



AMERICA'S BEST CLEANERS™

As Seen In

AMERICAN drycleaner

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ALLISON PARK, Pa. — While 2020 was, to say the least, a challenging year, the lessons learned from doing business in a pandemic can strengthen a cleaner's future efforts.

This was the theme of the final installment last Wednesday of the six-part Leadership Forum, sponsored by America's Best Cleaners (ABC). Since it started in September, the Forum, conducted via Zoom, has brought together leaders from various areas of the cleaning industry to share what has worked in keeping their team motivated and on course in one of the most challenging economic landscapes in living memory.

As the Leadership Forum wrapped up, Christopher White, executive director of ABC, looked to sum up the lessons of the event.

"The uncertainty of our future is real, but we must as leaders seek to continually find, create and develop the new opportunities that will be critical for our success into the future," he says. "All of the leaders in these forums shared some common threads of intentional listening, thoughtful planning, empathy, understanding, clear communication and resolve to work together with their teams and their communities to solve the challenges that they all face together."

White was struck by the commonality that he witnessed in the forums, even though the leaders who took part were often from different sectors of the industry.

"Words like principles values, gratitude, safety, security, and community were used numerous times by numerous leaders to this entire series," he says, "and were the bedrock for most of their decision making. So, I hope everyone walks away with that notion in their mind."

White says there's one lesson that White hoped that everyone who took advantage in the Forum would take with them. "The series showed us that we are all not alone," he says. "It's OK to ask for help, and that there are some wonderfully skilled people in this industry willing to extend their time and their services, without any question, to assist you and our industry to survive and thrive."



Participating in the sixth and final installment of America's Best Cleaners' Leadership Forum were (top row, from left) Christopher White, executive director of America's Best Cleaners (ABC); Joel Lyons, CEO of Lyons Textile Restoration and president of Evans Garment Restoration; Mark Hatch, general manager of French Cleaners Inc.; (middle row, from left) Nicole Kirby, manager of client success for SPOT Business Systems; Monika Manter, vice president of Balfurd Cleaners; Catherine McCann, ABC director of operations; (bottom row) and Nathaniel Dubasik, project director of Metalprogetti USA. (Photo by Dave Davis)