



# The Whitehursts'

## Dry Cleaning News

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

JUNE 2018



David & Sherry with  
Granddaughter Callie

Mark

## Working the Plan

Have you ever gotten the right outcome and you had no idea how it happened?

Like slicing your drive on that par 3 into the trees and finding the ball on the green. That's happened to me more times that I'd like to admit.

Before I begin, allow me to state that my memory of specific events and dates is quite hazy. If I get in trouble with these details of my life, I can at least claim plausible deniability.

### Marriage

When I was 19, I was thinking about marrying Sherry. We had been dating since we were 16. It seemed like we had been together forever (in a good way).

Marriage was something I don't recall discussing beyond being just "something" in the future. After all, we were so young. I wouldn't let that race horse out on the track out of fear that once it started running, it might not stop. After all, we were so young!

Everything was going according to plan at my mature age of 19. I was a full-time student and worked full time and I had a plan. So instead of waiting two more years to finish school (I didn't take summers off and I finished school in about 3 years), I asked Sherry to marry me. I couldn't imagine her not being on board with marriage even though we hadn't discussed it seriously. Women have a way of letting you know things without saying them – at least that's what I think. Maybe this was her plan and I just didn't know it.

But how could I know since she was the only girl I ever really dated? Sometimes a guy just gets lucky, I guess.

At the ripe old age of 20, I asked, she accepted, and we were married. I guess I was either too dumb to realize the significance of this decision considering my lack of worldly experience - or too arrogant to think she would decline.

With our 48th Anniversary this month, I know one thing for sure. Getting married at such an early age is a risk. I didn't realize then how big of a risk. But I was never afraid of failure in our marriage. If I had been afraid then, there is no telling where I would find myself today. The good news is it worked out great.

Happy 48th Sherry! I love you!

### Children

Three years after we were married, Sherry decided it was time to have children. I don't recall us having any serious discussions about having children. Maybe we did (as I inject some plausible deniability). But not discussing this was OK since I wasn't aware that we were ready. Sherry knew we were ready. That page of my plan was blank. Her page was in living color!

I had nothing to do with that decision to start having kids – well, maybe a little. I won't tell you when Sherry told me, but exactly nine months later, we had Scott.

Sometimes what you don't discuss helps with decision making. Fewer votes are needed.

### Champion Cleaners

Another pivot point in my life was when I decided to resign from my job and open Champion Cleaners in 2002. I was meaningfully employed with a great company. But I always had a desire to own my own business – it was in my plan! I worked

on the idea for over a year. On September 11, 2001, I committed to the business that took over a year to launch.

Sherry went along with this page of my plan, but she thought I was crazy.

Leaving that job was like jumping out of an airplane. I had a parachute, but I'd only watched the YouTube video on how to sky dive. Fortunately, starting Champion Cleaners never scared me – and my parachute opened.

It's funny thinking back on it. I never thought about failing.

My only plan was for success. If I had realized how much I didn't know, I might not have done it. Sometimes, naivety, ignorance and arrogance can get you started while being scared can cause you to freeze up and do nothing.

Sometimes you just play the cards that are dealt. I've been lucky.

There is a quote I like that seems to fit my attitude on things. I don't know the author (another case of ignorance):

**Losers quit when they're tired. Winners quit when they've won.**

Thanks for choosing Champion Cleaners!



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

### Knock It Out Of The Park



**Meaning:** Something that is done especially well. Example: As far as cleaning her room goes, Leah really knocked it out of the park.

**Origin:** This idiom comes, or originates from, baseball. You're probably familiar with some of the basics of baseball— a ball is pitched to the batter, and the batter wants to hit the ball as hard as possible, thus knocking 'it' (the ball) out of the park. This is also referred to as a home run, because if it happens, the batter gets to run safely to first, second, and third base and then finally back to the home plate. In order to knock the ball out of the park (or hit a home run), the batter has to do an exceptional job at striking the ball. Later, this literal thing that a batter would do evidently went on to be used figuratively for when someone does an exceptional job at anything—it's as if the person is a batter and they 'knocked it out of the

park.' Anyways, the earliest I could find of this saying in print is from the late 19th century. Unsurprisingly, the term is being used in relation to baseball. This example comes from the newspaper *Launceston Examiner*, December 1894: "The new junior team possesses a splendid hitter in Richards, who managed four times to hit the ball out of the Park." Of note, an alternative way this expression is used is by substituting the word 'knock' with the word 'hit.' Also, the word 'it' is sometimes substituted for the words 'the ball.' An example can be seen below.

