

PDCA Expo Featured Large Exhibit, Top-Notch Speakers and Big Crowds

Expo 2018 exceeded expectations on every level. Attendance was high, and people came from a broad area to see and learn.

Among the highlights of PDCA's 2018 convention, held in Baltimore in early November, were:

- Brian Rashid's all-morning session on how to use inexpensive but effective social media marketing
- Jim Groshan's discussions on the exhibit floor, on building customer service excellence
- Live demos and operating equipment
- Talks on hiring employees and avoiding legal problems with them, by James Peuster and Frank Kollman
- A reception on the exhibit floor, featuring lots of food, with networking and socializing

Raffle Baskets Were a Hit!

An array of raffle baskets greeted attendees as they entered the exhibit hall. People could purchase an arm span length of tickets and drop them into the baskets they hoped to win. Tickets for the Grand Prize Basket were sold separately.

Winner of the Grand Prize was Katie Quinones of Spot Business Systems. New Felix Cleaners in Philadelphia won the PDCA basket.

For photos of the winners, see page 2.

Crowds filled the aisles of the Exhibit Hall at the PDCA's 2018 Expo held in Baltimore in November (top right). The same could be said of the educational seminars (bottom left) which featured high attendance and an attentive audience.



In This Issue:

Your 2019 Membership Decals

If you need addition decals for other locations, contact the office.

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straight from the **board**

Well Certified

Congratulations to Grant Beatty, Murrysville Cleaners, who successfully passed the tests to become a Certified Professional Drycleaner, Certified Professional Wet-cleaner and Certified Environmental Drycleaner, following the latest exam period.

Lucky Winners

Many vendors at our Expo gave things away, but some were unusual. Garth Eck, of Faxon Cleaners in Williamsport, was the lucky winner of a large bottle of single malt scotch from Onix Energy.



Katie Quinones of Spot POS was the lucky winner of the Grand Prize (above left). Andy Setiawan of New Felix Cleaners in Philadelphia won the PDCA Board of Directors basket (above right). Both are pictured with Mark Pollock, immediate past president of PDCA and Expo show chair.

Make Your Message Stick

Are you wondering why some of your marketing campaigns seem to be successful sometimes and fall short other times? A good read that stands the test of time is Chip Heath and Dan Heath's book, *Made to Stick*.

Something that is "sticky" is SUCCESSful:

- **S - Simple.** Keep your message focused, compact, and easy to understand. Got Milk?
- **U - Unexpected.** Like most Super Bowl commercials, the humorous and surprise endings get the most buzz.
- **C - Concrete.** The right choice of words is so important so there is no mistaking what you are trying to say. The Few. The Proud. The Marines.
- **C - Credible.** In order to build trust, your message must be believable. In other words, don't over promise.
- **E - Emotional.** This doesn't mean that your campaign needs to be a tear-jerker, just that it needs to speak to your customer.
- **S - Stories.** For a good campaign, a strong storyline helps. Saving money on travel through Priceline is a good example.

With these elements your campaign stands a better chance of getting noticed. You don't need a Super Bowl commercial war chest to get started, either. Use social media to push your message but make sure it's relevant and fits the other forms of communication you are using.

From DLI's Monday Marketing Ideas

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Thanks to a Supporter

PDCA appreciates the support that our Expo received from Randy and Albane Wentz, publishers of the trade publication *Cleaner & Launderer*.

Now celebrating its 58th anniversary, the publication was started in October of 1960 by Wally Urquhart under the name of *California Cleaner & Launderer*, then covering 13 states and expanding, warranting the first change in the publication's title to *Western Cleaner & Launderer*. As boundaries continued to expand, in 2007 it was renamed *Cleaner & Launderer*.

In the early '80's Wally hired Joan Reid, Randy Wentz's aunt, who worked for him several years. Then Wally sold the publication to Joan and in turn she partnered with her sister Dorothy Ballard, Randy's mother.

Together, they ran the business until Joan retired in 1990 and sold her share to Albane Wentz. In 1992 Dorothy also retired, selling her share to Randy, who left Hughes Aircraft Co. after 20 years.

Over the years, readership and boundaries continued to expand. Today, *Cleaner & Launderer* is mailed nationwide to all 50 states. It has grown its reader base not only through print, but online, mobile and social media.



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straight from the president



Steve Stevenson

Thanks for Expo, and now, looking forward...

I hope everyone had a great holiday season. The reviews on the Baltimore Expo have been very positive. Vendors and attendees liked our location change. Foot traffic through the Exhibit Hall was steady. Our guest speakers drew large audiences. The Board worked very hard to give attendees and vendors a great experience.

New to this Expo and instantly popular was our gift basket raffle. Board member Jane Zellers managed the creation of the PDCA Board's sponsored basket, which contained products and supplies for soaking and cleaning difficult items.

