



AMERICA'S BEST CLEANERS™

As Seen In

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NEW YORK — Affiliates of independent certification organization America's Best Cleaners™ (ABC) traveled here from across the United States and Canada recently to meet for three days of networking and presentations around industry and general business best practices, ABC reports.

The May 10-12 meeting kicked off with a tour of the newly opened China: Through the Looking Glass exhibit at the Metropolitan Museum of Art's Anna Wintour Costume Center. The display of haute couture and avant-garde ready-to-wear fashions gave the attendees insight into the construction and care of high-end, heavily decorated garments.

Affiliates learned of ABC's new NextGen Workgroup, designed to advance the leadership potential of millennial employees within Affiliate businesses. The group also heard from Mitch Gambert, of Mel Gambert Custom Shirt Makers, on garment fabric and construction trends, and from Nick Regine of Swarovski, who introduced the famed embellishment manufacturer's new lines and reviewed ABC's exclusive Affiliate Support Program.

On day two, after an interactive discussion on best business practices, the group departed the Affinia Manhattan Hotel for the Albright Fashion Library, where they were invited to view more than 20,000 couture and designer items housed in the Library's 7,000-square-foot showroom. The site helps clients source inspired looks for photo shoots, film, performances or special events.

In addition, ABC's professional team led discussions on various subjects. Catherine McCann, partner and operations director, led a discussion on retail store design, citing case studies of business growth and increased sales attributed to facility upgrades. Katherine McGraw Patterson, marketing and branding specialist, shared a portfolio of new marketing materials available to Affiliates. Ed D'Elicio presented a discussion on pricing and posed the question of how to price in line with garment value and needs. Finally, Executive Director Chris White discussed building relationships with retailers within Affiliates' markets.

Affiliates are "inspected thoroughly and tested monthly and yearly with on-site inspections" to maintain certification, ABC says.



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