



# Press

A DLI Affiliate Association

Pennsylvania & Delaware Cleaners Association

DECEMBER

2023  
www.pdclean.org

## For the New Year, Solve Problems and Get Ideas to Expand Your Business, All at Your Fingertips



*End of Year Message from  
Mark Pollock, Director of Membership*

As the current year comes to an end and a bright and shiny 2024 is upon us, I wanted to take this opportunity to thank all of you for your support of PDCA. As the new year approaches, I wanted to remind you of some of the benefits that your PDCA/DLI membership includes. If you haven't taken advantage of these, I hope that you will give them some consideration. Many of our members have found them to be very useful in their operations. All member benefits can be found on the DLI website, [dlionline.org](http://dlionline.org).

Here is a sampling:

### Online Educational Courses:

Can't get away to attend classes at DLI? Register to attend virtually from your home or office. To be successful, you can never stop learning!

### On-Demand Webinar Library:

DLI has available over 200 webinars covering almost every topic that someone in our industry would have need to gather information. And, you can access them at any convenient time!

### Weekly Peer to Peer Zoom Calls:

Every Tuesday morning at 11:30 AM, 40-50 industry members from around the US and Canada meet to discuss any topics that someone has interest in. You'll find terrific counsel on any subject that you may be dealing with and nothing is off the table. It's a great resource for anyone new to the industry. Remember, you are not alone!

### Stain Removal Guide:

Available to Standard and Premier member levels. Find any fabric and cross-reference it to the most common stains. It will



give you the most efficient and safe method of removal. It's an excellent source of knowledge for your employees!

These are just some of the advantages that PDCA/DLI membership gives you over your competition. Don't hesitate to use them to benefit your company.

If either PDCA or myself can be of assistance to you, please reach out to me at 267-701-6045 or at [mark@pdclean.org](mailto:mark@pdclean.org). Best wishes for a safe and happy Holiday Season!

*A side note: Unfortunately, some personal and family health issues have prevented me from conducting my in-person visits that I found to be mutually beneficial. Going forward, I expect to resume my activities and help your businesses grow and prosper.*

DLI website [www.dlionline.org](http://www.dlionline.org)

## DLI Weekly Peer-to-Peer Zoom Calls Provide Valuable Aid



Questions, problems and opinions flow freely during DLI's weekly Peer-to-Peer zoom discussions. The open forum gives participants the opportunity to gain information from people who operate both large and small companies.

PDCA sends a summary of each meeting to our members, but that does not give a full picture of the value of the discussions.

### Who's on the call?

- High-priced couture cleaners
- Dollar or other inexpensive owners
- People nearing retirement
- Beginners wanting to learn
- Single store operators
- Multiple outlet owners

The whole spectrum of the cleaning world

To join the meetings on Tuesdays at 11:30 a.m. go to  
<https://us02web.zoom.us/j/84063392764>



## On-Demand Webinar Library

DLI's online presentations distill difficult topics into easy-to-understand lessons members can use to improve their businesses. All webinars presented by DLI are archived in the Members Only section of *DLIonline.org*. Programs archived in the library cover the following categories and subtopics:

Diversification • Maintenance • Management  
Marketing • Production • Finishing • Stain Removal  
Business Sales & Acquisitions



### Strength in Numbers

"We remain 100% focused on helping members communicate and grow," DLI led Mary Scalco said. Members are invited to register for these free programs. "DLI's doors are always open. All fabric care cleaning service providers are welcome to join DLI to gain access to these programs, membership benefits, services, and savings."

Interest parties are invited to learn more at  
*DLIonline.org/Join*  
or call 800-638-2627 for more information.



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# about our members



## Buddy and Kathy Croft Support their Clark Summit Community with Donations, Sponsorships, Volunteering or Board Membership



### Equines For Freedom:

A non-profit organization that treats veterans and first responders with PTSD using Equine assisted EMDR therapy free of charge. Provide this service through donations only. We sponsor many of the fundraising events

and also every Veteran's Day we donate all our incoming sales to them. [www.equinesforfreedom.org](http://www.equinesforfreedom.org)



### Blue Star Mothers of North East Pa:

Non-profit organization of Mothers with children serving in the Military. This is the local chapter of the National chapter of Blue Star Mothers of America. They provide support of military members deployed around the world with care packages, travel assistance. Run and upkeep of the local USO lounge at the airport. Provide support and activities to veterans at the VA Hospital, local appreciation events.

