

The Southwest Drycleaners Association

November 2019

# THE Southwest Press

*Serving the Professional Drycleaners of Arkansas, Kansas, Louisiana, Missouri, Mississippi, New Mexico, Oklahoma & Texas*



WE  
HELP

## Turning Hearts & Lives

Drycleaner Marty Moore's adventure into  
prison ministry

Plus...

#1 Rule for HR Documents  
Environmental Cleanup Webinar  
Partner Insurance Requirements  
Website Tips  
...and More



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*We deliver faster!*



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# “To Be or Not To Be”



We grew up remembering that phrase from English classes. Today I'm referring to customer service and how we would rate our company, our teams, and even ourselves. A recent study I read performed by American Express stated that *consumers are willing to spend 17% more with companies that exemplify great customer service*. With this statistic in mind and the constant challenge of profit margins, maybe an increase in perceived value through service can help us price our services more favorably for profit.

I'm a big believer that every now and then we just need a refresher course in customer service. We all understand the impact of poor customer care from a general understanding. Let's dive in and highlight four action steps that can help us get back on track to excellence.

## Be positive (Super Positive)

Positivity is addictive. Top salespeople are almost always energetic and full of compliments. If you have a positive attitude, your customers will want to be around you and spend their money on your services. When you have a phone conversation with your customer, can they sense in your tone that you are smiling while talking? I think they can. Be as upbeat and focused as possible on what they are saying. Be eager to help your customer even if it doesn't mean an increase in sales today. Build the relationship first and, hopefully, the business will follow.

## Be a follow-up specialist

We have all had scenarios where we have had a problem with a product or service and find ourselves having repetitive (frustrating) dialogue with person after person and seem to get nowhere. Often it's a repeat phone call with the same person where you have to re-explain everything you discussed up to that point. Good customer service is the exact opposite of that. Be a follow-up Ninja. Wow them with a callback or email faster than they were expecting. Zappos is a company I wrote about in a past article. Zappos responds to every email it receives, even if it's to the CEO. Great follow up shows you value your customer and care about their needs.

## Be patient

Patience might be one of the most important customer service skills. It's extremely important when

dealing with an irate customer. How long should you challenge yourself to be patient with an angry customer? The longest customer service call I heard about is 10 hours and 43 minutes ([www.businessinsider.com/Zappos-employee-sets-record-for-longest-customer-service-call-2016-7](http://www.businessinsider.com/Zappos-employee-sets-record-for-longest-customer-service-call-2016-7)). How is that for endurance to retain a customer?

I'm not saying that staying patient through a 10-hour conversation is essential. But, you should ensure that you and your staff are not rushing them off either.

## Be solution minded

How many cleaners are out there that have not made a mistake? ZERO! Mistakes happen. It is what you do next that makes a difference. Take responsibility for the mishap and own it. Don't pass the buck. Work on a solution until your customer is content. Do your best to come up with an action plan to solve it. Once resolved, it's not a bad idea to follow up just to make sure that the negativity is gone.

“Customers don't expect you to be perfect. They do expect you to fix things when they go wrong.” Donald Porter.

Having your businesses stand out in this competitive market means taking service to the next level. Being patient with customer issues way beyond your competitor. It's not easy to provide that level of service, but if done right, the reward can be a lifetime of endless business and profits. When you provide legendary service, customers will care less about what you charge because your services will also provide tremendous value for them.

## Bonus: EQ and you

Work on your Emotional Quotient (EQ over IQ). EQ or Emotional Intelligence is an interesting concept of how aware someone is of their own and others' emotions. IQ is logic while EQ deals with emotions. In becoming a service Superstar, a heightened EQ might elevate you to the 5-star level. We will dive into EQ in my next article.

Looking forward to cooler weather and our return to Fort Worth for the 2020 show!

*Craig Campbell*

President, Southwest Drycleaners Association

BORN FROM EXPERIENCE



sankosha



April from Omaha Lace demonstrated the new innovative SW-100U Stationary Washer. This revolutionary new washer is excellent for cleaning wedding gowns or any delicate garments.

