



Winter  
2019

# carolina clean



North Carolina Association of Launderers & Cleaners

4819 Emperor Blvd, Ste 400, Durham, NC 27703 • Phone: 919-313-4542 • info@ncalc.org

*An Affiliate Association of the Drycleaning & Laundry Institute*

## Achieving Customer Service Excellence

by Jim Groshans, FabriCoach, LLC

I grew up in the dry-cleaning industry. When I was a teenager, I started working in my parents' business, and my father groomed me in all aspects of the business. By observing how my mother treated the customers, I learned a great deal about how to deliver excellent customer service. Those experiences paid off, and I continued to build my knowledge while working for R. R. Street. For over 25 years, I was fortunate to learn from experts in the industry, and I became proficient in stain removal, wetcleaning, drycleaning chemistry, sales, management and a host of other skills. I am now taking those lessons and sharing them through my own consulting business: FabriCoach, LLC. In this article, I want to share what I have learned about customer service.

### Defining Customer Service

What is customer service? Is it a job? Is it a skill? Should it be part of a business philosophy and strategy? I believe the answers to those questions are: "Yes!"

Let's start with why customer service should be part of your business philosophy. A simple definition of business philosophy is "the fundamental principles that underlie business operations and define the nature and purpose of your business." Your philosophy is exhibited in the products and services you deliver. Customer service should be a part of your business philosophy and should identify what level of service you want to deliver. Some sources describe levels of service as basic, good, and world class, while others cite basic, expected, and unbelievable.

Whatever label you use, I believe there are levels where the

*Continued on page 7*

## NCALC to Convene in Asheville

The NCALC 2019 Spring Meeting will be held May 17-19, 2019 at the Cambria Hotel Downtown Asheville, in Asheville, North Carolina. As the cornerstone of this event, the NCALC Board of Directors will be holding its **regular Spring Board Meeting and associated committee meetings** on Saturday morning, May 18, 2019. In addition to these regular business meetings, several **other activities of interest are planned for all members and friends**, regardless of whether they serve on the Board or committees.

On Friday afternoon, a **facilitated roundtable discussion** will focus on **SEO and Social Media Marketing**. Our facilitator, George Self, is CEO of Apple Advertising in Asheville. Through his business, he regularly helps clients with the conversion from traditional marketing to the power of digital communications. He will guide the roundtable discussion as participants discover what's new in the world of corporate social media marketing and SEO, why it is important, how it works, who is using it, and how to use it effectively in the Fabricare Industry. Participating cleaners will share what they feel works best for their organizations and, ideally, come up with ideas to take home and try in their own company.



**George Self**

On Saturday afternoon, meeting participants are invited to learn first-hand about craft brewing from pioneers in the industry during a **guided tour at the Highland Brewery**.

**Informal dinner socials** are planned for both Friday and Sat-

urday.

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**From the President's Desk**

# Come Join Us!

Simply said, the purpose of NCALC, in my mind, is to make all the practitioners of our trade the best at what they do. In turn, that makes our members more successful and lifts our industries' statewide reputation as professional garment care specialist. Whether you are an owner, manager, customer service representative, dry cleaner, route driver or presser, there are offerings from either DLI or NCALC that can assist you in improving

your quality, building your sales, becoming more efficient, providing other services, staying in compliance or lowering your cost of production just to name a few. During the course of NCALC's year, there are three dedicated events; two Board Meetings and our Fall Convention.

## Associate Member Listing (Alphabetically by Service)

NCALC Associate Membership is extended primarily to providers of equipment, products, and services to launderers and cleaners. (e.g. manufacturers and distributors, consultants, training providers.)