[www.facebook.com/bluestarnepa](http://www.facebook.com/bluestarnepa)

### Blue Star Mothers of NEPA Hero 5k:

Title sponsor of annual race that raises funds to send hundreds of care packages to Military service members deployed around the world. [www.facebook.com/BSMofNEPAHero5k](http://www.facebook.com/BSMofNEPAHero5k)

### Shine Like Susan 5k:

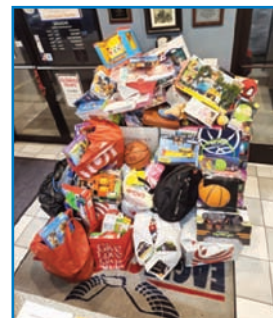
Title sponsor for event that all proceeds raised go to the Susan Burke Foundation for Colon Cancer.

<http://runsignup.com/Race/PA/ClarksSummit/ShineLikeSusan5k>

### Toys For Tots:

Local sponsor and drop location for 26 years gathering new and unwrapped toys for the Marine Corps Reserve in a local 5 county region. Over 22,000 children helped every year.

<https://wyoming-pa.toysfortots.org/local-coordinator-sites/lcosites/default.aspx?nPageID=0&nPreviewInd=0&nRedirectInd=3>



### Abington Heights Civic League, Inc.:

Is a member of the General Federation of Womens Clubs. A non-profit that provides services to the community projects and organizations such as the local library, eye screenings, running of a local dance academy for young girls, community beautifications, support of women owned businesses.

[www.ahcivicleague.org](http://www.ahcivicleague.org)

### Forever Young Fishing Derby:

Title sponsor for annual event that treats kids to a day of fun activities and fishing.

[www.facebook.com/ForeverYoungKidsFishingDerby](http://www.facebook.com/ForeverYoungKidsFishingDerby)

Send your community happenings to be included in future issues to [leslie@pdclean.org](mailto:leslie@pdclean.org).

# The Importance of Knowing Your Cost



**Rusty Smith**  
**President of Forenta**

Whether your business is actually ‘building a tower,’ or providing dry cleaning services, it always pays to ‘sit down and count the cost.’

It may be tempting to think that an equipment manufacturer like me could never relate to the costs associated with being a dry-cleaner. After all, I convert purchased raw materials into a finished product, whereas a dry cleaner performs a service on a product that he or she never purchases or owns. However, a discussion in a recent NCALC Zoom meeting got me thinking about the three categories of

*Which of you, intending to build a tower, would not first sit down and count the cost?* Many of you recognize this biblical passage from the book of Luke. Even though He was using this parable for spiritual purposes, it goes without saying that Christ knew a thing or two about the cost of doing business.

Whether your business is actually ‘building a tower,’ or providing dry



cost that all businesses have in common—fixed costs, variable costs, and semi-variable costs. Below is a brief description of each category:

1. **Fixed Costs:** These costs are the expenses that do not change, regardless of the volume of clothes you process. Examples of these may include rent, property taxes, boiler inspections, liability insurance, franchise fees, and possibly even your salary as owner/operator. If business increases or decreases, these expenses remain the same.
2. **Variable Costs:** These costs are the expenses that directly correlate with your volume of business. Examples of these may include soap, chemicals, hangers, and poly bags. If you process more clothes, these expenses go up; if you process less clothes, these expenses go down.
3. **Semi-variable costs:** These costs are the expenses that only partially change as business volume changes. Examples of these may include electricity cost, natural gas cost, and payroll expense. What makes these expenses

*continued on page 6*



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## Knowing Your Cost...continued from page 5

semi-variable (instead of variable) is the fact that there is not always a direct correlation between business volume and the consumption of these resources.

As a small business, it's tempting to lump all your costs into one expense category. However, by diving a little deeper into these three categories, we can see how each of these affect your profitability.

First, let's look at your fixed costs. Increasing your sales while holding fixed costs (rent, property taxes, liability insurance and your salary) has the effect of spreading out these expenses over a greater amount of income. Assuming all else is equal, this automatically *increases* your profitability. Conversely, if sales decrease, it has the effect of spreading these expenses over a lesser amount of income. Assuming all else is equal, this automatically *decreases* your profitability.

