하였다. 매년 배출한 약200명의 졸업생 숫자를 근거로 계산하면 IFI는 과거 76년간 총15,000명의 전문세탁인을 양성하였고, 지방순회 교육세미나를 통해서 이 보다 훨씬 많은 세탁인들에게 세탁교육을 실시하였다.

많은 한인들은 보다 수월한 방법으로 사업을 성공시키는데 필요한 전문적 세탁기술과 합리적 경영기술을 익히기 위한 자기 교육투자에 등하히 함으로서 귀중한 재정적 육체적 손실을 자초하고 있음을 지적하지 않을수 없다.

IFI에서는 뜻은 있었어도 언어장애 때문에 IFI의 정식 교육과정에 참가하지 못한 한국세탁인들과 앞으로 세탁업에 종사하려는 분들을 위해 한국어 기초 세탁과정을 새로 개설하고 지난 4월 제1차 교육을 실시 하였는데 예상외로 성과가 좋았다.

실용성을 감안해서 영어와 한국어로 된 두가지 교재를 사용하고 양국어로 교육을 실시하였는데, 참석자들이 이구동성으로 이번 기본 교육과정이 기대했던 것 보다 훨씬 가치가 있었다고 지적한다.

일주일간의 수강내용은 1)섬유와 직물의 식별법, 2) 스프레이의 기본원리와 실습, 3) 드라이크리닝의 원리와 기계내용, 4) 티겔작성과 옷의 어셈블리, 5) 마무리작업, 5) 드라이크리닝과 환경법 등이다.

IFI에서는 금년 8월25일부터 실시 예정인 제2차 교육과정을 위한 등록을 이미 접수하고 있다. 크라스 정원이 30명으로 제한되어 있으므로 뜻있는 분은 미리 등록하기를 권한다. 인원이 차면 다음 기회로 넘어가기 때문이다. 등록비는 \$695인데 IFI 회원업체로부터 참여하는 등록비는 인원의 제한 없이 \$450로 할인된다. 또한 IFI세탁학교를 마치면 손님들한테 "전문세탁인(Professional Drycleaner)"으로서 신뢰를 더 얻을수 있는 멋진 수수료증이 수여 되는 물론이다. 간판없는 의사가 없듯이 간판없는 전문인세탁인이 있을수 없다.

IFI에서 지정한 호텔에서는 숙박비를 할인해 줄뿐 아니라 매일 아침과 오후에는 셔틀패스로 교통편의를 제공하고 IFI는 매일 간단한 점심을 제공하여 공부하는데 최대한의 편의를 도모한다. 방과후에는 IFI본부 인근의 한국식당에서 한국음식도 즐길수 있다. 문의 301-622-1900 교환 148.



Make a Quality Lasting Impression

By: Bob Blacker

Keeping customers satisfied has always been a very difficult, but extremely important objective. Today it is more important than ever to attract and retain these customers in the face of increasing competition from not only within our own industry, but from outside competition as well. There are more and more companies fighting for the consumers garment care dollar, including very large consumer product companies which appear to have an endless supply of marketing and advertising resources. As drycleaners, we must all strive to improve continuously, or be left behind.

Lets start with the area of stain removal. Ask yourself, are garments being damaged by stain removal efforts, am I sending a number of garments out with spot tags on them, or am I having to spot and respot with little or no results? If you answered yes to any of these questions, there is room for quality improvement. If a garment is damaged by improper stain removal techniques, or you are unable to remove stains from customers garments, they become dissatisfied and will look elsewhere for garment care. Poor stain removal has made national headlines for a couple of years now. If as an industry we do not strive to improve our skills in this area, we validate the poor perception our industry has faced over the last several years, and play into the hands of the large consumer products companies. Stain removal seminars like those offered by RMFA and the IFI will greatly increase the skills and expertise required to compete in today's business environment.

Solvent maintenance, filtration, and cleaning cycles are another important area that needs to be explored on our quest for quality. If solvent clarity is poor, colors will be dulled and light and white colored garments will turn grey. It is important to maintain good solvent clarity at all times, but this is only part of the equation. Proper filtration and proper cleaning cycle times are critical. Customers bring their garments expecting professional garment care, if any of these requirements are below standard, or in some cases missing, we are doing the customer a disservice, which breeds dissatisfaction. Consumers want their garments to come back clean and free of stains, with the look and feel of when they were new. Even if the drycleaner is successful in removing all stains and delivering a bright and clean garment, unless it is properly pressed, customers leave less than satisfied. Using the proper finishing equipment and techniques,

along with attention to detail, are essential to produce a professionally finished garment. Knowing what constitutes a professionally finished garment is the first step in determining areas for improvement. Again the seminars provided by RMFA and the IFI are an excellent starting point for gaining the knowledge and expertise required to produce a quality finished garment.

Improving the skills of yourself and your staff will not only allow you to make the quality improvements demanded by today's consumers, but will improve productivity as well. Improved productivity results in lower labor and utility costs. Which results in more \$\$\$ for you.

If I can be of assistance to your quality improvement initiatives, please contact me at (303) 679-0387.
Robert Blacker - R.R. STREET & CO Inc.

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UTAH UPDATE

By: Sharon Dutcher
Continued from Page 2...

The most valuable section might be the "Heads Up for This Garment" article, somewhat similar to the "Not in Vogue" flyers we currently receive in the IFI monthly magazine. Getting this information in such a timely manner may just stop me from discovering for myself which garments are unable to withstand the recommended care process! The address is IFIhotpress@ifi.org for those of you who want to get on the mailing list.

This kind of networking is the most important reason for joining and being an active member of professional organizations such as the IFI/RMFA. Our local dry cleaners have a wealth of knowledge and most are very generous about sharing new ideas and old skills. Go to the seminars and conferences and get to know the only other people who understand dry cleaner humor. It makes your job so much easier.

We'll be at the Clean Show Tuesday through Thursday-hope to see you there.

Sharon

P.S. Just enough time before this issue is published to report on the "Machine Maintenance" seminar presented by Bob Blacker and Paul Kaneko. These guys clearly explained how to get the best cleaning, with the least amount of breakdown time and expense, from our dry-cleaning machines. It was a great seminar; I came away with really useful and practical tips. I want to thank Craig, Patty and all the other people at Laundry Supply for sponsoring this event

This was Bob Blacker's last regularly scheduled visit to the Utah area. He is being promoted to Streets' corporate offices where he will head the education and training division. Congratulations Bob! Bob has been a member of the RMFA board of directors for many years and has contributed to the RMFA will miss your energy and willingness to help build our tri-state organization.

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