Below are some of our newest innovative technology that were shown at Clean:



PS-290U-V3  
Bagger with Elevator



SR-200U  
Spotting Board



DS-300U  
Stationary Dryer



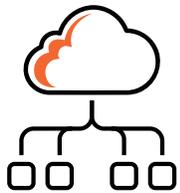
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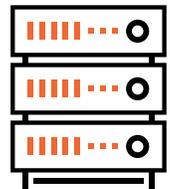
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No matter the size of your business, you choose the **cloud** or **local server**.

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October 19th - 20th

**Booth 416**



### Route Management

Our route software has everything you need to stay organized and keep track of your routes



### Cloud Based Backup

Our cloud based backup provides you with a secure offsite copy of your data should disaster strike



### Assembly Manager

You can enjoy the benefits of an automated assembly conveyor at a fraction of the cost

# #1 Rule for HR Documents

By Frank Kollman, Kollman & Saucier, P.A.



Whenever I do a seminar on labor and employment law, I add a section on writing documents. Employers have to draft policies, write disciplinary and termination documents, and do written evaluations. The first thing I tell them is “do not write like a lawyer.” The second thing I tell them is to avoid words that could be used to show discriminatory intent. The third thing I tell them is “describe the facts and leave the descriptive conclusions to the reader.”

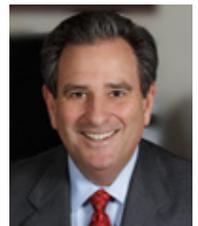
Lawyers frequently write in flowery, vague sentences to leave all their options open. That frequently leaves the reader wondering exactly what the lawyer is trying to say. You should not fall into that trap. Lawyer: “The subject employee engaged in an inappropriate display of affection toward a coworker without sufficient consent.” Employer: “John grabbed and kissed Katie on the mouth after she told him to stop and leave her alone.” When Richard Nixon resigned the presidency, he wrote: “I hereby resign the office of President.” He could have just as easily written, on White House letterhead, “I resign.” If it sounds like a lawyer wrote it, go through another draft.

Some of the words that do not belong in employment related documents are “mature,” “girl or boy,” or any reference to race, sex, disability, religion, national origin, or any other protected classification. I have seen documents describing female employees as “sweet,”

foreign born employees as “culturally uninformed,” and employees with disabilities as “crippled.” I sometimes see employers make the point that they are not taking into account the employee’s protected status, which is an immediate sign that they are. While I am not advocating an extreme form of political correctness, I am advocating an extreme form of common sense.

Finally, with respect to describing the facts, words like inappropriate, dangerous, improper, unsatisfactory, attitude, and the like tell us nothing about what actually went wrong. If an employee has a bad attitude, you are always better to describe the things he said and did. “John calls everyone butthead and uses profanity to excess” describes the bad attitude better than using the word “attitude.” Last year, a client called to ask what to tell unemployment the “offense” was when an employee was fired for sending an obscene email. I said don’t call it anything; attach it to the form and say: “John was fired for sending this email.” Be direct.

*Frank Kollman of Kollman & Saucier, P.A. is the DLI “Ask the Legal Expert.” DLI/SDA members can enter the members’ only section at [www.dlionline.org](http://www.dlionline.org) to access this member benefit.*



**See Frank Kollman speak at the SDA Cleaners Showcase**



## NIE Contributes to SDA

When you make a purchase with NIE Insurance, NIE makes a donation to the SDA each quarter, which assists the association in propelling its mission. Pictured left, Bob Aiken with NIE Insurance presents Craig Cambell, SDA President with a quarterly check.



Cleaners Showcase 2020 - Fort Worth, TX

# Back in the Saddle

*By Jess Culpepper, Showcase Chairman*

It is time to start thinking about polishing your cowboy boots and buckle because we are headed to Ft. Worth April 16 – 18, 2020 for the SDA Cleaners Showcase. That's right we are back in the saddle and back in Texas. The show promises to bring you great content from the latest in dry cleaning and shirt laundry equipment, POS systems, assembly systems, chemicals, marketing gurus to educational opportunities covering current and important topics for today's dry cleaning and shirt laundry business owner.

