

## **America's Best Cleaners Affiliates Come Together to Create the Future of the Dry Cleaning Industry**

**April 24, 2018:** The best and brightest of America's Best Cleaners numerous affiliates descended upon the Redondo Beach Hotel in beautiful Los Angeles, CA, last month to forge new bonds and seek actionable information to take their individual businesses, and the dry cleaning industry as a whole, to the next level. The 2018 Los Angeles ABC Affiliate Meeting has now come and gone, and each person who attended walked away with the transformative knowledge they were in search of and much, much more.

As usual, everyone had preposterous amounts of fun catching up at our affiliate dinner at the Chart House on Redondo Beach. The affiliates also thoroughly enjoyed the impeccable California weather while they strategized for the future of the dry cleaning industry together. But it wasn't all play and no work. Affiliates were fortunate enough to tour several retail locations and spend numerous hours at the HQ/Production facility of generous hosts Door to Door Valet, while providing constructive criticism and heaping praise on the very large, extremely well-organized facility that is always kept immaculately clean. It was a sight to behold.

What follows is a brief look at the agenda of the America's Best Cleaners Los Angeles Affiliate Meeting, but of course, to truly know how it went, you had to be there.

Day one opened big with Harry Carranza of Select Risk Insurance Services, Inc., who put together a mind-expanding presentation on how to be accountable to the health and safety of your workforce and managing your workers compensation mod rate.

Kevin Davis, also of Select Risk Insurance Services, Inc., followed up with his deep insights for keeping your delivery fleet safe, well-maintained, and trained to be accountable for the safety of others and for your company by lowering your risk on the road by using fleet tracking and dashboard/in-cab vehicle cameras.

Mark Jones of SPOT Business Systems provided the affiliates with multiple exciting updates. He explained many new mobile features that allow for greater accountability and provide excellent customers services from the counter, production, pickup and delivery, as well as online and through a suite of mobile apps making it even easier for all of us to service our clients better. It was a showstopper.

Richard Fitzpatrick of Kreussler Chemical updated the attendees on the SystemK4 Bio-Based manufacturing shift and introduced their new marketing portal for all Kreussler clients.

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The team from the Wingard Wealth management group wrapped up the first day with a bang. They presented a thorough outline of their unique process pertaining to being accountable to building and protecting your wealth.

Fridays's main attraction was a closed session for affiliates where Dave Troemel of BeCreative360 and ReviewMyDryCleaner shared new updates and exciting programs exclusive to the ABC Affiliate Program, as well as showed off the rankings and unique tools ABC affiliates have undertaken to improve their online reputations.

Host Affiliate Door To Door Valet Cleaners shared the importance of a comprehensive short and long term business strategy they developed in conjunction with ABC to include updates and modification for the next five years.

ABC Partner Catherine McCann Held a discussion group highlighting several Key Performance Indicators (KPI's) used by the affiliation to rank and support each other in their continued quest to improve benchmarks for leaders within each organization.

ABC Partner Christopher White shared the annual pricing survey analysis and worked with the group in attendance on how to formulate their pricing strategy for the next several years based on each affiliates market factors and upcoming cost increases. This brought the day, and the event, to a strong close.

Suffice to say, the future of dry cleaning is bright. The next ABC Affiliate meeting will be hosted by Mulberrys Garment Care in Minneapolis, Minnesota, from September 12<sup>th</sup> to the 14<sup>th</sup>. Get excited!

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America's Best Cleaners is a certification agency and an industry leading team of consultants who assist owners, managers, and team members to realize their full potential while striving for continued personal and professional success. For more information on America's Best Cleaners and its affiliates, visit <http://www.americasbestcleaners.com>

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