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ROCKY MOUNTAIN FABRICARE ASSOCIATION  
**NEWSLETTER**

WINTER 2002  
VOL. 17, NO. 6

SERVING THE DRYCLEANERS OF COLORADO, UTAH AND WYOMING

# *RMFA Annual Conference and Spring Show 2003*

FRIDAY, APRIL 11 AND SATURDAY, APRIL 12, 2003  
SHERATON HOTEL, COLORADO SPRINGS

BY: JOE BLAHA



The dates for the annual conference have been set and the hotel and meeting rooms booked with special low room rates for those who register early. We have already scheduled a full slate of speakers from around the country with the latest information and techniques to help you profit in your business. Don't Miss out!

An incredible amount of volunteer time and effort goes into providing a valuable opportunity to meet and learn from industry experts, explore the latest technologies from vendors and interact with other drycleaners from your region. The program is designed to be very affordable, user friendly, fun and well worth your time to attend.

Eight months of preparation are involved in providing you with this opportunity. Don't let the small stuff get in your way! Come to the show - we'll be there.

## *Here is the plan:*

1. The weather will be great!
2. We are returning to excellent accommodations and great rates. Have yourself a little Holiday!
3. We have expanded the slate of seminars, speakers and demonstrations.
4. You have read all this and are in the process of looking for a 2003 calendar to circle the dates April 11 & 12.
5. **WE'LL SEE YOU THERE!**

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## 우리는 한 가족

최 상 학, IFI 부회장

오랜동안 한국민족은 대가족제도를 유지해 왔다. 최근 들어 개인주의와 실용주의를 바탕으로 한 서양문명의 영향으로 상당한 변화를 일으키고 있는 것은 부인할수 없는 사실이지만 아직도 많은 한국인들은 대가족제도에 향수를 느끼고 있다. 많은 한국인들이 미국에 이민와서 살면서도 오랜전통의 영향으로 일반 미국인들과는 달리 가족끼리 또는 친척끼리 가까이 살면서 자주 만나고 사업도 같이 하는 것도 이러한 전통의 영향 때문이다.

한국이민들이 세탁업을 선호하는 이유중의 하나는 그로서리나 요식업등을 운영하는 경우와는 달리 대개 낮에만 일하고 특히 주말에는 쉴 수 있기 때문이다. 주말의 쉴 수 있는 시간에는 가족과 더 많은 시간을 보낼수 있을 뿐더러 교회에 나가 친구와 친척도 만나고 고달픈 이민생활에서 오는 정신적인 피로를 풀수 있기 때문이다.

동양의 유교사상의 영향에 따라 아이들은 부모들을 무조건 존경하며 연장자들을 또한 존경한다. 학교에서는 후배는 선배를 무조건 존경하며 사회에 나가서도 이러한 관례는 존속 한다. 이러한 관례는 각 직장등 사회의 모든 분야에서 찾아 볼 수 있다.

미국전체 세탁인구의 3분의1이상을 차지하고 있는 한국 세탁업계의 역사는 아직 짧다. 한국세탁업계는 미주류세탁업계에 많은 빛을 지고 있다. 이들 대부분은 유년기를 지나 이제 겨우 성년기에 도달했기 때문에 미주류세탁업계에 비하면 아직도 후배로서 기술적인면에서 배울것이 많이 있다. 한국세탁인 99퍼센트는 한국에서 세탁경험이 전혀없고 미국에 와서 배운 사실만 보아도 그렇다. 한국세탁인들은 미주류 세탁인들을 선배로서 존경하고 미주류세탁인들은 후배를 아끼고 선도하는 의미에서 한국세탁인들을 따뜻한 사랑으로 감싸 주는 아량이 필요하다. 그 이유는 한국세탁인도 미세탁업계의 한 가족이기 때문이다. 그렇게 함으로서 상호존경을 바탕으로한 상부상조의 미덕을 찾을수 있을 것이다. 한국세탁인들이 성공을 거둘 때 미주류세탁업계는 후배를 선도한 보람을 느끼고 미전체세탁업계는 이득을 볼것이다.

한국인이건 미주류세탁인이건 모두 똑같은 분야에서 같은 손님을 대상으로 장사를 하고 있는 미세탁업계는 한 가족이다. 서로 견제하거나 배척하는 사고방식은 절대적으로 불리한 결과를 초래한다. 한국세탁인들은 미주류세탁인들과 한 우물울 파고 있음을 명심해야 할 것이다. 한국세탁업계와 미세탁업계는 서로 불가분의 공동운명체이기에 상부상조해야 한다.

