



# AMERICA'S BEST CLEANERS™

As Seen In

## AMERICAN drycleaner

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DELMAR, N.Y. — “As usual,” America’s Best Cleaners (ABC) describes, “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 drycleaning industry together,” it relates.

“The best and brightest of ABC’s numerous affiliates,” notes the certification agency, “descended upon the Redondo Beach Hotel in beautiful Los Angeles, California, to forge new bonds and seek actionable information to take their individual businesses, and the drycleaning industry as a whole, to the next level,” it says.

“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 more,” ABC says.

“But it wasn’t all play and no work,” ABC continues. “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 Cleaners, 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.”

Friday was packed with more speakers. Dave Troemel of BeCreative360 and ReviewMyDryCleaner shared new updates and exciting programs exclusive to the affiliate program, ABC relates.

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 (KPIs) used by the affiliation to rank and support each other.

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.

Judy Del Rossi of Tiffany Couture Cleaners, an ABC affiliate, had this to say: “The national affiliate meeting proves again to be the most powerful gathering of the best dry cleaners in the industry.”

Sajid Veera of Door to Door Valet Cleaners offered his own remarks: “ABC meetings are always productive, even more so when you host the group. To have some of the best minds and operators in the industry provide constructive criticism to your shortcomings and validate your strength next ABC affiliate meeting will be hosted by Mulberrys Garment Care in Minneapolis, Minn., Sept. 12-14.