We all know Ft. Worth is a great place to visit with plenty of things to do for the entire family. Starting with Ft. Worth Stockyards National Historic District where there is always something to peek your interest. The city is also home to the Ft. Worth Zoo which is ranked # 4 in the nation, the Texas Civil War Museum is located in Ft. Worth and is the largest Civil War museum west of the Mississippi River as well as the many art museums and galleries there are to visit. Have you ever wondered

where money comes from? Well, over half of all new paper monies are printed in Ft. Worth every year at the Bureau of Engraving and Printing and it is open to the public for touring.

With all of the opportunities that await you at the 2020 Cleaners Showcase on April 16 – 18, in Ft. Worth it certainly deserves your attention and consideration to be in attendance and take part in improving your business as well as enjoying yourself with friends and family. I certainly look forward to seeing you there and remember I am also inviting your competitors, but I am letting you know first, so make your plans NOW to be there.

*Jess Culpepper, owner of Culpepper Cleaners in San Antonio is the 2020 Showcase Chairman.*



**Fort Worth Convention Center**

**April 16-18, 2020**

**[www.sda-dryclean.com](http://www.sda-dryclean.com)**



**Booth Sales are Open!**



# Know Your Business Partners' Insurance Requirements

*By Steven Wright, Irving Weber Associates*

Whether you are a franchisee, a restoration specialist, or simply enter other people's property to conduct your dry cleaning business, insurance needs are sure to follow. While most generic insurance policies will afford common coverages, you may encounter specific requests if you engage in the aforementioned activities.

Franchisors often require minimum limits as a basis for consistency with their members. It is in your collective best interest to adhere to these limits as they are typically created from a risk management department who oversees insurance compliance. Coverages such as General Liability, Umbrella, Employers Liability, and Bailee are the most commonly reviewed and monitored. In restoration operations, your business obviously leaves the confines of your plant and takes you on the road to the claimant's address. Customers' garments and/or possessions must be adequately covered while In-Transit. Read your policy carefully, as this part of your bailee coverage often comes with a sublimit that may be different (less than) your basic limit. You'll want to ensure adequacy and accuracy.

As electronics restoration continues to emerge, covering your customers' possessions becomes as equally important as their clothing. Many generic insurance policies may not expect this additional exposure or may offer sublimits. Be sure to discuss with your broker or insurance carrier.

If you are in the delivery business and entering premises such as individual properties, apartment complexes, or corporate offices, you will likely have a property

management company watching your moves. Most are hired as third party administrators for the property owners and typically set the parameters for protection. Here, the need for coverage is rivaled by the need for accuracy in recognizing who the parties or entities are that actually own the space.

As with all three operational types we've mentioned, there comes additional requirements for language to be recognized and conditions to be met. Additional Insured status and Waivers of Subrogation are terms with which you may be familiar already.

Additional Insureds are afforded coverage through your policy for defense of liability as a result of your written contract. Waivers of Subrogation release your business partners from the process of compensation after claims have been settled. They are similar to a hold harmless agreement, wherein one party agrees to hold the other harmless from responsibility.

Insurance policies are contracts and should be read carefully and treated with regard. They are designed to protect the policyholder, the general public, and, notably, your business partners. Be sure to disclose all requirements to your broker to let them best assist you.

*Steven Wright is Director of Business Development for Irving Weber Associates, as well as a Fabricare specialist and proud SDA supporter. He can be reached at [swright@iwains.com](mailto:swright@iwains.com).*



# KLEERWITE CHEMICAL

*Problem Solving Chemicals Since 1948*

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### Complete

Fully-Loaded Charge System Detergent

### TOTALCare

All-In-One Injection Detergent

### ValueCARE

Economical Injection Detergent

**Emulsifiers, Surfactants & Soil-Suspenders** - aid in overall cleaning

**Anti-Stats** - control static & lint

**N-Ta-Germ** - eliminate organic odors

**The Look** - brightens colors & whitens whites

**The Touch & Feel** - garments have "new feel" and press easily

**The Smell** - N-Ta-Germ eliminates organic odors

Removes spots and water-soluble soil

Contains a unique and powerful brightener

Detergents



### CleanCoat

No-Scrub Ground-In Soil Remover

### KLEERSpray

Spray Spotter / Neutral Lubricant

### PROform

One-Step Protein Remover

### RustBuster

On-Contact, No-Odor Rust Remover

### SuperPOG

Paint, Oil & Grease Remover

### TANaway

Even-Wine-Stains Tannin Remover

**Wedding Gowns**

**Overcoats**

**Sports Uniforms**

Quickly & easily dissolves & lifts ground-in soil  
Packaged in ready-to-use gallon with trigger sprayer

