



The Whitehursts' Dry Cleaning News

The Best Dry Cleaning Ever...Or It's Free!

JUNE 2019



Mark and Family David and Sherry

The Fire!

April 15, 2019: Tax Day. The day Notre Dame Cathedral burned. The day that Champion Cleaners at Greystone burned.

The Call

It was about 9:30 pm and I was called from an unknown phone number and an unfamiliar voice. Probably a spam call, I thought, but I answered it anyway. As I listened, my heart sank. I quickly realized that I wish the call was spam rather than the Hoover Police Department asking me to go to my business on Highway 280 because there was a fire in progress. The lady was so calm on the phone that I didn't think it could be that serious – at least until she told to be careful driving; to take it easy getting there.

So I changed clothes and headed to Greystone. It's about a 20-minute drive from my home down 280 at that time of night. I had plenty of time to be thinking about the fire. I'm asking myself questions like ... Was anyone hurt? How bad was the fire? How did it start?

The Drive to Greystone

As I topped the hill near Brook Highlands, I looked ahead and saw layers of smoke in the sky. My worst thoughts were going through my mind. As I focused, I realized that I was mistaking

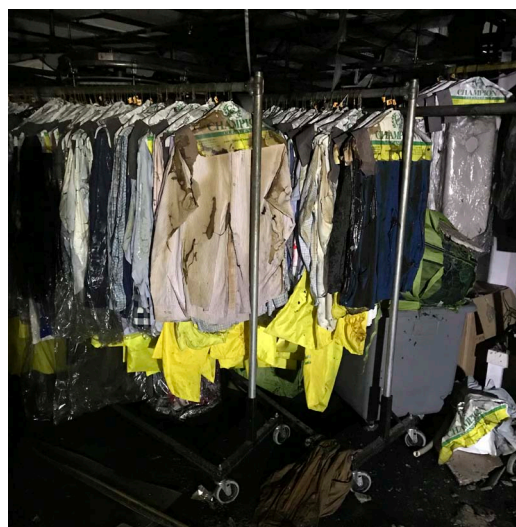
clouds in the evening sky illuminated by the commercial lights for smoke. I breathed a bit easier.

As I got closer, I began to see the red flashing lights. It was about 10:00 pm. I pulled into the La-Z-Boy parking lot where Police Cars with flashing blue lights were blocking access to the area. When I told the Hoover Police Officer why I was there, he asked me to park and we walked to the front of my store.

The Fire

Thick smoke boiled out the front door. I saw no flames – I was thinking that was good. No lights were on and smoke clouded my view to the inside. Little did I know at the time that the glass was so stained and cracked from the fire that I couldn't see through the windows. The Fire Department officials asked me to stay back and they would get me inside when the heat and smoke dissipated.

It was probably 11:00 when I was allowed inside. The Fire Department Official walked with me into the building. It wasn't hot inside which surprised me.

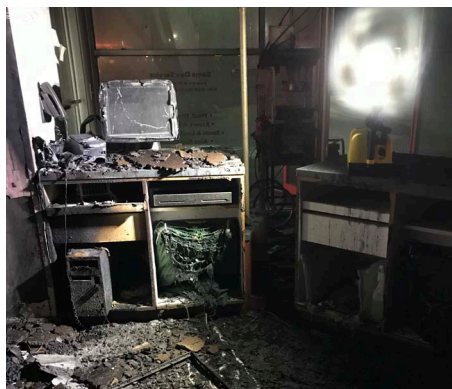


That's when a dry cleaner's worst nightmare became reality to me. It was clothes that burned. There was damage from the heat to the building, our front counters, the ceiling – just about everything in the front of the store was damaged. One of the fire fighters asked about why there was popcorn all over the floor and I explained. But it was clothes on our conveyor that fueled the fire.

For as far up the conveyor as I could see with a flashlight, there were ▶



“Did You Know Where This Saying Came From...”



only scorched remnants hanging on to the burnt hangers as if waiting to be picked up and worn to work the next day. Beneath the conveyor where we stored comforters waiting for pickup, thick layers of ash remained.

