



# AMERICA'S BEST CLEANERS™

## As Seen In



October 2020

In a year marred by several cancelled conventions and meetings due to the novel coronavirus, the first 2020 Leadership Forum program was a change of pace. The online event, hosted by America's Best Cleaners, featured a panel of six industry leaders: Sasha Ablitt, owner and CEO of Ablitt's Fine Cleaners and Launderers; Rich Fitzpatrick, vice president of Kreussler, Inc.; Dave Troemel, partner and marketing director at BeCreative360; Tom Beidle, general manager of Spot Business Systems; and Wesley Nelson, president of Sankosha USA.

The event was moderated by Chris White, executive director for ABC, who noted, "This event is open to all. We want to be as inclusive as we possibly can with everyone."

Catherine McCann, operations director for ABC, explained the impetus for the event. "Our intent is to provide a better sense of connection to our industry leaders and to find inspiration and guidance from them."

The first session of the six-part series was an attempt to both inspire and commiserate — ironic considering quarantine conditions of the past several months — but it was also a chance to see that the allied trades in the industry are in the same struggling boat.

Each panelist brought a different perspective about the handling of their companies during the pandemic. Ablitt's drycleaning business had to reduce hours and adapt by offering to make custom masks. Customers could bring in an old, favorite t-shirt and the business would design a face mask to their specifications.

The second installment of the Leadership Forum will take place on Wednesday, Oct. 14 at 4 p.m. EST. Panel members will include: Victor Williams, vice president of Union Drycleaning; Harry Caranza, president of Select Risk; Ryan Luetzow, owner of Luetzow Industries; Dan Miller, CEO of Mulberry's Garment Care; and Jeff Shapiro, president of Cleaners Supply. For more information, visit [americasbestcleaners.com](http://americasbestcleaners.com).



America's Best Cleaners' first Leadership Forum on Sept. 16 pooled together industry leaders from Sankosha USA, Spot Business Systems, Kreussler, Inc., BeCreative360 and Ablitt's Fine Cleaners and Launderers. The next one is planned for Oct. 14 at 4 p.m. EST.