Contains a neutral pH to prevent damage to dyes

Will not cause rings or swales

Helps reduce and prevent re-cleaning of garments

**Wetside Solvent** - removes wetside protein any any residual oils

**Wetting Agent** - penetrates of protein stains FAST

**No Ammonia** - less chance of damage to fabrics

**No-Odor Formulation** - steam out without the smell

**Works On-Contact** - a drop or two & rust is gone

**Proprietary Acid Blend** - no hydrofluoric acid

Unique formulation suspends pigment dyes & prevents redeposit

Can be used in the wheel to remove lipstick loads

Removes wine stains that other tannin removers won't

Removes even the toughest yellow stains in minutes

Will not damage fabrics and dyes

Spotting  
Chemicals



### Miller's Secret

Pre-Wash For Wetside Soil

### N-Ta-Germ

In-The-Wheel Odor Eliminator

### SmartPEL

One-Step Water & Stain Repellent

### All Odor

Fabric Freshener

Pre-washing with just solvent removes only solvent-soluble soil...

Add Miller's Secret to your pre-wash & remove water-soluble soil too

**Smoke Odors** **Urine Odors** **Body Odors** **Personal Illness Odors**

Will not just mask or cover up, but eliminate odors

Can be used right in the wheel

Achieves repellency without heat

Does not alter the feel of the garment

Very safe and totally biodegradable

Dual-action odor antidote that counteracts odors and

leaves a great smelling "clean and fresh" scent

Fabric  
Treatments



### Daily Boiler Treatment

Protection For Your Boiler Investment

**Oxygen Scavenger** - prevents boiler from becoming pitted & brittle

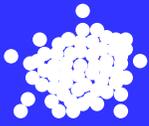
**Sequestering Agent** - controls hardness, scale build-up & corrosion

Equipment  
Maintenance

# KLEERWITE CHEMICAL

*Problem Solving Chemicals Since 1948*

Wet Cleaning



## SMARTCare

Detergent,  
Conditioner &  
Sizing In One

**Feeling** - soft feel & no static...like dry cleaning  
**Pressing** - fast and as easy as a new pair of pants  
**Time Savings** - don't stop to add conditioner or sizing

Detergent



## CleanCoat

No-Scrub Ground-In Soil Remover

**Wedding Gowns Overcoats Sports Uniforms**  
Quickly & easily dissolves & lifts ground-in soil  
Packaged in ready-to-use gallon with trigger sprayer

Spotting  
Chemicals

## CollarClean

Fast-Acting Collar & Cuff Cleaner

**Water-Soluble Grease Cutters** - grease & ground-in soil  
**Powerful Cleaning Agents** - clean collars & cuffs w/o scrubbing



## ENLIGHTEN

Booster, Brightener & Bleach

Works in water on all fabrics and colors  
Brings out whiteness and vibrancy  
Removes stains even Sodium Perborate can't

Fabric  
Treatments

## Nature-L

In-The-Wash Grease & Oil Remover

Remove grease and oil stains right in the wash cycle  
No pre-spotting required

## N-Ta-Germ

In-The-Wash Odor Eliminator

**Smoke Odors Urine Odors Body Odors Personal Illness Odors**  
Will not just mask or cover up, but eliminate odors  
Can be used right in the wash

## SmartPEL

One-Step Water & Stain Repellent

Achieves repellency without heat  
Does not alter the feel of the garment  
Very safe and totally biodegradable

## All Odor

Fabric Freshener

Dual-action odor antidote that counteracts odors and  
leaves a great smelling "clean and fresh" scent