We lost about 75% of the items we held for our customers that day. The 25% that survived were those items placed in buggies on the floor waiting for the next step in our process or located in the rear of the building at the time of the fire. The heat damaged the building extensively, especially the roof where the outer membrane got so hot it melted and caught fire – even though the fire from inside the building did not penetrate the sheet metal in the roof.

It was the burning roof membrane that caught the attention of a Hoover Police Officer who was about to light up and pull over a speeding motorist. The Officer saw the fire and pulled off Highway 280 to report it at 9:12 pm. Somewhere out there is a fast driver who escaped a ticket because of the fire.

What Caused the Fire?

After learning of the fire, everyone's attention turns to the cause. The fire did not involve any soaps or secret dry cleaner formulas. And while the insurance company's fire investigators continue their mission, the only thing anyone can say with any certainty is where the fire started. The origin was in the area of the conveyor pickup point - where we pulled orders from the conveyors.

Evidence indicates that the fire started from an electrical malfunction in either a computer or a docking station for a scanner which was near the pickup point of the conveyors. I believe the fire started there

and spread to the plastic bags on the clean garments hanging nearby. The fire moved up the conveyor where garments circle above the drop ceiling. If you need another reason to remember to remove the plastic bags from your clothes when you get them home, here it is.

My compliments to the Hoover Fire and Police Departments. They did their job professionally. The City of Hoover has been incredible in supporting us as we recover from this disaster.

So What's Next

We are working hard to open a store front in the area so we can continue to serve our customers. Champion Cleaners has two other dry cleaning plants and we have shifted this work and all of our employees to those locations. No one has lost their job from the fire. We continue to serve our pickup and delivery customers in the area with the same twice-a-week service. We continue to serve our store customers as well. Once we confirm a new, temporary store front, we will let you know. We estimate it will take 6 to 9 months to restore the building. But we are fully capable today of providing your dry cleaning and laundry services in the Greystone area.

My Final Thoughts

For those of you who were affected by this fire, I understand if you are upset at me. I get it. I understand your frustration. I am truly sorry. I promise that everyone who suffered a loss will be treated fairly.

If you need help filing a claim, go to our web site where you can find a claims form and a letter with instructions in filing your claim. You may also email me at David@ChampionCleaners.com for additional assistance.

And for so many of you who have expressed your concerns for all of us at Champion Cleaners, your words of encouragement and loyalty to your dry cleaner goes beyond anything I could imagine. I sincerely thank you for believing in us.

And to Kim, whom I met for the first time standing outside that burned out shell a few days after the fire, I thank you sincerely. Your words of encouragement lifted me up and got me through many of my challenges. I will never forget how special you made me feel that day.

JACK OF ALL TRADES, MASTER OF NONE

Meaning: Having suitable skill in multiple things, but not being an expert in any of them.

Origin: The word “jack” can refer to the common, ordinary man. Thus, a “jack of all trades” would basically mean “a man of all jobs.” It's someone who is decent at several different skills.

The first half of this phrase (jack of all trades) has been in use since the early 17th century. For example, Geffray Minshull wrote a book titled *Essays and characters of a Prison and Prisoners*. The book was published in the year 1612, and there's a part from it that reads: “Some broken Citizen, who hath plaid Jack-of-all-trades.” But what about the last part of the phrase? When did the words “master of none” start being added to the expression? It's hard to say, but the earliest I could find the full version of this expression is from the early 19th century. For instance, it is seen in *The Atlas* newspaper from 1828, where it reads: “You rarely meet in England a man who is Jack of all trades and master of none.” Both the long and short version of the expression is still used today.



**WE ARE AN OFFICIAL
CORPORATE PARTNER OF
SAMFORD ATHLETICS**

CUSTOMERS OF THE MONTH!