\* Brian studied hard for an upcoming test, and as a result, he hit the ball out of the park.

\* My computer was having all kinds of problems, so I gave it to my brother hoping he could fix it. He gave it back to me hours later, and he certainly knocked it out of the park because it works great!

### CARING FOR FAUX-FUR COATS

It's time to put everything winter away for the summer. And faux-fur coats naturally fit that category.

Most faux-fur coats need to be dry cleaned. Just check the care label. Once a year should be enough, depending on how often you wear the coat. So the end of each season is the best time to clean it.

#### STORING

Faux fur coats do not attract moths. They don't attract dust, either, so there's no need to store them in any special way. You can keep them hanging in your closet all year.

#### CARING

During the wearing season, you can keep it looking great with just a little effort. Of course, we will always be glad to clean it for you. But here are some simple ways you can keep it looking great:

1. Brush the jacket often with a natural bristle brush. That's like a massage for a faux-fur jacket.
2. If you spill something on it, blot it dry. Then try spraying a little water on the spill using a clean spray bottle. Use a blow dryer on a cool setting to finish the job. Then brush it out with that natural bristle brush.
3. With larger or sticky spills, use a damp sponge to get off what you can, then spray with water, blow dry on a cool setting and brush it out.

Faux-fur jackets are the same as any winter garments made of man-made or natural fabrics. Always put them away CLEAN for the off season.

## CUSTOMERS OF THE MONTH!

### Congratulations to

**Kathy Salser (Rocky Ridge)**

**Greg Sankey (Greystone) • Jared Scales (Calera)**

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



### 10% OFF

**DRY CLEANING**  
(EXCLUDES LAUNDERED SHIRTS)

Minimum 4 Items - Limit 15

Good for incoming orders in June  
Offer Expires June 30, 2018  
One Coupon Per Household  
Cannot be combined with any other offer

### 15% OFF

**FAUX-FUR JACKETS**

Limit 3

Good for incoming orders in June  
Offer Expires June 30, 2018  
One Coupon Per Household  
Cannot be combined with any other offer

### 15% OFF

**COMFORTERS & BEDSPREADS**

Minimum 2 Items - Limit 10

Good for incoming orders in June  
Offer Expires June 30, 2018  
One Coupon Per Household  
Cannot be combined with any other offer

### 10% OFF

**WEDDING GOWN  
CLEANING &  
PRESERVATION**

Good for incoming orders in June  
Offer Expires June 30, 2018  
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

## Father's Day

Here are some ideas on what to get dear ole Dad for Father's Day? I interviewed a couple of dads and here is the list I was given:

- ✓ Replace any tools you've borrowed and never returned...or tools you've broken.
- ✓ Hiking App for a Father's Day hike...
- ✓ Then a massage for the sore muscles from the Father's Day hike.

- ✓ Possibly a compass and map to assist during the hike when his iPhone's GPS fails, or when Dad "loses" the screen showing where you are.
- ✓ A kite...better yet, a kite shaped like a tie. Don't give Dad a tie unless he actually asked for one.
- ✓ Card, dinner, but most of all, your time. There is no greater gift than spending time with Dad. ...and tell your Dad, "I love you."



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## NEWSLETTER JUNE 2018

### Beside the normal stuff, we also clean:

- Wedding Gowns
- Area Rug Cleaning
- Drapery 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

You're the world's greatest Dad although my frame of reference is limited.

I hope your Father's Day is even more relaxing than every other day of your highly sedentary existence.

Dad, thanks for being slightly less embarrassing than all the other Dads.

Dad, thanks for always helping me out financially so I can be an independent person.

Dad, without me today, it's just another day. You're welcome!

Happy Father's Day to a Dad who was smart enough to teach me how to mow the lawn so he wouldn't have to.

## 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.