Special thanks go to Board members Bob Edwards and Ryan Aguglia for their additional contribution to that basket. Also many thanks to all of our friends in the industry who donated other baskets, Spot POS, Unipress, Sankosha, Patriot Business Advisors, A.L. Wilson, National Clothesline and Fulton Boilers.

If you attended Expo we thank you for your support. If you were unable to come we en-

courage you to start planning now to attend in 2020.

Although 2019 is just underway, the PDCA Board is already focused on improving the benefits of a PDCA Membership. Expanding the PDCA website for member access to industry educational videos and materials is a primary goal.

Some videos and materials will soon be added; others will follow. Member feedback and suggestions are always welcome. Greater participation leads to a vibrant and successful association.



A display of raffle baskets greeted people as they entered the exhibit hall.



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Stress Management

Sid Chelsky, executive director of the Canadian Fabric-care Association, has some advice on managing your business stress

A young lady confidently walked around the room while leading and explaining stress management to an audience with a raised glass of water. Everyone knew she was going to ask the ultimate question, “half empty or half full?”... She fooled them all.... “How heavy is this glass of water?” she inquired with a smile. Answers called out ranged from 8 oz. to 20 oz.

She replied, “The absolute weight doesn’t matter. It depends on how long I hold it. If I hold it for a minute, that’s not a problem. If I hold it for an hour, I’ll have an ache in my right arm.

“If I hold it for a day, you’ll have to call an ambulance. In each case it’s the same weight, but the longer I hold it, the heavier it becomes.” she continued, “And that’s the way it is with stress. If we carry our burdens all the time, sooner or later, as the burden becomes increasingly heavy, we won’t be able to carry on.”

“As with the glass of water, you have to put it down for a while and rest before holding it again. When we’re

refreshed, we can carry on with the burden — holding stress longer and better each time practiced. So, as early in the evening as you can, put all your burdens down. Don’t carry them through the evening and into the night... Pick them up tomorrow.



President Steve Stevenson presents a plaque to his predecessor, Mark Pollock, in appreciation of a job well done.

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from the **district director**

Aim for the Championship



I am writing this column in the aftermath of my hometown Philadelphia Eagles' exciting playoff win over Chicago. It got me to thinking as to how running a successful football team is similar to running a successful business.

Last year, the Eagles were Super Bowl champions, meaning that they were the best at their profession. Several months later, they're back at training camp. Why? Because, they knew that you have to work at being the best and staying the best!

Are YOU the best at your profession? Have you been able to achieve a level of excellence and continue to maintain it? Do you have your employees go back to "training camp" every year to keep their skills in top form?

There are resources available to act as your coaching

How to Use DLI's Effortless Social Media

The DLI program to help keep your Facebook postings active and up to date is easy to use, and it's free for Silver members. You can continue to post what you want, while DLI adds to it weekly.

Here is how to get started:

Go to DLIOnline.org and click the login button on the top menu bar. You will have to put your membership number in. You will be taken to the members-only page where you can select "Effortless Social Media" from the menu. There you will fill out your business information and submit it to DLI.

Once registered, you need to set-up the program and grant DLI access to your Facebook page. There is a downloadable PDF on the next page that will walk you through it. It is best to do the following steps on a computer rather than a mobile device.

First step is to log-in to your Facebook page (you will need your username and password). Once in Facebook, you need to click on your business page. Click on the top right arrow and select your page. If you don't have a separate business page, call

staff. Your state organization, the Pennsylvania and Delaware Cleaners Association, has educational tools to enhance your team's skills. Your national group, the Drycleaning and Laundry Institute, stands ready to provide you with a playbook for success.

Every team, or business, needs to stay on top of their game or risk being just average, struggling to stay ahead. Are you content being average? Help is out there if you want to be on top of your game. Your choice: receive the opportunity to improve, or kick it all away!

Mark Pollock

Drycleaning and Laundry Institute Director: District 2 (Pennsylvania, Delaware, Maryland, District of Columbia, Virginia, West Virginia and North Carolina). Immediate Past President, PDCA.

DLI for help in setting one up.

Next select the "Settings" button. Select the "Page Roles" option. You will then be able to add DLI as an editor to the page. Under "Assign A New Page Role," enter ricgnzlzcr@gmail.com as an editor, select the account titled "Ric Go," and click the "Add" button. You will have to confirm your password, but you are all set. Just sit back and wait for the automatic posts to start populating your page.

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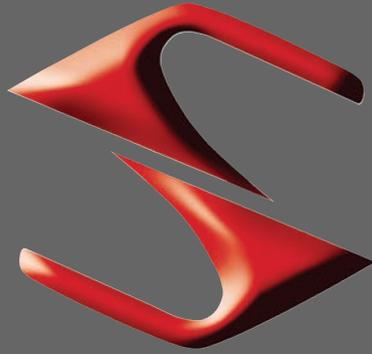
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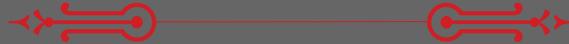
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