Next, let's look at your variable costs. This is where sales volume makes very little difference in your profitability per piece. However, don't be fooled into thinking that you can relax in this area; on the contrary. EVERY increment improvement in your process affects the cost of EVERY single garment that you clean. Reducing the cost of your soap, chemicals, hangers, and poly bags affects the profitability of thousands of garments every single month. Eliminating waste and improving your process has incredible benefits to your profitability. So, don't neglect your process!

Finally, let's consider the trickiest cost to evaluate—the semi-variable costs. You might be tempted to think utility expenses and payroll expenses simply increase and decrease as sales volume increases and decreases. However, nothing could be further from the truth. There are multiple reasons for this—minimum monthly utility charges, energy required to heat up a boiler versus the energy required to maintain that same temperature, and util-

ities being consumed by both the cleaning process and to condition employee workspaces. Just like fixed costs, when semi-variable costs are spread over an increased sales volume, this increases your profitability... just not as significantly. The only way to keep semi-variable costs under control is to monitor them continuously and to continually improve the process.

In closing, I hope the big takeaways from this article are:

- 1) due to so many fixed cost in an organization, increasing your volume is the quickest way to increase overall profitability,
- 2) continually managing and improving your process is the key to driving down your variable and semi-variable costs, and
- 3) always take time to sit down and count the cost.





## Setting Yourself Free

*Dave Coyle's January DLI Presentation to Focus on the Freedom of Teambuilding*

Are you working **ON** your business or **IN** your business? An upcoming Drycleaning & Laundry Institute online presentation hosted by Dave Coyle of Maverick Drycleaners will explore "How to Create a Team that Operates and Grows Your Company Without You." Coyle will host the hourlong web presentation **January 17 at 1 p.m. Eastern.**

Bringing the drycleaning and laundry community together, DLI hosts weekly coffee-and-shop-talk meetings every Tuesday on Zoom so members can discuss what's happening and keep each other from going crazy.

### January 2024 Live Virtual Education Program

*DLI presents the following virtual training schedule for January 2024.*

#### January 6:

New DLI Member Virtual Welcome Reception and Orientation

#### January 17:

How to Create a Team that Operates and Grows Your Company Without You  
*with Dave Coyle of Maverick Drycleaners*

#### January 17:

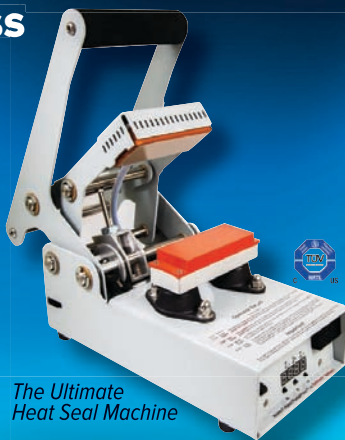
Marketing Lab Virtual Roundtable Discussion



**Dave Coyle**

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# 2024

## Education Guide



### INTRODUCTION TO DRYCLEANING COURSE FIVE-DAY ON-SITE

DLI's On-Site Introduction to Drycleaning Course is suited for experienced individuals or those who are new to the industry.

- Sorting loads for drycleaning.
- Cleaning silk, satin and other fabrics.
- Removing coffee, ink, grease and other stains from clothing.
- Operating a drycleaning machine.
- Pressing pants, coats and skirts.
- Using tensioning equipment to improve finishing quality.

**BASIC – \$1,195**  
**INTERNATIONAL – \$1,195**  
**STANDARD – \$956**  
**GOLD – \$717**  
**PREMIER – FREE**  
**NON-MEMBERS – \$1,595**

**COURSE DATES**  
March 4 - 8  
October 7 - 11



### ADVANCED DRYCLEANING COURSE TEN-DAY ON-SITE

This ten-day Advanced Drycleaning Course is for individuals who have completed the Introduction Course or have hands-on production experience and knowledge of basic stain removal and finishing techniques. The advanced course covers:

- Identifying cotton, silk, polyester and other fabrics.
- Using bleaches without damaging the fabric color.
- Pressing blouses, dresses, ties, pleated garments, silks, velvets and corduroy.
- Wetcleaning wool, silk and more.
- Maintaining and changing filters.
- Troubleshooting problems with the drycleaning machine.
- Using tensioning equipment to improve finishing quality.
- Current regulations facing the drycleaning industry.
- Customer service techniques for drycleaners.
- Getting clean, white laundry.
- Cleaning and preserving wedding gowns.
- Understanding the differences between solvents including perc, GreenEarth®, hydrocarbon and SOLVONK4.
- Pressing laundered shirts.
- Designing a drycleaning plant with the most effective work flow.