## Silk Restorer

Silk Detergent & Restorer

Dark silks will regain their luster that may have been  
lost over time

Specialized  
Cleaning

## SuedeSMART

Leather & Suede Cleaning System

Leather & Suede come out clean and bright with  
minimal color loss and an amazingly soft and supple feel  
after drying for less than one hour



## GreenSupreme

Injection Detergent

**Less Manual Spotting** - soil is removed in the machine  
**Fewer Re-Runs** - only clean clothes once  
**Powerful Brighteners** - whiter whites, brighter colors

Detergent



## Peerless

One-Step Pre-Spotter

Immediately begins to penetrate and suspend soil  
Removes both dryside and wetside soil  
Completely flushes out in GreenEarth

Spotting  
Chemical



## SmartPEL

One-Step Water & Stain Repellent

Achieves repellency without heat  
Does not alter the feel of the garment  
Very safe and totally biodegradable

Fabric  
Treatment

GreenEarth

# Turning Hearts & Lives

## How saying Yes to a customer led Drycleaner Marty Moore to his life's purpose

On any given day, you'll find Marty Moore on the phone with people from all over the world - from South Africa, to Hawaii, to Dallas and everywhere in between. He's talking to men of all walks of life... businessmen, doctors, construction workers and even those looking for work.

Marty didn't meet these life-long friends through networking events or even through owning and managing D&M Cleaners in Pharr, TX for 43 years. On Monday and Wednesday nights, you'll find Marty teaching a class and encouraging inmates at the state prison. It all started after his first wife, Chris, passed. The prison chaplain, who is a customer, came into the plant and asked Marty to join him ministering to the inmates. "Even though I was tired, I said yes," Marty explains.

### The Club

"I've met the most amazing men. So many of these guys just want someone to believe in them. I recruit them by asking who wants to be better husbands, better fathers? When I first meet with a class I ask the group, 'How many of you were told you were worthless growing up?' Prison is filled with people who are fatherless. Many times both their parents have been locked up. We talk about breaking the cycle and many of them write their children and ask for their forgiveness.

I've found that no one has ever talked straight with these guys, encouraged them or held them accountable. You simply can't conceive of what they have been through - they've been shot, stabbed, betrayed, disowned and much more. These guys are real and raw and they aren't pretending to be anything. I go on to ask them 'Have you ever asked anyone to forgive you?'

This one guy, we'll call him Ted, asked his brother to forgive him for melting his train set when he was a kid. The rest of that story is that Ted was mad at his parents and burned the entire house down. But what bothered him was that he ruined his brother's train set.

After having a class in the faith dormitory where the inmates are required to attend class, the Warden asked me if I would consider having a class with the other dorm where the troublemakers and fighters live. Attending class in this dorm is voluntary and though it started out with 3-4 guys, they've recruited one another and the class is up to 65 men. I don't know if they come for Jesus or the air conditioning (state prisons don't have any except in the education room), but they get both. At the end of each class, we celebrate with a graduation and the most decadently sweet cake my wife Denise makes.

I've met the most amazing men. I can't see not doing this. When you see the effect you have on people, it creates passion and you don't want to stop.

It's hard to start life over again. When an inmate is released in the state of Texas, he/she needs to have a place to live and are given only \$50. I created an inmate trust fund to assist some that are released, like Joe. Joe was released and offered a job, but he needed steel toed boots and a hard hat. I sent him some money for the items and a little extra. Joe recently



*Marty Moore, owner of D&M Drycleaners in Pharr, McAllen & Edinburg, TX*

called me and he's making \$90k/year. When you see this happen, you know you've made a difference in someone's life."

### Give Someone An Opportunity

"Give a prior offender an opportunity. As employer, you already have an advocate with you - their parole officer and parole board. He or she has to work or they go back to jail. When you interview a prior offender, like with all employees, you look most at their character, worth ethic and drive. They'll probably be the hardest worker you have.

I've hired prior offenders in the past, but John, my Director of Operations, is the first I have in management. He's brilliant, has a college degree, and is dependable and trustworthy. He has access to everything - that's how much I have faith in him."