**Environmental Consultants**

- ATC Associates, Meghan Greiner..... 919-871-0999
- Mid-Atlantic Associates, Greg Icenhoor..... 980-585-1271

**Equipment Sales & Maintenance**

- Consolidated Laundry Equipment, Inc..... 800-227-6149
- EzProducts International Inc., David Brown . 877-906-1818
- Tri-State Laundry Equipment Co. .... 866-885-5218

**Fabricare Industry Consultants**

- FabriCoach, LLC -- Jim Groshans .....954-850-3618

**Hazardous Waste Disposal**

- MCF Systems, Russ Kent.....800-828-3240, Ext 5644

**Payment Processing**

- Heartland Payment Systems, Cameron Bagherpour . 919-434-9001

**POS Computer Systems**

- Fabricare Manager, Marcelo Rangel..... 888-299-9493
- SMRT Systems, Jeremy Straley..... 919-651-0937
- Spot Business Systems, LLC. Ray Cheshire.. 801-495-1200

**Supplies**

- Cleaners Supply, Inc ..... 800-568-7768
- FabriClean Supply ..... 800-442-7021
- Fabritec International, Wes Brunson ..... 859-653-5609
- Gurtler Ind., Harold Smith..... 800-638-7300
- Kreussler, David Knight ..... 919-280-1040
- N.S. Farrington LLC..... 800-722-0374
- R. R. Street Co., Jim Just..... 980-258-3515
- UNX Inc..... 800-827-9294

Of our 59 NCALC members, 25 serve on the Board in various capacities and 31 are serving on the Committees that help guide NCALC. As you can see, our members are engaged as over 50% are contributing to NCALC's direction as a Committee Member. If you are not already involved, we invite you to our next Board meeting in Asheville NC on May 17-18<sup>th</sup>. While there, you will get a chance to meet other members, learn how the association works, find out if and/or what committee work appeals to you and take advantage of our roundtable discussion on social media and marketing.

As a board, it is our responsibility to make you aware of all DLI's and NCALC's offerings and assist you in becoming engaged and taking advantage of what is available. To advance that responsibility, we have added a roundtable discussion on an industry specific topic that will be held prior to each Board Meeting. It will be led by an expert in that field followed by input and ideas on the subject from other NCALC members in a relaxed environment. We are also starting an annual e-mail campaign that will remind each member of all the services offered by NCALC and DLI and how best to take advantage of them.

You will find information in this newsletter about the Spring Board Meeting in Asheville. We hope that you plan to attend to learn about all the things NCALC and DLI are doing to support our practitioners, enjoy fellowship with cleaners from around the State, learn a little about what's new in social marketing and media and how other cleaners are taking advantage of it and partake in everything that Asheville has to offer! See you there!

David Makepeace  
President, NCALC



## NCALC 2019 Winter Meeting Held in Pinehurst

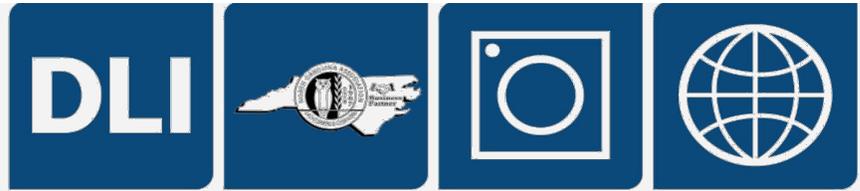


### ***NCALC in Asheville***

*Continued from page 1*

urday evenings to provide all NCALC members and friends with opportunities for networking and fellowship, while sampling some of Asheville's wonderful restaurant offerings. The Friday evening dinner event will be held in the Cambria Hotel with the meal prepared in the kitchen of Hemingway's Cuba, and the Saturday evening event will be a dinner outing to the nearby Isa's Bistro. In addition to the planned NCALC activities, the Asheville area offers many other attractions for Spring Meeting participants. All Spring Meeting activities are open to all NCALC members and friends (including spouses and significant others) with advance registration. See page 6 for registration details.

**Thanks To Our Winter Meeting Sponsor  
Gurtler Industries, Inc.**



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# Membership Includes



### **Effortless Web Products**

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



### **DLI Experts on Demand**

We hire the experts so you don't have to. If you have any technical problems or questions, we'll solve it in one call, email or online chat.



### **Industry Advice, and Discounts**

Dry cleaning news, marketing techniques and warnings on problem garments. Members have access to industry discounts, networking events and much more.