최근 펄크에 대한 규제가 날로 강화되고 나아가서는 완전사용금지 조치까지 하려는 정부의 움직임에 효과적으로 대처하기 위해서는 업계가 한 목소리를 내야함은 너무나 당연하다. 전체 세탁업계의 공동이익추구와 권익옹호를 위해 한국세탁업계와 미주류세탁업계가 한 가족이 되는데 있어서 문화적 배경과 언어장벽이 장애가 될 수 없다. 전체 세탁업계가 한 가족으로서 뭉칠 때 세탁업계는 많은 난관을 극복할수 있고 더욱 번창할수 있을 것이다.



## We Are One Family

Sam Choi, IFI V.P. Asian Affairs

Despite a recent change of their daily life due to influence of the Western civilization based on pragmatism and individualism, most Koreans still long for a large family system that has long been a tradition of Korean family system. Most Korean immigrants in the U. S., unlike ordinary American citizens, flock to their family and community, keeping close-knit family ties.

For Korean immigrants, one of the main reasons for choosing the drycleaning business is, unlike grocery and restaurant businesses that require long hours of work, that they work only in the daytime. They can take weekends off so that they can relax and recover from hard work by spending more time with their family, and can go to church to meet with friends.

Influenced by traditional Confucianism, Korean children respect their parents unconditionally and the younger generations respect the older generations irrespective of sex as well. Juniors must respect their seniors in school and this tradition will remain the same in their social life even after they have graduated from the school.

The history of the Korean drycleaning community in the U. S. is short, even though it occupies more than one-third of the entire drycleaning industry. Korean drycleaners are heavily indebted to the mainstream drycleaning industry. About 99 percent of Korean drycleaners have had no experience at all before they got into the drycleaning business. Most of them have just reached adulthood after passing childhood stage. The virtue of cooperation and interdependence can be achieved by demonstrating mutual respect and care for each other. The mainstream industry should be proud of its care and nurture attributable to the success of the Korean drycleaning community from which the entire industry has benefited.

We are doing the same business dealing with the same clients. We are all digging the same well hand in hand. Agitation and exclusion of another party, holding each other in check would be counterproductive.

Stringent regulations by the government on perc are getting worse. We must show one voice from the industry. Cultural backgrounds and the language barrier should not be permitted to hinder us in pursuing our common goal for mutual benefit as one family. Once united, the entire industry will benefit and prosper.

## Court Hands IFI a Win: Motion Approved Allowing IFI to Offset Sierra Club During EPA Review Process

IFI scored a legal victory this month when the U.S. District Court for the District of Columbia granted a motion allowing the Institute to intervene as a defendant with respect to perchloroethylene drycleaning emission standards in a case filed by the Sierra Club against the U.S. EPA.

In cases when EPA has missed deadlines imposed by law and an environmental group then sues, what usually happens is EPA will enter into a consent decree outlining what the agency will do and when it will do it. The critical part is that this negotiation over the consent decree affects new EPA standards as much or more so than when EPA actually publishes them for comments. Being able to intervene in the case over NESHAP standards in effect gives IFI a seat at the negotiating table with the Sierra Club and EPA.

Such legal maneuverings were prompted by the Sierra Club's lawsuit against EPA seeking, among other things, an order requiring the agency to review and revise its emission standards for drycleaning facilities or to make a final determination

that such revisions are not necessary.

The EPA published a NESHAP emissions standard for perchloroethylene drycleaning on September 22, 1993, as part of the Clean Air Act. The act requires the EPA to "review, and revise as necessary (taking into account developments in practices, processes, and control technologies), emissions standards...no less often than every 8 years." Although the eight-year period to review the standards ended in September of 2001, the EPA published no revisions to the emissions standards for drycleaning.

In a move to push the EPA to review and revise the standards, the Sierra Club filed suit against the EPA in May. The EPA answered the complaint in July and shortly thereafter IFI filed its motion to intervene in the case on behalf of the drycleaning industry.

In the motion, IFI's lawyers stressed that IFI and its members "have a direct and vital interest in any efforts to review or revise the NESHAP"; that any revision to the perc emissions standard "could directly impact IFI members' operations"; and that

the Sierra Club's complaint "in effect would exclude IFI from remaining a part of an important stage in the potential further development of emissions reduction efforts" and would leave the Institute's interests "undefended" in the dispute since neither group, the Sierra Club nor EPA, can adequately represent IFI's interests. IFI's motion was granted in September. Negotiations over the review of EPA's NESHAP standards as they pertain to perc are expected to commence sometime over the next few months. IFI CEO Bill Fisher and the Institute's legal counsel will be present during the proceedings to ensure that the Sierra Club does not simply dictate its policy to the EPA.

