



The Whitehursts' Dry Cleaning News

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

AUGUST 2018



David & Sherry with Granddaughter Callie

Mark

Ric Returns



Ric Pevey was the first person I hired when we started Champion Cleaners 16 years ago. Over the years, I learned that Ric is one of the most positive people I've known and a great leader.

It was an emotional time for me when he left us two years ago – an emotional flat tire for me.

I understand people wanting to do different things during their life. Unfortunately for me, I had nothing different to offer him, so Ric moved on. When an opportunity arose for a position that I knew Ric was particularly skilled at doing, I asked him to come back.

Ric is now the Plant Manager at our Calera operation with responsibilities for our core retail dry cleaning business, our Maytag Equipped Coin Laundry and our textile and electronics restoration business, CRDN of Birmingham.

Ric and his wife, Carolyn, live in Calera so he'll have a short commute. They have two adult children, Cole and Mabrylane.

They are a bright and talented family. If you live in Calera, you probably know the Pevey family.



Things have changed a bit for Ric since he left two years ago. Both of Ric's kids graduated from the University of Montevallo. They both took jobs and became official tax paying citizens, Cole in Human Resources at the University of Montevallo and Mabrylane as a teacher in the Montevallo schools. Oh, and Mabrylane got married.

Carolyn hasn't changed in two years, still the attractive blond. The big change for Ric is his hair.

You see, I think Ric wanted hair the same color as mine, but he couldn't manage that on his head. So he grew hair on his face. And it's just my color!

I can't completely describe my love and appreciation for Ric and his family. They have been part of our family since the beginning of Champion Cleaners in 2002.

Sixteen years ago, I explained that my vision of Champion Cleaners was to be based on Craftsmanship, Courtesy and Convenience. Ric put this vision in place for us and everyone who works at Champion Cleaners has a piece of Ric in their mind while they are serving you.

If you're in the Calera area, stop by and tell him "Welcome Back!"

It's an emotional time for me again. This time just one of joy and a fully inflated tire.

David



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



Scaredy Cat

Meaning: Someone who is afraid; scared. (This phrase is also said as ‘fraidy-cat.’)

Origin: Since cats are so easily frightened by things, this is most likely where the phrase derives from.

Indeed, cat owners probably understand how this expression would originate. Let me give you an example: Imagine you have an unfamiliar face enter your home, let’s say it’s an electrician. A dog might react by barking at them, but what about a cat? The moment a cat hears the unrecognizable voice of a stranger, let alone see them, they will immediately become much more alert, and if they become too frightened, they will run off and take cover somewhere in the house, hiding in spots that they deem to be safe. Hence, you’ll find them under pieces of furniture such as beds or desks—places

where they can fully conceal themselves. So they are scared, and they are cats. If you put the two together, dare I say it, they are scaredy-cats! And let’s not get started on what they do after you turn on a vacuum cleaner... alright, it’s pretty much the same thing, they run and hide. Anyways, from what we could find, the expression first appears in print as ‘fraidie-cat.’ The earliest we could find it is from a newspaper called The Chronicle, May 1897: “I Shan’t-tell you what’s his name! When we want to play a game, Always thinks that he’ll be hurt, Soil his jacket in the dirt, Tear his trousers, spoil his hat— Fraidie-cat ! Fraidie-cat!” As for ‘scaredy cat,’ the earliest we could find it is 9 years later, in the book Billy Bounce, 1906: “That is Scaredy Cat, and she will never come back.”

WHAT KIDS KNOW ABOUT DOING THE LAUNDRY

Could you ever imagine that your kids – at a young age – had a better idea about doing the laundry than you?

Follow the lead from the kids. They don’t take their clothes off inside out just because it’s easier on them. They take their clothes off that way so it’s easier on Mom (and maybe Dad) when doing the laundry.

You see, clothes that are next to the skin – underwear, socks, tee shirts, shorts, pants, etc. need to be washed inside out so they get cleaner and smell better, especially in these hot, summer months.

Brightly colored garments also benefit from this inside out wash approach.