**Join today at [www.DLionline.org](http://www.DLionline.org) or  
give us a call 800-638-2627**



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INSTITUTE INTERNATIONAL

Partnered with North Carolina Association of Launderers and Cleaners

**Membership Application**

Company Name \_\_\_\_\_ Date \_\_\_\_\_

Street Address \_\_\_\_\_

City/Province \_\_\_\_\_ State \_\_\_\_\_

Country \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Contact Name Mr/Mrs/Ms \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

E-Mail \_\_\_\_\_ Website \_\_\_\_\_



All membership plans require a 1-year commitment. Monthly payments can only be made by credit card.

PLAN CHOICE		
Budget	___\$47/Month	Or ___\$499 Annually
Membership	___\$80/Month	Or ___\$899 Annually
Education Upgrade	___\$255/Month	Or ___\$2,999 Annually

Charge my \_\_\_ Visa \_\_\_ MasterCard \_\_\_ AmEx\_\_\_

Acct. No. \_\_\_\_\_

Exp. Date \_\_\_\_\_

CCV \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_

With my signature I acknowledge this is a minimum one year commitment. Payments will automatically be processed to my credit card and my Membership will automatically renew each year. To cancel my membership *after the first year* I must give 30 days written notice.

*The Omnibus Budget Reconciliation Act of 1993 disallows tax deductions of the portion of dues used for lobbying activities. DLI has determined that 1% of membership dues received from all states except Wisconsin, which is 6%, is not deductible as ordinary and necessary business expenses.*



**North Carolina Association of Launderers and Cleaners  
2019 Spring Meeting**



**May 17-19, 2019 – Cambria Hotel Downtown Asheville**

**What:** The NCALC Board of Directors will be holding its **regular Spring Board Meeting**, on Saturday, May 18, 2019 at the Cambria Hotel Downtown Asheville, in Asheville, North Carolina. Plan now to come early, stay late, and enjoy the Asheville area. In addition to the board and committee meetings, **several other activities of interest are planned for meeting participants.** On Friday afternoon, a **facilitated roundtable discussion will focus on SEO and Social Media Marketing.** On Saturday afternoon, a **guided tour of the Highland Brewery** is planned. **Informal dinner socials are planned for both Friday and Saturday evenings to provide all NCALC members and friends with opportunities for networking and fellowship.** The Friday dinner prepared by the kitchen of Hemingway’s Cuba will be held in the Cambria Hotel, and the Saturday evening event will be a dinner outing to the nearby Isa’s French Bistro.

**Who:** All activities are **open to all NCALC members and friends** (including spouses and significant others) with advance registration. **All members of the Board of Directors and committees are expected to attend** at least the Saturday morning meetings.

**When:** The roundtable discussion will be held at 5pm on Friday afternoon at the hotel. The Board and committee meetings will begin at 8am Saturday morning at the hotel with light breakfast provided. The Board meeting is expected to end by Noon, at which time everyone is free for lunch on their own, and participation in the planned brewery tour or other activities on their own. We will meet at 630pm on Friday and Saturday evenings for the dinner functions. Additional details will be provided to event registrants.

**Accommodations:** A small block of rooms is being held for our group at the Cambria Hotel, until Noon, April 26, 2019. After that time, unreserved rooms will be released for general sale. Reservation requests after that date may be accepted at Hotel’s discretion based on space and rate availability. Our group room rate is \$189 per room, per night, plus state and local taxes (currently 13%) in effect at the time of check-in. Reservations may be made by calling 828-255-0888. Make sure to identify yourself as part of our NCALC group.

**Registration**

**Advance registration is needed to ensure adequate preparations**, so please register early. We will need accurate headcounts for all activities. Cancellations will be accepted up to 7 days prior to the event (5/10/19) with refunds provided. No refunds will be provided for registrations cancelled after this date. **NO VERBAL OR PHONE REGISTRATIONS WILL BE ACCEPTED.**

Company: \_\_\_\_\_  NCALC/DLI Member Organization  
 Non-Member Organization

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Where are you staying for this meeting? <input type="checkbox"/> Staying at Cambria Hotel <input type="checkbox"/> Staying elsewhere in area <input type="checkbox"/> Driving in daily for activities	Friday Afternoon	Friday Evening	Saturday Morning	Saturday Afternoon	Saturday Evening	Discounted Package Deal	Total Due
	SEO/Social Media Roundtable Discussion	Dinner Social	Board & Committee Meetings	Highland Brewery Tour	Dinner Social Outing to Isa’s Bistro	2 Dinners + Meetings + roundtable + brewery tour	
Participants Name(s)	A la carte \$60	A la carte \$150	Check if attending (No Charge)	A la carte \$30	A la carte \$150	(Best Deal) Package \$285	