### Say Yes

You can't have a conversation with Marty Moore without seeing his enthusiasm for life and passion for seeing

people's hearts changed. It's invigorating. He explains that we can all have that zest for life. "Maybe there's



something pressing on your heart, a change you'd like to see in this world or something that tugs at your heartstring - you need to investigate it. Open that door. Then, when someone asks you to contribute, say yes."

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Apps prepare your staff for any question stain or fabric. Search any drycleaning topic or send DLI pictures of damaged garments for analysis. (you may not be liable)

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# SPOTTING TIPS

## Label Correctly

By Jeff "The Stain Wizard" Schwarz

When I conduct seminars and in-plant training sessions, many times I hear remarks such as..."I've been doing this a long time. I'm pretty good and set in my ways!" (Usually the last statement is made with the arms crossed...emphasis added)

I truly do appreciate experienced stain removal technicians that have honed their craft after years of trial and error and have a quest to get better every day. No matter how experienced we are, it's smart to review the basics (see resource)

### Never put a chemical in a bottle labeled for another product.



This is a case where a spotter wanted to use a chlorine solution on the spotting board and he put that bleach in a bottle labeled P.O.G. (paint, oil, grease, remover). The next day, the owner of the business was using the board and applied chlorine bleach to this jacket, thinking he was applying

P.O.G. The chlorine removed the color and could not be reversed. (The Only resolution would be to re-dye the garment.) Color Gone.....is like Dog Gone. If you ever had a dog run away from home, and the dog never came back, that's 'Dog Gone'. When you pull color from a garment using chlorine.....that's Color Gone, and just like Dog Gone.....it's not coming back!!!!

Note: With the exception of 3 % Hydrogen Peroxide, do not keep bleaches on the spotting board. It is too common for them to spill or to be used incorrectly. Keep bleaches separate.

You have to clean the nose of your spotting board, every week and every time after using any bleach. Live it, Learn it, Know it....( See photo of putty knife, cleaning spotting board.) The spotter was complaining that she couldn't get any stains out because other stains

kept appearing. Upon taking the "nose" of the board apart, we found out why. She said, "I have been here 3 years and I've never seen anyone clean that before...!!!!!"

Some plants have chrome bowls affixed to the end of the spotting boards. These bowls are not for safety pins, sorry tags, cell phones, snickers bars and pop cans. One bowl is used for water, for your wet side spotting brushes. The other bowl (back in the old days) was for a solution of solvent and dry cleaning soap. The spotter would use this solution and a "dark" spotting brush to apply this dry side mixture for the bottom of wedding dress hems, collars, etc... Many states and local regulations Do Not Allow Any Solvent on the spotting board now.

If you take care of the small things, you will seldom have BIG things to worry about. Ruining customers' clothes because of mislabeled spotting chemicals happens more than you would believe. Make sure it doesn't happen in your plant. Your distributor sales rep, or chemical manufacturer rep can give you bottles, all you have to do is ask.

### See Jeff Schwarz give live spotting demonstrations at the SDA Cleaners Showcase



## RESOURCES

At [www.alwilson.com](http://www.alwilson.com), you will find generic stain removal tips. These serve as a strong foundation for all spotters, old and new alike.

Go to: [www.alwilson.com](http://www.alwilson.com)  
Click Resource Center  
Right Column, Click 'Spotting Tips'

This article concentrates on tips #7 & #8



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# A MACHINE TO SOLVE EVERY LAUNDRY NEED

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*COMMERCIAL LAUNDRY EQUIPMENT*

*WASHERS, DRYERS, FEEDERS, FOLDERS,  
IRONERS, & DRYING CABINETS*

Featuring: The SP Series, our professional grade soft mount washers. High capacity and fast fill.

**OUTSTANDING RELIABILITY AND  
EFFICIENCY AT AN AFFORDABLE PRICE**

**EASY HANDLING FOR TROUBLE-FREE  
CONTROL**

**SUSTAINABILITY GOALS FOR A MORE  
RESPONSIBLE FUTURE**





## Heed the Warning Signs

By James Peuster, *The Route Pro*

I recently came across a simple, but informative article in Forbes magazine about "7 Reasons Your Business Is Failing & What To Do About It" by Jayson Demers. As many of you know, the goal of our clients is to become a 21st Century Dry Cleaner. I don't believe any of you are going out of business like many other places we've seen; however, this is a simple, self-evaluation to do some preventative maintenance to ensure success.