I bet you didn’t know how much your kids knew about doing the laundry!



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

CUSTOMERS OF THE MONTH!

Congratulations to

Reynolds Anderson (Rocky Ridge)
John Williams (Greystone) • Kevin Duffey (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 & LAUNDERED SHIRTS

Minimum 2 Items - Limit 15

Good for incoming orders in August
Offer Expires August 31, 2018
One Coupon Per Household
Cannot be combined with any other offer

15% OFF GOLF SHIRTS

Limit 3

Good for incoming orders in August
Offer Expires August 31, 2018
One Coupon Per Household
Cannot be combined with any other offer

10% OFF COMFORTERS & BEDSPREADS

Limit 3

Good for incoming orders in August
Offer Expires August 31, 2018
One Coupon Per Household
Cannot be combined with any other offer

15% OFF HANDBAG CLEANING

Limit 3

Good for incoming orders in August
Offer Expires August 31, 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

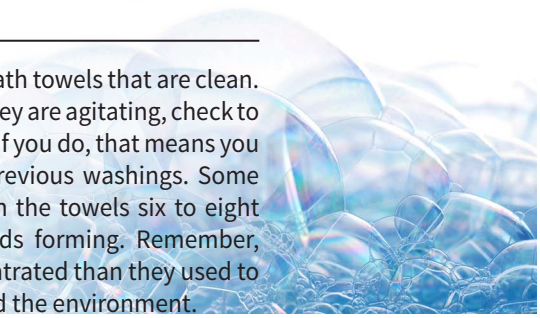
Greystone Cleaning Center
5403 Highway 280, Suite 101 Hoover, AL 35242
205.408.2797

Calera Cleaning Center
4204 Highway 31 Calera, AL 35040
205.668.3333

Are You Using Too Much Soap?

The biggest problem new appliance manufacturers have is that people don't understand that using more soap causes problems. This is true for both your dishwasher and your washing machine. The machines we use today are much more efficient and conserve water than the machines our parents used. As a result, we are guilty of throwing money down the drain by using too much soap. Here's a test. For a front

loader, take 4 regular sized bath towels that are clean. Run them without soap. As they are agitating, check to see if you see any soap suds. If you do, that means you are rinsing the soap from previous washings. Some people find they have to run the towels six to eight times to finally have no suds forming. Remember, soaps are much more concentrated than they used to be. Back off, save money, and the environment.





2548 Rocky Ridge Road
Birmingham, Alabama 35243
United States



PRSR STD
U.S. POSTAGE
PAID
BIRMINGHAM, AL
PERMIT #85

NEWSLETTER AUGUST 2018

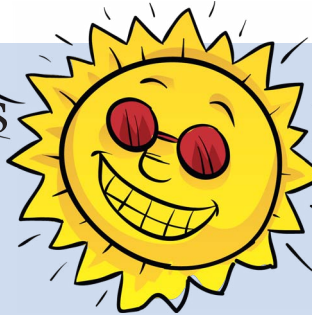
Beside the normal stuff, we also clean:

- 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

Summertime Jokes



Q: What does a bee do when it is hot?
A: He takes off his yellow jacket!

Q: How do you make holy water?
A: Boil the hell out of it!

Q: What happened after the mom purchased a loaf of bread from the grocery store?
A: By the time she got home it was toast!

Q: What do you need to visit Death Valley, Arizona?
A: Dental Records

Q: What do you call the Robin Williams movie about a hot California summer?
A: Mrs. Droughtfire.

Q: What did the air conditioning say to the man?
A: I'm your biggest fan.

Q: What are the only two seasons in Phoenix, Arizona?
A: Hot and Hotter.

Time To Do This...

- Organize three small areas in your home
- Plan your fall calendar
- Run dehumidifier in basement
- Hire someone to reseed your lawn in September
- Backwash pool filter
- Trim shrubs, bushes and hedges
- Back to school shopping
- Budget
- Plan Birthdays
- Plan Labor Day Weekend
- Plan final summer vacation