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**President's Address**

For those of you who were not able to attend our last convention in Kiawah Island, South Carolina, you were missed! From those of us who were there, let's all thank Preston and Lindsey McElheney for bringing us to an incredible place and presenting a meaningful program in a magical setting.

The relationships that are fostered through ITRA are something special that should be cherished by everyone. I have made some wonderful friends and learned a lot during my seven years with ITRA. During the Kiawah convention I got to know many of our new suppliers: Bruce and Cheryl Duron (Washing Systems) – great tennis players; John & Colleen Walroth- (Washing Systems) - great dancers; Khurram Maqbool, (Sigmatex/Lanier); Alex Smith, (Dickies); and Chris Allen ( Big Bill Workwear). Great people, just to name a few.

These newer members along with ITRA veterans must work together to help our association thrive and prosper. As was discussed in Kiawah, the success of this membership drive is essential for the growth of ITRA. With Eddie Lee (United Textiles) and John Harlin (Reed Manufacturing) spearheading this membership drive, I am confident we have the right people in place to substantially grow the operators and suppliers of ITRA. I will be calling on all of you over the next few months to help with the membership drive. It's time for us all to get involved with recruiting new members, encouraging past members to rejoin, and promoting upcoming meetings to current members. I know that working together we will continue to be the most viable industry association dedicated to the needs of independents. In closing, I would like to remind everyone that ITRA's Scholarship Program is in place for the advancement of our industry. Please go to our website, [www.itra.us](http://www.itra.us), to download the application and apply for this wonderful benefit. I am excited about the next year and working with you all!

Best regards,  
Trudy Dixon, *Champion Uniform*

**2011 – 2012 ITRA Officers & Board of Directors**

The 2011 – 2012 Officers and Board of Directors were installed during the General Membership Meeting at the 2011 Annual Convention – Kiawah Island, SC. Charles McElheney, Halifax Linen Service, presided over the installation ceremony, where he challenged each member to serve the association so that future generations can become a part of this rich heritage.



*Grover Ferguson, Matt Wenzel, Mike del Rossi, John Harlin, Becky Hughes, Eddie Lee, Trudy Dixon, Dave Felch, Preston McElheney, Bill Hekeler. Not pictured: Dan Vonalt, Fred Anderson, Bob Yancey, James Payne, Page Truesdale*

Officers

President:	Trudy Dixon, Champion Uniform Supply
Immediate Past President:	Preston McElheney, Halifax Linen Service, Inc.
1 <sup>st</sup> Vice President	Dan Vonalt, Main Street Main Company
2 <sup>nd</sup> Vice President:	Bill Hekeler, Magnakleen Services
Treasurer:	Dave Felch, Clinton Laundry & Cleaners, Inc.
Assistant Treasurer:	Fred Anderson, Pilgrim Mat Services
Sergeant-at-Arms:	Eddie Lee, United Textile Distribution
First Sergeant-at-Arms:	John Harlin, Reed Manufacturing Company
Second Sergeant-at-Arms:	James Payne, Brim Laundry Manufacturing

Directors

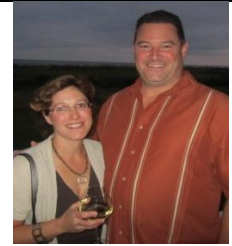
Mike Del Rossi, Health Mats Company  
 Bob Yancey, Sno-White Dust Control  
 Grover Ferguson, Mission Industries, Inc.  
 Becky Hughes, Hughes Customat, Inc.  
 Matt Wenzel, AmeriPride Services  
 Page Truesdale, Plus Linen and Uniform

**2011 Annual Convention Highlights: The Sanctuary at Kiawah Island Golf Resort**

Preston and Lindsey McElheney, (Halifax Linen Service) along with their children, Chase, Ethan, Allen, Natalie and Madison, welcomed everyone to the 2011 Annual Convention. Kiawah Island Golf Resort provided the perfect setting for ITRA members to reconnect and explore new connections in our industry.