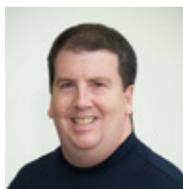
Here are the simple 7 reasons listed out:

- 1) You Don't Know How To Market Your Business
- 2) Your Prices Are Too Low
- 3) You Don't Really Know Your Customers
- 4) You Think SEO & Social Media Don't Apply To You
- 5) You've Got "The Answer" To Everything
- 6) You Can't Handle Growth
- 7) You Don't Have Business Savvy

I have to agree with much of the article in regards to what most of your competitors are doing or NOT doing in our industry. Some of you many look at a couple of reasons as warning signs and you should. Competition levels are on the rise in the Dry Cleaning route world and you know it. Stay ahead of your competition while monitoring the foundation of success.

Most of you know that the number 2 reason is hard to overcome. Actually, our industry in general is experiencing this. Number 6 is definitely a death blow to anyone. The bottom line is that many of the reasons above is why many of the dry cleaners aren't growing. Make sure you don't fall in that trap.

*James Peuster (james@theroutepro.com) is CEO of the Route Pro, a consultancy firm specializing in working with dry cleaners to increase revenue by establishing a route service.*



**See James Peuster speak at the SDA Cleaners Showcase**

## Environmental Cleanups *Know Your Options*

By Dru Shields, *Enviroforensics*

Today, almost every commercial business and property acquisition will require a real estate and environmental due diligence assessment to determine if environmental contamination is present. So, whether you're refinancing your property, looking to sell your dry cleaning business or property, preparing to pass down your business to your children, or your neighbors are selling or refinancing their businesses, a due diligence assessment will likely be required for all sales and property transactions. If contamination is discovered, it can affect the value of your business or property.

An environmental investigation and cleanup can be confusing at best, or downright terrifying at worst. Whether you start out in complete control and systematically walk through evaluating and managing your liability, or you're quickly forced into dealing with it, or you're just thinking into the future to prepare yourself - dry cleaners can minimize their liabilities and financial spending, resolve their environmental impact, and effectively add to the value of their business or property.

Let us show you how we've helped our dry cleaner friends do just that.

On Wednesday, November 13th from 2-3pm MST, join EnviroForensics, in partnership with SDA, to discuss how you can use old insurance policies to pay for an environmental cleanup. This webinar will provide a clear understanding of the multi-disciplined approach necessary to address environmental contamination, clear next steps, and an opportunity to ask questions. This is a proverbial roadmap for dry cleaners to address their environmental issues while minimizing out-of-pocket expenses.

**FREE Webinar**

**How to use Old Insurance to  
Pay for Environmental Cleanup**

**November 13 / 2-3 pm MST**

**Read More on Page 17**

## WEBINAR

# How to Use Old Insurance to Pay for Environmental Cleanup

WEDNESDAY,  
NOVEMBER 13TH  
2:00PM-3:00PM MST

## REGISTER HERE

<http://go.enviroforensics.com/sda-webinar>



## ABOUT

In partnership with the Southwest Drycleaners Association, EnviroForensics will discuss what you can expect in a dry cleaner's environmental cleanup, the available environmental funding, and how to be in command of the process.

