

## Fresh look for PDCA's Expo 2018

**P**lans are well underway for PDCA's Drycleaning and Laundry Expo 2018, which will be held at the Baltimore Convention Center on November 9-11.

The event will feature outstanding speakers who will provide fresh ideas to help drycleaners improve their business profits. The exhibit will offer a wide range of products and services that cleaners can use for current or future upgrades,

Our headquarters hotel will be the Hyatt, which is adjacent to the convention center. This beautiful and reasonable priced facility will provide a beautiful atmosphere and easy connection to our activities.

The new exhibit location (photo on right) will provide easier access for attendees coming from central and western Pennsylvania and Delaware, as well as other areas.

In addition, the proximity to BWI air-

port (about 8 miles away) will make transportation more convenient for people coming from greater distances.

The center is located in the Inner Harbor, giving attendees options for entertainment, sightseeing and restaurants.



## Pair of seminars set for Spring

**P**DCA has planned two outstanding seminars for the spring. Maintenance for the Heart of Your Business, taking care of the essential equipment, is the theme of a seminar planned for the Pittsburgh area on March 10.

Top experts will show you how to take routine steps that will save you time, money and aggravation by keeping your equipment running smoothly.

How to Grow with Alterations and Tailoring is the topic of a seminar on April 22 in Camp Hill. Dale Kaplan will discuss how to develop this auxiliary service into a major profit center. Using his own experience and history he will detail the methods and techniques for success.

Look for more details coming when the time for the event is closer.

### *In This Issue:*

## Your 2018 Membership Decals

Proudly display your membership decal, which lets everyone who passes your store know that you are an informed and responsible drycleaner.

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



Pennsylvania & Delaware Cleaners Association

Representing Drycleaners  
in Pennsylvania & Delaware

*A DLI Affiliate Association*

**801 Easton Road, P.O. Box 340  
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Email: [Info@pdclean.org](mailto:Info@pdclean.org)

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# Minimum Wage Increase Proposed

Legislation is about to be introduced in the Pennsylvania House of Representatives that would raise the minimum wage to \$15 per hour, with annual increases tied to the consumer price index. The sponsor, Representative W. Curtis Thomas, is currently looking for additional sponsors.

Our sources tell us that currently there is not strong support, but we will monitor the progress of the plan and let you know the status of it.

## straight from the board

### In the News

Congratulations to Balfurd Cleaners' Bob Fogelsanger and Monika Manter, who were featured in the February issue of NATIONAL CLOTHESLINE. A few months ago, Paula and John Gribble from Classic Cleaners were also acknowledged as interesting industry people.

### DEP Compliance Calendars

The Pennsylvania DEP has mailed a Compliance Calendar to every drycleaner that they have listed as using perc. Cleaners are required to have one for each perc machine, not one for the whole plant. If you need additional calendars, contact the office and we will send you what you need.



PDCA was well-represented at the DLI-NCA Brainstorming Conference in Cancun. Among those attending were Bob Fogelsanger, Balfurd's Cleaners, Nancy Delp, DeVono's Cleaners and Mark Pollock, Signature Cleaners. Not shown is photographer Leslie Schaeffer, PDCA.

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# straight from the president

## Looking to increase members, value in the future



**George Stevenson**

First, I want to thank PDCA for the opportunity to serve as president and be a part of an organization that strives to provide continuing education and support to the drycleaning industry.

I am fortunate to have been a board member during the tenure of several past presidents committed to advancing the industry. I intend to keep that commitment ongoing.

The next two years will be a challenge for me and the board of directors as we continue to respond to governmental actions and market pressures to provide the most beneficial outcome to our members. Our goal is to maximize the value of a PDCA membership.

Another goal will be increasing our membership ranks. I am a firm believer in the power of word-of-mouth marketing. All of our members can help in this pursuit I encourage you to reach out to anyone in our industry (other cleaners as well as vendors) and let them know how beneficial a PDCA membership is.

A strong and active membership only adds value. I also encourage you to provide any feedback to the board that will allow us to better serve our membership.

Several occasions will be available throughout the year to meet and associate with the board and other PDCA members. We have some great seminars planned and our bi-annual Expo takes place this coming November in Baltimore.

Efforts are ongoing to make the Expo a “can’t miss” event. PDCA members have a wealth of knowledge, and an abundance of networking opportunities. Get involved; stay involved.

Regards,  
George (Steve) Stevenson  
PDCA President



### Association Members Wanted

Do you know a former member who has dropped out? Or someone who should be a member? Let us know. We want to make PDCA stronger by increasing our numbers.

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# Using DLI's effortless social media

Are you putting your membership to good use? Are you maximizing your return on investment for your membership dollar?

I sincerely hope you are, but if you are like many members, you get too busy and things seem to slip through the cracks and before you know it a year has passed and you haven't used your membership as much as you intended.

This article is designed to make sure

you get the most from your membership. **Effortless social media**

Most members I talk to understand the need and benefits of maintaining an online presence. They know they need to do it, and they want to do it, but it often ends up on the bottom of the "To Do" list. Members who don't use professional services like SEFA's GlikStorm or Be Creative will start a program, but won't be consistent and before you know it —

it's been months since something was posted.

That is where DLI's new Effortless Social Media Program comes into play. When you sign up for the service, DLI will post consumer-oriented posts directly to your page weekly. It is consistent, automatic and, best of all, included with your membership at Silver and above.

It is a great program and one that can be used to compliment what you are already doing or it can be a stand-alone beginning to getting your company an online presence.

## Get started

Go to [DLIOnline.org](http://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 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 [ricgnzlcrc@gmail.com](mailto:ricgnzlcrc@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.

*This article was written by Peter Blake, executive director of the South Eastern Fabricare Association and appeared in the November/December issue of SEFA's Reclaimer.*

## Conferring in Cancun



Several PDCA members participated in the Five Star/Brainstorming conference cosponsored by DLI and NCA in January Cancun at the Secrets Capri Riviera resort in Cancun.

The centerpiece of the event were speakers who covered a variety of topics during the morning sessions of the conference.

On Friday morning, Deena Ebbert of Chart House Learning in Burnsville, MN, expounded on her Fish Philosophy, a method of employee development, engagement, skill, performance, and commitment.

Joseph Grenny, co-founder of VitalSmarts in Provo, UT, was the Saturday speaker, discussing how to talk to your employees when things go wrong. He has honed the tools needed to lead a company through change and with crucial conversations and confrontations that position a company for consistent success.

To wrap things up on Sunday, Brian Rashid discussed branding, brand strategy, and how to monetize your message by telling effective stories. He is the CEO and creator of A Life in Shorts, a branding, digital media, and communications company whose clients range from the biggest brands in the world to new solo entrepreneurs just getting started.

# 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 **SUCCESS**ful:

- **S - Simple.** Keep your message focused, compact, and easy to understand. Got Milk?
- **U - Unexpected.** Like most SuperBowl 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 story-line 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 Superbowl 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*

## mark the date

- March 10, 2018  
Maintenance seminar, Pittsburgh, PA.
- March 11, 2018  
Open Board Meeting, Nittany Lion Inn, State College, PA.
- April 22, 2018  
Alterations and Tailoring seminar, Camp Hill, PA.
- November 9-11, 2018  
Drycleaning and Laundry Expo 2018, Baltimore Convention Center, Baltimore, MD.

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They can be reached at 877-ask-emap or questions@askemap.org.

All conversations are confidential.



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