New Members/First Time Attendees: Kenny & Nancy Perry: China Linen Direct, Ben & Amy Fisher; John & Colleen Walroth; Bruce & Cheryl Duron: Washing Systems, LLC, Harold & Sallie Jo Smith: UNX Incorporated, Alex Smith: Dickies Occupational Workwear, Brett & Elizabeth Barthel: VF Imagewear, and Dave, Ginny, Madi & Andrew Blanford: Logan's Uniform Rental



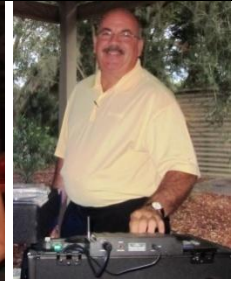


**Past Presidents & Board of Directors Reception**

**Welcome Reception & Dinner**



**Oyster Roast & Carolina "Shag" Party**



**The Ocean Course: Golf Awards**

Winning Team:

Brett Barthel, Steve Wallace, Khurram Maqbool, Mike Schultz

Longest Drive #9: Matt Wenzel

Closest to the Pin #17: Terry Satchwell

Thanks to our Sponsors: Mountville Mills, Pellerin Milnor Corp., Reed Manufacturing Co., UNX Inc., Washing Systems LLC



**Roy Barth Tennis Clinic & Round Robin**

Everyone had a great morning on the courts! Hall of Fame Tennis Pro, Roy Barth, made a surprise appearance and provided excellent instruction and critique to the players. After the clinic, participants played an exciting round robin, utilizing the skills they had just learned.

[Link to more convention photos coming soon!](#)





**General Membership Meeting**

Preston McElheney concluded his year as president presiding over the General Membership Meeting where current business matters were discussed, and the financial report and administrative budget were approved. Preston then announced with great pleasure that the Board of Directors had unanimously presented Bob Gross, Riverside Uniform, with an Honorary Directorship. Preston stated that Bob was instrumental in bringing the three associations together to create ITRA, and has long been a strong supporter of our organization. The next item of business was to present special awards to retiring Board Members for their years of dedicated service: Rick Etheridge, Mike Schultz and Bill Heckler (who has assumed the role of Second Vice President.) Preston then thanked attendees for coming to Kiawah Island to enjoy the intimate setting, fellowship and extraordinary golf. "Attending ITRA meetings creates value to all of us, our staff and our families," stated Preston. He then thanked Ron and Suzette Evans for their contributions to the association and the convention, and also his wife, Lindsey, for helping plan convention events.

**Welcome, President Trudy Dixon!**

Preston "passed the gavel" (so to speak) to incoming president Trudy Dixon. In place of the traditional gavel, Trudy was presented with the official President's Manual by Preston and ITRA's 2009-2010 president Jim Heilman, who was instrumental in the book's creation. During her inaugural speech, Trudy stressed the importance of growing membership during her 2011-2012 term. With the help of Eddie Lee, the Membership Committee, and Ron and Suzette Evans, the organization will see a renewed passion in its initiative to grow membership and increase member participation at Mid Year Training and Annual Conventions. She encouraged all members to do their part to invite new independent operators and suppliers to join ITRA. Trudy also plans to work closely with the Board of Directors and Officers to strengthen organizational structure and committee participation. Trudy then reflected on the influence that Honorary Director Bob Gross as her mentor had on her as she took over the reins of Champion Uniform Service from her father. She continued stating that wonderful family traditions are in place within our organization as she introduced her son, Max, a third-generation member at Champion. Trudy concluded by thanking Preston for his year of service as president and presented him with a special plaque.



**Keynote Speakers**



Dr. William Dunkelberg – Chief Economist for the National Federation of Independent Businesses  
*The Economy, Small Business and the Impact of the Debt Deal*

Bill Dunkelberg entertained the audience as he discussed the importance of small businesses on the economy. He stated that 90% of employers have fewer than 10 employees, and 98% fewer than 500. Meanwhile, small businesses make up half of the private GDP, and employ 60% of the private sector employees. Small businesses produce 2/3 of all new jobs in our country. Unfortunately, the NFIB Optimism Index for small businesses remains pessimistic for the near future. With fears of

inflation, energy regulations, lower earnings trends, a volatile mortgage industry and high unemployment he stressed the importance that businesses focus on what they can do better than their competition. On a bright note, Bill stated that it is still good to be living in America! Our entrepreneurial spirit will prevail, free enterprise is king, and we still have one of the strongest private sectors in the world. There were several good discussions regarding our present economy, but in the end Bill stated, "This too will pass, but just expect big changes in congress come the next election!" See more from Bill Dunkelberg at [www.nfib.com](http://www.nfib.com).



Author Kuperman – Partner-in-Charge of Textile Rental Service: WeiserMazars, LLP

*Profitability by Account: The Management Tool to Increase Profits*

Art Kuperman discussed the PBA (Profitability by Account) analysis tool that enables management to make intelligent decisions regarding the direction of their business. This powerful accounting software program determines profitability by account and was created specifically for the textile rental industry. Results will help management make intelligent decisions on whether they retain or drop a customer, or whether to increase prices or propose changes in the customer mix to improve profits. Art then provided an example of how the program works. For more information Art may be reached at 732.205.2007 or

[arthur.kuperman@weisermazars.com](mailto:arthur.kuperman@weisermazars.com).