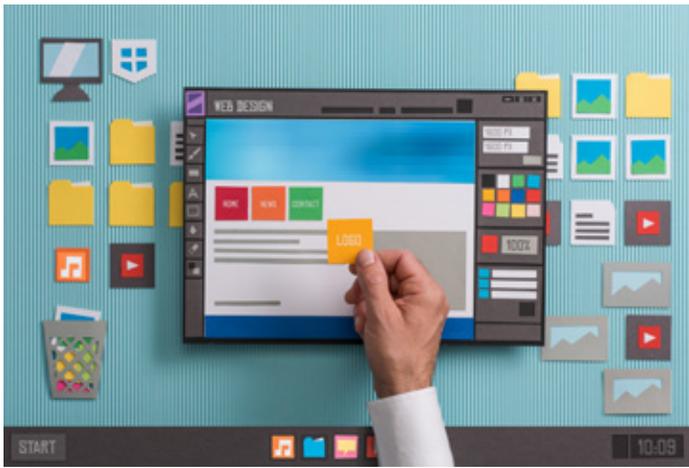
## ATTENDEES WILL LEARN

1. How environmental cleanups are triggered
2. What you can expect during an environmental investigation and cleanup
3. How to use historical insurance policies to help pay for cleanups
4. How to protect yourself from environmental liability
5. Tips on how to get started

This is a proverbial roadmap for dry cleaners to address their environmental issues while minimizing out-of-pocket expenses.

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## *Making First Impressions* Websites that Lead to Sales

*By Kevin Rehberger, Fortune Web Marketing*

Making a good first impression is critical to sales. When people visit your website, the first thing most of them will see is your homepage. A good homepage should offer a brief introduction to your products and services. It should also offer opportunities for visitors to explore your website further. This is crucial if you want to convert visitors into paying customers. Let's discuss a few design elements that can help you get more homepage conversions.

One element every homepage needs is a strong headline at the top. People searching online are not patient, and they are not interested in reading a wall of text about your business. Write a short, snappy headline that explains what your business provides.

Below the headline, go into a little more detail about how your services can help people. Discuss some of the benefits people get when they partner with you. Keep this copy short and concise, because the faster visitors understand what you are offering, the better. Your homepage also needs calls-to-action (CTAs). These buttons are important, as they will direct visitors to pages that will convert them into customers. Make sure your CTAs contrast from the rest of the page so they stand out to visitors.

Focus on developing around 2 or 3 CTAs for the homepage, and have them lead to pages with forms for visitors to fill out. These pages have a stronger chance of converting visitors. Avoid designing too many CTAs, because doing this can overwhelm and confuse visitors.

Another good element to build is a navigation bar. Since you cannot overstuff your homepage with CTAs, you need to provide visitors with another way to get around. The navigation bar should be useable on each page, and it should be right on the top of the homepage.

Keep navigation simple so anyone can get around your website without any trouble. Make sure to list subcat-

egories under the proper parent categories so people can find what they need. You should also build out a search bar so visitors can search for specific products.

Adding a video to your homepage is also a smart move. Visitors are attracted to visuals, so presenting a quality video can keep people from clicking off. Create a video that introduces your business, and use it to explain your services in more detail. This is a great way to introduce your story, as well as your company values.

Next, you should implement testimonials and customer reviews. These elements are important, because they reinforce the concept of social proof. This is the idea that people will copy the actions of others if their experiences were positive.

Reviews and testimonies are great success indicators, as they let visitors know that others enjoyed your services. This establishes trust right away, which is crucial if you want to make new conversions.

Lastly, include some contact information so people can reach out to you. Even if you have a contact page in place, putting your phone number and address on the footer of your homepage will not hurt. This way, visitors can reach out to you right away if they have any questions or concerns about your services.

Incorporating these elements will make your homepage stronger and more engaging. Getting people to visit your website is hard enough, so work to build a homepage that keeps people around.

*Kevin Rehberger (kevin@fortunewebmarketing.com) is the Content Strategist for Fortune Web Marketing.*

**See Jennifer Schulman with Fortune Web Marketing speak at the SDA Cleaners Showcase**

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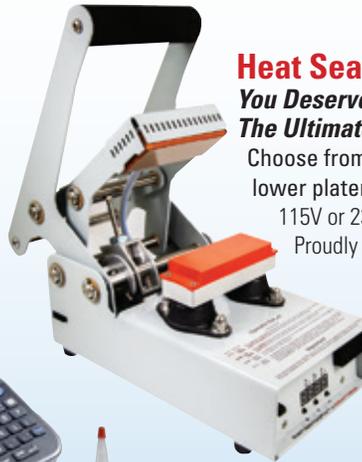
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