Congratulations to

Taylor Crockett (Rocky Ridge) | Chris Price (Greystone)
Bonnie Kelley (Calera) | David Pruet (Crestline)

Our Customers of the Month are recognized by our Customer Service Specialists because they are a pleasure to serve..
Each receives a \$25 Champion Cleaners gift certificate



30% OFF 5 LAUNDERED SHIRTS WITH 2 PIECES OF DRY CLEANING

Limit Up To 3 Multiples

Good for orders received in June
Offer Expires June 30, 2019
One Coupon Per Household
Cannot be combined with any other offer

10% OFF PANTS & SHORTS

Minimum 10 Items - Limit 10

Good for orders received in June
Offer Expires June 30, 2019
One Coupon Per Household
Cannot be combined with any other offer

15% OFF SWEATERS & GOLF SHIRTS

Minimum 3 Items - Limit 12

Good for orders received in June
Offer Expires June 30, 2019
One Coupon Per Household
Cannot be combined with any other offer

15% OFF SLEEPING BAGS

Limit 5

Good for orders received in June
Offer Expires June 30, 2019
One Coupon Per Household
Cannot be combined with any other offer

FREE DRY CLEANING AND LAUNDRY PICKUP AND DELIVERY

Service Options
(within our service area)

- Regular Twice-A-Week Pickup and Delivery
- One Way Service (you drop off and we deliver - or vice versa)
- On Demand - Call us for a pick up and we do the rest

Call Billy Mims at 205.602.3842



Rocky Ridge Cleaning Center
2548 Rocky Ridge Road Vestavia Hills, AL 35243
205.824.7737

Greystone Cleaning Center
5403 Highway 280, Suite 101 Hoover, AL 35242
205.408.2797

Calera Cleaning Center
4204 Highway 31 Calera, AL 35040
205.668.4727

Crestline
42-A Church Street, Mtn. Brook AL 35213
205.871.2962

Father's Day

Father's Day is a day for children to express their feelings of gratitude and thankfulness to every dad in the world. The day was nationalized in the honor of all good fathers to complement Mother's Day.

In 1913, a bill was introduced making the day official. This bill was approved by President Woodrow Wilson in 1916. In 1924, the idea gained more momentum and supported by President Calvin Coolidge. In 1926 a National Father's

Day Committee was formed. It wasn't until 30 years later that a Joint Resolution of Congress recognized Father's Day. In 1966, President Lyndon B. Johnson issued the first presidential proclamation honoring fathers, designating the third Sunday in June as Father's Day. But, it wasn't until 1972 before President Richard Nixon established the third Sunday of June as the permanent national day of observance of Father's Day.





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A+



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NEWSLETTER JUNE 2019

Beside the normal stuff, we also clean:

- Wedding Gowns
- Area Rug Cleaning
- Suedes and Leathers
- Purses, luggage and backpacks
- Ugg Boots

And we do...

1. We are a Certified Wedding Gown Specialist
2. We are part of the Certified Restoration Drycleaning Network (CRDN) - We handle textile and electronics restoration due to damage from smoke, fire, water and mold.
3. Home and office dry cleaning pickup and delivery
4. Wash Dry & Fold service - including Champion Hamper service

Father's Day Jokes

- **Teacher (on phone):** *You say Michael has a cold and can't come to school today? To whom am I speaking?*
Voice: *This is my father.*
- **Science teacher:** *When is the boiling point reached?*
Science student: *When my father sees my report card!*
- **Son:** *For \$20, I'll be good.*
Dad: *Oh, yeah? When I was your age, I was good for nothing.*
- **Dad:** *You'll never amount to anything because you procrastinate.*
Son: *Oh yeah? Just you wait!*
- **Joe:** *What does your father do for a living?*
Jon: *He's a magician. He performs tricks, like sawing people in half.*
Joe: *Do you have any brothers or sisters?*
Jon: *Yep, four half-sisters and a half-brother.*

Time To Do This...

- ✓ Clean the gutters and consider gutter guards.
- ✓ Wash the washer and dryer.
- ✓ Update first aid kits for summer adventures.
- ✓ Get outdoor gear ready.
- ✓ Prep the swimming pool.
- ✓ Repair and seal fences and garden structures.
- ✓ Put in screen doors.
- ✓ Switch the direction of fans.
- ✓ Plan some patio sitting time.
- ✓ Make a summer to-do list.