IFI continues to lead on environmental issues affecting the industry, just as the Institute once helped EPA develop regulations designed to reduce emissions through its active involvement in the crafting of the perc drycleaning NESHAP. IFI is the only association that has stepped up to represent the interests of the drycleaning industry in this matter.

### DRYCLEANING & LAUNDRY EQUIPMENT FOR SALE

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| 3. Unipress collar/cuff press       | \$3000 |
| 4. Ajax Vaccum double buck press    | \$6000 |
| 5. Ajax Utility press               | \$1250 |
| 6. New Yorker Legger Press          | \$750  |
| 7. Forenta Legger Press             | \$1000 |
| 8. Hoffman Manual press             | \$750  |
| 9. Kleen-Rite filter, 3 Tubes       | \$1500 |
| 10. Cissell Spotting Board          | \$300  |

For more details, prices and photos, visit our website at:  
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## **UTAH UPDATE**

**By: Sharon Dutcher**

Renette Anderson from the Utah Department of Environmental Quality recently contacted members of RMFA's board to discuss working together to develop an environmental performance program for Utah. The idea is to design a program that "encourages and rewards environmental performance that goes beyond compliance". A number of other states are implementing similar voluntary programs.

The program will consist of three levels. The first level will be to develop an Environmental Management Systems (EMS) plan. This is a self-assessment to find ways of being more efficient and producing less waste. The second level is implementing the EMS along with other projects aimed at reducing pollution. The third level is for those few who go way "above and beyond" in making a difference to the environment. There will be incentives, including public recognition, for each level. The goal is to have a program that is beneficial to both the environment and the industry.

Renette and others from the UDEQ have agreed to meet with us at a town meeting in Feb., (date and time to be announced). At that time, they will explain this new program as well as discussing every day compliance issues. If you would like more information before the town meeting, contact Renette Anderson, Small Business Ombudsman, at (801) 536-4478 or (800) 458-0145 or by e-mail at [renetteanderson@utah.gov](mailto:renetteanderson@utah.gov). There is also a UDEQ website at <http://www.deq.utah.gov/EQQAS/Performance%20Track/index.htm> that offers an outline of the program.

### **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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# CLOTHES CARE GAZETTE, IFI'S READYMADE NEWSLETTER, GETS A MAKEOVER

IFI recently overhauled the Clothes Care Gazette, a monthly consumer newsletter that cleaners, retailers, consumer advisers, and educators use to educate the public about clothing care and drycleaning, with a new look and sharper content. The new version is printed on brighter, more vibrant paper and features cleaning and clothing tips that are short, to the point, interesting, and relevant to drycleaning customers all at the same time. To accommodate these changes, the Gazette has been changed to a two-page newsletter instead of a four-page publication. This is also an acknowledgement that busy consumers may not have time to read a four-page drycleaning newsletter.

Other changes to the Gazette include a new, more modern masthead that will catch customers' eyes more so than the old Gazette masthead. Gone also is the staid, old slogan, A Consumer Publication Brought to You By Your Fabricare Specialist. In is a more commanding motto: Your Source for Information on Extending the Life and Value of Your Wardrobe.

The Gazette is a readymade consumer newsletter designed to give drycleaning customers valuable information about clothing care in general and cleaning services in particular. Each issue:

- ♦ Is professionally produced.
- ♦ Is packed with valuable consumer information.
- ♦ Costs only a fraction of the full production costs.
- ♦ Enhances an operator's credibility as a professional cleaner.
- ♦ Stresses the importance of professional services without overtly selling anything.
- ♦ Serves as a marketing vehicle, promoting drycleaning services, particularly, the services of the operator who gives the publication to his or her customers.

An area is provided at the top of each Gazette to allow subscribers to build brand awareness by printing their store contact information. Simply print the store name in the space provided and send it out with the bills, or give it out with the orders, or set it out with the brochures. The revamped Gazette contains just as much valuable information as the previous model, but the two-page version is easier to read and fits into #10 envelopes with no postage increase. The publication draws readers in by offering short articles and eye-catching graphics.

Cleaners can distribute the publication through the mail along with invoices to customers, for example, or any other way they see fit.

"The information provided in the Clothes Care Gazette is valuable and pertinent," said Gazette Editor Harry A. Kimmel III. "It's a challenge to stay current with what's going on in the industry and translate it into language consumers can understand. The Gazette lifts that burden from members so they can give the information to their customers and focus on running their business." Since the Gazette is written in plain English and not drycleaner-speak, counter workers have also found it to be a useful tool in relating to customers.