### **2010-1011 ITRA Year in Review**

The ITRA Board of Directors met three times in the past year and several new initiatives are now in place. The 2011-2012 Board will continue the momentum with more exciting programs to come.

- The new ITRA website was launched successfully. Contact the ITRA office if you need your password!
- The annual directory will no longer be printed. An online directory with search capabilities is available on the web site in the Member Secure area. Register for member access!
- The ITRA Scholarship program was launched. Applications for the 2012 Fall Scholarship are due December 19, 2011. The recipient will be announced at the 2012 Mid Year Training Conference in Nashville.
- Our first electronic survey was conducted after the 2011 Mid Year Training meeting in March. Response was positive to the new format, and we will continue with this program.
- ITRA will continue its valuable association with Seay Management Consultants.
- ITRA Annual Renewals will be mailed on October 15. Be sure to include your annual ITRA membership, the Mid Year Training Conference in Nashville, TN and the Annual Convention in Palm Beach, FL in your 2012 annual budget plan!

ITRA is initiating a Member-Get-A-Member Campaign. You will be receiving a member recruitment packet in the mail in October. A New Member welcome program and packet are also being developed. Renew YOUR membership and get involved!

### **How ITRA Works for YOU!**

Pilgrim Mat Services is the first dust control company to receive the Walkway Auditor Certification from the National Floor Safety Institute. What led Fred Anderson, Vice President, to get this certification? "I attended the 2011 Mid Year Training in Raleigh this past March, and after seeing Russ Kendzior's presentation, I knew what action we would take." Pilgrim pursued the certification so that the company could provide "value added" service to their customers. The NFSI goes a step forward, also helping Pilgrim train their service department managers on how to address dust control safety.

So what did this certification process ultimately mean for Pilgrim? New business! Armed with this new designation Fred got the attention of a plant safety director and won a sizeable piece of business away from Cintas! "Pilgrim Mat Services can now conduct a walkway safety inspection at our customers' locations, providing actionable recommendations to reduce slip and fall," said Fred, who is now a certified auditor. "Avoiding slips, trips and falls can save a business thousands of dollars." Contact Fred Anderson at Pilgrim Mat Services if you want to hear more! 1-800-939-2523.



The National Floor Safety Institute was founded in 1997 as a not-for-profit 501 (c)(3) organization whose mission is to aid in the prevention of slips, trips-and-falls through education, research, and standards development. The Walkway Auditor Certification is granted by the NFSI only after rigorous instruction and testing. The curriculum includes OSHA's revised Walking and Working Surface Requirements, How and Why Slips, Trips and Falls Occur, Floor Covering Materials and Their Recommended Applications, Proper Floor Maintenance Methods and Procedures, and Hands-on Use of Walkway Tribometers. Visit them at [NFSI.org](http://NFSI.org).

**ITRA 2012 Mid Year Training: February 19 - 21, 2012 - Nashville Airport Marriott, Nashville, TN**  
**Managing the Generational Gap: Social Networking Sales Strategies & Defining Company Culture**

Visit [www.itra.us](http://www.itra.us) to download Brochure and Registration form.

We look forward to seeing everyone in Nashville in February. This year's Mid Year Training promises to be one of ITRA's most exciting programs, so don't miss out!

- Meagan Johnson: *Solving the Multi-Generational Puzzle*
- Elaine Namour: *Jump Starting Your Team's Sales Strategy*
- Ty G. Swain *Maximizing Sales, People and Performance*
- Sharon Osborn: *Taking Control of Your Company's Social Image*
- Facility Tour: Gaylord Opryland Resort
- Optional Saturday Night Event: Grand Ole' Opry
- Welcome Reception & Supplier Exhibits
- Round Table Discussion
- Networking Breakfast and Lunch



**Attention Exhibiting Suppliers!**  
**Sponsorship Opportunities are available for the Monday Evening Downtown and Plant Tour Shuttles for only \$75!**

Receive acknowledgement at registration, in pre- and post-meeting materials, in newsletter and on web site! Please contact the ITRA office for more information: 1-800-477-7843 or [info@itra.us](mailto:info@itra.us).

**Save the Dates for the 9<sup>th</sup> Annual ITRA Convention**  
**Four Seasons Resort - Palm Beach, Florida - September 23 – 26, 2012**

**ITRA**

Independent Textile Rental Association

P.O. Box 190 • Hogansville, GA 30230

Phone: 800.477.7843 • Fax: 706.637.8875

Email: [info@itra.us](mailto:info@itra.us) • Website: [www.itra.us](http://www.itra.us)

Executive Director: Ron Evans, RJ Evans & Associates

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