Subtotal “A” Due \$ \_\_\_\_\_

Less Discount (20% of Subtotal “A” above) for NCALC/DLI Members \$ \_\_\_\_\_

Less Discount (20% of Subtotal “A” above) for Early Registrations Paid by April 26 \$ \_\_\_\_\_

**TOTAL DUE \$ \_\_\_\_\_**

**Payment**

Check Enclosed. (Make checks payable to NCALC.)  
 Charge my AmEx/VISA/MasterCard # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CV2: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Address of card if different from contact address above: \_\_\_\_\_

Send completed form with credit card info by fax to (704) 461-0531, or mail form with check or credit card info to NCALC, 4819 Emperor Blvd, Ste 400, Durham, NC 27703 to arrive no later than 7 days prior to event date.

**Don’t miss these discounts →**

## Achieving Customer Service Excellence

*Continued from page 1*

customer expects certain services, quality, and treatment, and there is a level where you anticipate and fulfill unexpressed needs of a customer. Phrases like “above and beyond,” “the extra mile,” and “exceed expectations” apply. The idea is that you give the customer what they expect and more!

As a business owner or operator, what level of service does your business deliver? How does that level of service tie to your philosophy? More importantly, what is the level of service expected by your customers? Do you strive to exceed their expectations? And, how does your service compare with your competition? Those are questions you must answer for yourself.

If you decide that your business philosophy or your market only require you to meet customer expectations, you must still strive to do that every single time. However, if you decide you want to exceed those expectations, again, you must strive to do so consistently. From the time customers walk in the door to drop off their order until the time they walk out the door after picking it up, their experience must be consistent.

How do you consistently deliver your target level of customer service? You build a business strategy with tactics to support your business philosophy. Aren't strategy and tactics the same thing? No, strategy is “what” and tactics are “how and who.” It's just that simple: what do I need to do in my business in order to achieve the target level of service consistently, how will I do it, and who will do it?

Here are some ideas, but you may need to modify them to fit your business philosophy. Set your service standards related to the quality of the product and the customer experience. One important part of your standards is how your team will handle service recovery. Let's face

it, even the best operations miss their targets from time to time. How we handle those “misses” will impact the customer's perception of the company and their willingness to repeat business. You need to hire and train your employees to consistently deliver your target level of customer service, give them the tools and resources they need to do the job, and empower them.

Another key to achieving your customer service target is teamwork. From the front of the house to the back of the house, your employees must work together and communicate as a team.

### About the Author

Jim Groshans, known more commonly as the FabriCoach, has spent a lifetime gath-



**Jim Grosham**

ing business and drycleaning knowledge. After 26 years working with R.R. Streets, he formed FabriCoach, LLC and has provided team-based coaching, training, consulting and Technical SOILutions SM for the fabricare and hospitality industries ever since. Groshans has obtained all the Drycleaning and Laundry Institute's (DLI) certifications: CPD, CPW, CED, CGCP and has a full playbook of successful strategies.

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**CONTACT US**  
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## Important Dates

All of these upcoming events are open to NCALC members and friends. Advance registration is usually required for the NCALC events. Mark your calendars and plan to participate. Watch your email and the website ([www.ncalc.org](http://www.ncalc.org)) for details.