**BASIC – \$1,695**  
**INTERNATIONAL – \$1,695**  
**STANDARD – \$1,356**  
**GOLD – \$1,017**  
**PREMIER – FREE**  
**NON-MEMBERS – \$2,195**

**COURSE DATES**  
March 11 - 22  
October 14 - 25



### GENERAL DRYCLEANING COURSE FIFTEEN-DAYS ON-SITE

This fifteen-day general course is made up of the Introduction and Advanced Courses. These classes also can be taken individually, but DLI affiliates save when taking them together.

**BASIC – \$1,995**  
**INTERNATIONAL – \$1,995**  
**STANDARD – \$1,596**  
**GOLD – \$1,197**  
**PREMIER – FREE**  
**NON-MEMBERS – \$2,895**

**COURSE DATES**  
March 4 - 22  
October 7 - 25



### STAIN REMOVAL COURSE SEVEN-DAYS VIRTUAL

Stain removal training with no travel. This online course is spread over seven two-hour sessions. The course covers important stain removal skills your staff needs to make customers happy, including:

- Removing coffee, ink, grease, and other stains from clothing.
- Identifying cotton, silk, polyester, and other fabrics.
- Using bleaches without damaging the fabric color.
- Using specialty products such as digesters, amyl acetate, and acetone in stain removal.
- Identifying fibers and fabric construction.

**BASIC – \$495**  
**INTERNATIONAL – \$495**  
**STANDARD – \$394**  
**GOLD – \$297**  
**PREMIER – FREE**  
**NON-MEMBERS – \$695**

**COURSE DATES**  
**STAIN REMOVAL (7 DAYS)**

#### Spring

April 30, May 2  
May 7, 9  
May 14, 16  
May 21

#### Summer

July 9, 11  
July 16, 18  
July 23, 25  
July 30

#### Fall

September 10, 12  
September 17, 19  
September 24, 26  
October 3

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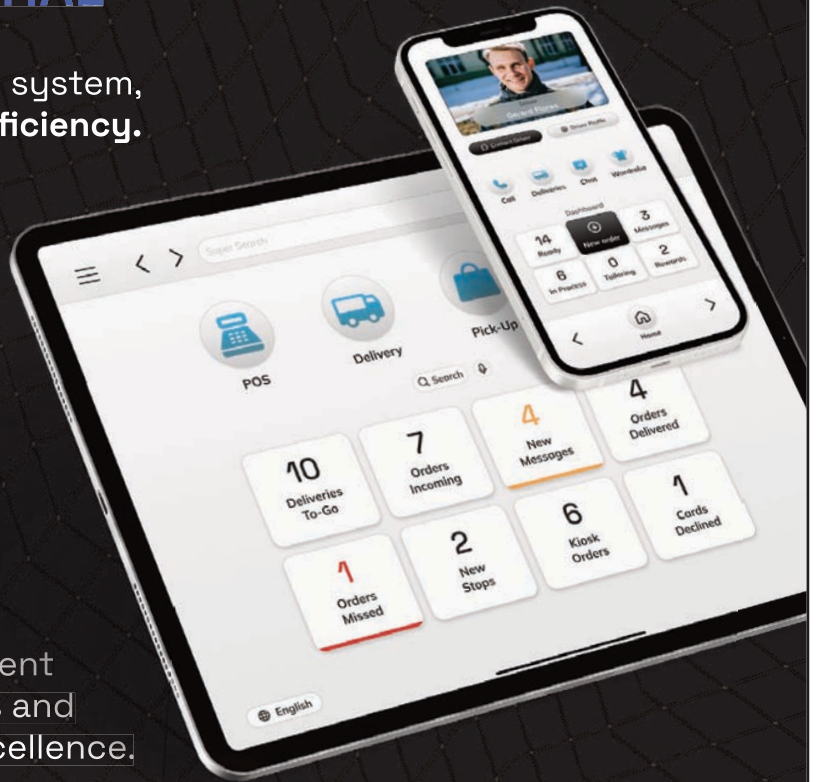
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