The Clothes Care Gazette is available exclusively to IFI members. For subscription information contact IFI's Barbara Wagner at (800) 638-2627, Ext. 135.



YOUR STORE  
NAME HERE

## The Leather Issue

### Proper Care Prolongs the Life of Leathers

Leather is one of nature's most practical and sensual materials. Because of new techniques, skins are lighter, enabling designers to fashion garments for year-round use. Beautiful finishes, textures, and colors enhance leather's appeal and universality. To help you fully appreciate your genuine leather garment, the Clothes Care Gazette offers the following information on how this unique natural product is made—and the proper ways to care for it, courtesy of the Leather Apparel Association and the International Fabricare Institute.

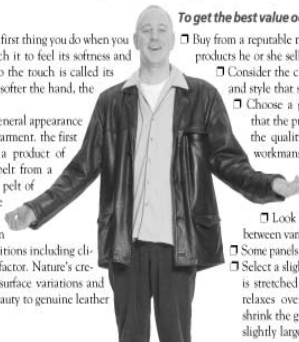
#### The Look and Feel

If you are like most people, the first thing you do when you look at a leather garment is touch it to feel its softness and texture. The way leather feels to the touch is called its hand and the general rule is: the softer the hand, the higher the cost.

Several factors influence the general appearance and overall quality of a leather garment. The first is the raw material, which is a product of genetics. Every hide (a whole pelt from a cow or steer, etc.) and skin (the pelt of young or smaller animals) have sections that are inherently wrinkled, softer, or thinner than other parts. Environmental conditions including climate and food supply are also a factor. Nature's creations are never uniform; these surface variations and imperfections impart a unique beauty to genuine leather garments.

#### To get the best value out of your leather goods:

- ☐ Buy from a reputable retailer that will stand behind the products he or she sells.
- ☐ Consider the cut, fit, quality of stitching, the lining, and style that suits your lifestyle.
- ☐ Choose a garment priced right for you, noting that the price of leather is greatly determined by the quality of the raw materials used and the workmanship involved.
- ☐ Notice details such as water-repellent treatments, lining, and trimmings on the garment.
- ☐ Look for close matching colors and texture between various portions of the garment or outfit.
- ☐ Some panels may not match exactly even when new.
- ☐ Select a slightly larger size than normal, as leather is stretched during tanning and will shrink as it relaxes over time. Age and cleaning can also shrink the garment somewhat, so it is best to get a slightly larger size.



## Inside This Issue

Leather Care Tips

Leather Shopping Tips

 INTERNATIONAL FABRICARE INSTITUTE  
The Association of Professional Drycleaners, Wetcleaners, and Launderers  
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Sift Springs, Maryland 21084  
1-800-638-2627



Many small businesses may not fully understand environmental regulations or they may not have the resources to hire someone to assist them in understanding their compliance requirements. The State's Small Business Assistance Program (SBAP) is available to help with compliance support, education, outreach, and advocacy at no cost to the business. The SBAP, part of the Colorado Department of Public Health and Environment's Air Pollution Control Division, is available to answer questions you may have regarding environmental issues. Its focus is on compliance assistance (multi-media), with an emphasis on pollution prevention opportunities to get small businesses out of the regulatory loop or into a less burdensome regulatory process. Our services are always free and confidential.

Assistance and resources available from the Small Business Assistance Program include:



- ◆ Telephone Assistance - most regulatory questions can be answered over the phone.
- ◆ On-site technical assistance visits to help determine what you need to do to be in compliance.
- ◆ Source-specific compliance fact sheets and guidance documents. To assist dry cleaners, the SBAP has published a guidance document, "Pressing Concerns", which is available on our website: [www.cdphe.state.co.us/ap/smallbusguide.asp](http://www.cdphe.state.co.us/ap/smallbusguide.asp).
- ◆ Assistance to small businesses in understanding the regulations, calculating air emissions, and filing the appropriate forms.
- ◆ Workshops for a business or industry to help understand regulatory compliance and pollution prevention.

The program also offers the services of a Small Business Ombudsman, an advocate acting on behalf of small businesses as it relates to environmental issues. The Ombudsman can provide mediation services, support and representation to resolve problems related to regulatory requirements, and financial resources.

All of these services are free and confidential. Contact the Small Business Assistance Program to take advantage of our services!

- ◆ Joni Canterbury, Technical Assistance (303) 692-3175
- ◆ Chuck Hix, Technical Assistance (303) 692-3148
- ◆ Kirsten King, Supervisor (303) 692-3111
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