### April 25, 2019 -- DSCA Stakeholders Meeting

DEQ Green Square Building  
217 W Jones Street  
Raleigh, NC

### May 17-19, 2019 – NCALC Spring Meeting

Cambria Hotel Downtown Asheville  
15 Page Avenue  
Asheville, NC 28801

- Friday afternoon Roundtable Discussion on SEO and Social Media Marketing
- Friday evening Reception and Dinner Social
- Saturday morning Board and Committee Meetings
- Saturday evening Dinner Social outing

(see article on front cover and form on page 6)

### October 25-27, 2019 – NCALC Annual Convention

Hilton Raleigh North Hills  
3415 Wake Forest Road  
Raleigh, NC 27609

- Annual membership meeting
- Table-top exhibits
- Friday evening Reception with Exhibitors and Dinner with featured speaker
- Saturday educational seminar program
- Saturday evening President's Reception and Recognition Dinner

## NC Bill Introduced to Extend DSCA

On February 28, 2019, Representative Chuck McGrady introduced House Bill 246, which will revise various fees and funds of the Department of Environmental Quality (DEQ). Among the changes proposed in the bill, is an extension of the sunset on the Dry-Cleaning Solvent Cleanup Act of 1997 (DSCA) by ten years to 2032.

Other proposed changes include increasing the portion of the Fund balance that DEQ can utilize for investigation of inactive hazardous substance disposal sites, increasing the civil penalties for various hazardous waste violations.

NCALC supports the extension of DSCA as proposed in this bill.

## NCALC Business Partners

NCALC depends heavily on all of our Associate Members in conducting our work to promote and support the Fabricare Industry in North Carolina.

Business Partners are those Associate Members who have gone well beyond the basic affiliation of membership, to invest financially in our activities.

We extend a special thanks to these NCALC Business Partners who have helped to financially underwrite the activities of NCALC through their significant financial support (e.g. sponsorships, advertising, and other contributions.)

### Platinum

N.S. Farrington, LLC

### Bronze

EZ Products International, Inc.

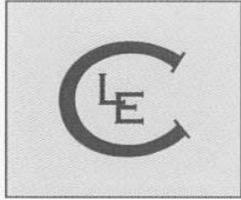
Fabriclean Supply

## NCALC Mission Statement

To solicit & encourage the membership and active participation of all businesses providing professional drycleaning, wetcleaning and laundering services to the general public and their allied trades partners.

To promote the highest standards of business practices, environmental responsibility, workmanship, customer service, community involvement and responsible, reliable ethical conduct.

To serve our members by providing legislative & regulatory representation, information, education, group programs, employee training, networking opportunities and promoting a positive image of the industry with the general public.



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Charlotte, NC 28216  
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Raleigh, NC 27603  
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- *Three Offices for Your Convenience*
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Whether you want to open a new store, retool an existing store, buy parts or need service, we have the knowledge and experience to handle all your needs in a professional and timely manner.

*Here is a sampling of the brands we represent. If you don't see what you need, give us a call. We can help.*



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## Goodson Attends CLAE Meeting

NCALC Executive Director Paul Goodson recently participated in the 2019 Annual Meeting of the Cleaners and Launderers Association Executives (CLAE) held February 6-7 in San Diego. This group of executives comes together annually to discuss trends affecting the industry, to share best practices, and to explore strategies for improving their respective associations. Two key topics of discussion this year were handling of legislative and regulatory issues and improving productivity through use of technology tools and virtual services. Goodson is serving as CLAE president for the coming year.

Photo below shows several CLAE members sharing a meal following their meeting. Seated left to right are: Sue Kratz (Illinois Professional Drycleaners & Launderers), Paul Goodson (North Carolina Association of Launderers and Cleaners), Chris Tebbs (International Drycleaners Congress), Carol Memberg (Pennsylvania and Delaware Cleaners Association), Michelle Batora (Michigan Institute of Laundering & Drycleaning), David Cotter (Textile Care Allied Trades Association), Linda Fairbanks (Association for Linen Management), Brian Wallace (Coin Laundry Association), Leslie Schaeffer (National Clothesline), and Chuck Hempstead (Southwest Drycleaners Association).



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## Your Company Ad Could Have Been Here

Contact NCALC Office by email at

**info@ncalc.org** or by phone at 919-313-4542  
to place an ad in an upcoming issue of  
*Carolina Clean.*

## Dry-Cleaning Solvent Cleanup Act (DSCA) Fund Statistics

### *FY 2018-19 (through 12/31/18)*

**Receipts:**

Solvent Tax Revenue:	\$ 74,583.98
Sales Tax Revenue:	\$ 4,297,144.52
Petitioner Payments (fee/copay):	\$ 93,502.64
Misc. (transfer from GS Proj.):	\$ 151,490.63
Rebate:	\$ -
Interest:	\$ -
<b>Total Receipts:</b>	<b>\$ 4,616,721.77</b>

**Disbursements:**

Dept. of Revenue Admin:	\$ -
Reimbursements/Payments:	\$ -
Contracts:	\$ 3,265,675.18
Haz Waste Fees:	\$ 71,050.00
County Well Permit Fees:	\$ 15,420.00
Transfer to Inactive Haz Sites:	\$ -
Transfer to Green Square Proj:	\$ -
Transfer - Budget Shortfall:	\$ -
DEQ Admin:	\$ 759,809.16
<b>Total Disbursements:</b>	<b>\$ 4,111,954.34</b>

### *Duration of Program (through 12/31/18)*

**Receipts:**

Solvent Tax Revenue:	\$ 12,144,963.44
Sales Tax Revenue:	\$ 124,171,015.69
Petitioner Payments (fee/copay):	\$ 1,824,524.38
Miscellaneous:	\$ 152,410.56
Rebate:	\$ 28,870.11
Interest:	\$ 7,522,262.17
<b>Total Receipts:</b>	<b>\$ 145,844,046.35</b>

**Disbursements:**

Dept. of Revenue Admin:	\$ 57,272.02
Reimbursements/Payments:	\$ 1,963,993.23
Contracts:	\$ 107,043,199.34
Haz Waste Fees:	\$ 1,602,753.41
County Well Permit Fees:	\$ 479,430.00
Transfer to Inactive Haz Sites:	\$ 400,000.00
Transfer to Green Square Proj:	\$ 1,291,035.00
Transfer - Budget Shortfall:	\$ 6,475,812.93
DEQ Admin:	\$ 18,107,801.93
<b>Total Disbursements:</b>	<b>\$ 137,421,297.86</b>

**Fund Balance as of 1/14/2019: \$ 8,010,869.12**

**Encumbered in Contracts as of 1/14/2019: \$ 5,899,375.85**

### **DSCA Site Statistics (through 1/14/2019)**

Identified Contaminated Dry-cleaning Sites:	488
Sites Certified:	427
Sites Determined Ineligible:	4
Eligible Sites Not Certified:	57
Sites Pending Closure:	29
Sites Closed:	95
Estimated Contaminated Sites:	1500
Current Number of Operational Facilities:	494



**2019 APPLICATION FOR NCALC ASSOCIATE MEMBERSHIP (or Renewal)**

Company Name \_\_\_\_\_

Primary Company Representative \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Email: \_\_\_\_\_

**Associate Membership** is extended primarily to providers of equipment, products, and services to launderers and cleaners. (e.g. manufacturers and distributors, consultants, training providers, investors.)

The term of Associate Membership is the calendar year. Initial dues may be prorated for new members joining mid-year. Renewal payments are due by January 31 to ensure continuity of benefits.

**Indicate your qualifying category and submit corresponding dues payment.**

\_\_\_\_\_ Persons or businesses based within North Carolina, with \$395 annual dues.

\_\_\_\_\_ Firms based out-of-state, with \$195 annual dues.

\_\_\_\_\_ Individuals based out-of-state (e.g. independent representatives of manufacturers & distributors, consultants, trainers), with \$95 annual dues.

This application submitted by:

By \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Payment**

Payment to be consolidated with attached NCALC Business Partner Agreement

Check Enclosed. (Make checks payable to NCALC.)

Charge my AmEx/VISA/MasterCard # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CV2: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

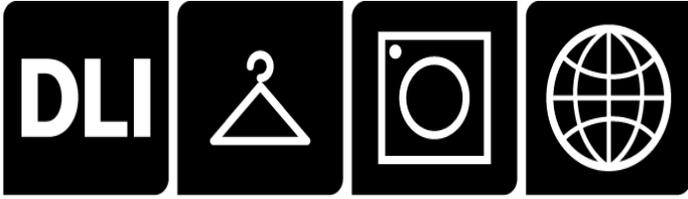
Card Billing Address if different from Company address above:

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Send completed form to NCALC** with credit card info by fax to (704) 461-0531, or mail form with credit card info or check to NCALC, 4819 Emperor Blvd, Ste 400, Durham, NC 27703-5420.

*Note: Member dues is not a charitable contribution, but may be deductible from your income tax as a business expense.*

**NORTH CAROLINA ASSOCIATION OF LAUNDERERS & CLEANERS**  
**4819 Emperor Blvd, Ste 400, Durham, NC 27703-5420**  
**(919) 313-4542 · Fax (704) 461-0531 · www.ncalc.org · e-mail: info@ncalc.org**



## DRYCLEANING & LAUNDRY INSTITUTE INTERNATIONAL



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# Our Values

## Integrity

We will do the right thing, be honest and fair in our dealings with each other and the public, and deserving of the trust of others.

## Leadership

We will be examples and encourage others to strive for excellence and advocate for and serve the greater good in our actions.

## Teamwork

We gain strength, momentum and support in our business, families, and our association by the collective deliberation of all participants.

## Learning

We understand that learning (gaining knowledge) is a life-long, every day requirement for continuous improvement in each of our local businesses.

## Passion

We approach our industry which is our livelihood, with contagious enthusiasm, excitement, and devotion to our membership, our employees, customers, and communities.

## Are You a Member?

If not, what are you waiting for? NCALC membership for laundry and drycleaner operators is linked with membership in DLI.

DLI provides lots of information and handles our joint NCALC/DLI membership applications through their web site at [dlionline.org/membership](http://dlionline.org/membership).

Also, see membership info on pages 4 and 5 of this issue.

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## NCALC Information Directory

**NCALC Office:** NCALC, 4819 Emperor Blvd., Ste 400, Durham, NC 27703. Phone: 919-313-4542. Fax: 704-461-0531. info@ncalc.org.

**NCALC Executive Director:** Paul Goodson. Phone: 919-818-1375. pgoodson@ncalc.org

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DLI (800) 638-2627 / Mary Scalco, CEO, ext. 1101 / Jon Meijer, VP Membership, ext. 1301 / Analysis Lab, ext. 1701

DLI District Two Director MarkPollock, 215-345-1470, mark@mysignaturecleaners.com

*The articles published in this newsletter are provided for informational purpose and are not legal opinions. NCALC disclaims liability for the statements made by editors, contributors and advertisers in the newsletter.*

### Are You Receiving Email News from NCALC?

NCALC is pleased to send you this newsletter through post office mail several times per year and we hope you find it informative. Did you know that we also send periodic emails with news briefs and other information of interest to the folks working in the Fabricare Industry in North Carolina?

If you are not already receiving our emails, let us know.

Send your preferred contact info including your name, company name, and preferred email ID to us by email to info@ncalc.org, fax to: 704-461-0531, or mail to: NCALC, 4819 Emperor Blvd. Ste. 400, Durham, NC 27703.

# In This Issue

## Achieving Customer Service Excellence

I grew up in the dry-cleaning industry. When I was a teenager, I started working in my parents' business, and my father groomed me in all aspects of the business. By observing how my mother treated the customers, I learned a great deal about how to deliver excellent customer service..... **1**

## NCALC to Meet in Asheville

The NCALC 2019 Spring Meeting will be held May 17-19, 2019 at the Cambria Hotel Downtown Asheville, in Asheville, North Carolina. As the cornerstone of this event, the NCALC Board of Directors will be holding its regular Spring Board Meeting and associated committee meetings.. ..... **1**

## Associate Member Listing.....2 Come Join Us

Simply said, the purpose of NCALC, in my mind, is to make all the practitioners of our trade the best at what they do. In turn, that makes our members more successful and lifts our industries' state-wide reputation..... **2**

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## Changes at Your Company?

Have there been changes at your Company? Is the name and address label for this newsletter still correct? Are there other key people working for your company, possibly at other locations that would like to receive their own copy of our newsletter.

Send us your changes by email at [info@ncalc.org](mailto:info@ncalc.org), fax to: 704-461-0531, or mail to: NCALC, 4819 Emperor Blvd. Ste. 400, Durham, NC 27703.