



The Whitehursts' Dry Cleaning News

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

JULY 2020



Mark and Family David and Sherry

My (Temporary) Retirement

Thoughts and plans for retirement have been on my mind for a while now. My son, Mark, has been our General Manager for almost 4 years now and is well positioned to take over the business. Truth is, he's doing most of the heavy lifting now anyway.

How nice my life would be if Sherry and I were retired and didn't have the grind of the daily routine. At least that's what I thought.

Well, one week into a "forced-retirement" situation brought on by the coronavirus back in March, and I was finished thinking about retirement for a while. My mental health was at stake.

I'm an optimistic person, but sometimes I need an attitude adjustment to get my mind right after something unexpected happens. That was certainly the case in March.

As the first week of the shut-down rolled out, I was conflicted with how my business had gone from successful to "endangered" overnight. Business dropped to one-third of our usual level. People didn't need our services since they were staying at home. No work, church, school, sports – nothing!

My mind was rapid-fire on things like how I can keep paying my employees ...

how I can pay rent and mortgages on my buildings ... how long with this last ... will my business survive.

Once I recognized the pessimistic quicksand that had swamped my mind, I knew I had to crawl out of that dark, damp place.

"You'll Never Change Your Life Until You Change Something You Do Daily. The Secret of Your Future Is Hidden in Your Routine." ~ Mike Murdock

First, I had to get back to a routine. I didn't realize the benefits of finding a routine until I spent a week or two without one.

I kick-started my routine by getting back into my morning exercise routine that I had maintained for years. My exercise classes at Core Pilates Cycling and Bootcamp in Cahaba Heights were suspended. I found myself getting up later each morning and maybe going for a walk. My routine was gone.

Fortunately for me, Core owner Cindi Glenn quickly began offering Zoom on-line Pilates and Bootcamp workouts. I got back to exercising each morning at home with a Zoom class after a couple of weeks off.

Just as important as the exercise, getting

up each morning in time for the class got me moving. This morning routine changed my entire outlook on the strange events in the world. I was able and eager to focus on business. I began searching for a solution to the challenges of surviving the economic freeze of the pandemic.

"Climbing is Easier than Hanging On." ~ Unknown

For me, building something is energizing. I committed to find something that would build Champion Cleaners. Building is so much better for your mental well-being than doing nothing.

Mark and I talked about services that would fill the space being left behind as people were no longer going to work in their business attire. We believe the trend of remote working will continue even after businesses reopen. Our challenge was to find the services people will need in this new world of less social interaction.

We decided to expand our laundry services offering new subscription plans for **Wash Dry & Fold** at a lower cost to those who regularly use this service. As more people work from home, we see this service growing even more.

Wash Dry & Fold services (Page 2)

includes your everyday laundry like socks, tee shirts and underwear. It extends to casual wear like yoga pants, khakis, jeans, and golf skirts. And don't forget about your towels, sheets, pillowcases, and wash cloths. These are the bulk of things you wash every day to keep you and your family clean and clothed.

An added benefit with Champion Cleaners handling your laundry is in the temperatures achieved in our washers and dryers are higher than most home equipment. Our processes are better at killing the coronavirus.

As we now emerge from the strange events of the first half of 2020, we have seen our

business increase to about two-thirds of the level before the pandemic. That's progress and reason for hope.

And as for me personally, if retiring means having "nothing to do and all day to do it," I want no part of it.

I'd rather be optimistic, have a daily routine and build something because that's how I restored faith in myself and in the world over these last few months.

I hope you'll join me in that optimism.



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

HOLY COW



Meaning: Nearly every time someone utters the words “holy cow” they are making an exclamation. Shouting “holy cow” lets others know you’ve seen something surprising or amazing.
Origin: The phrase “Holy cow!” was used by baseball players at least as early

as 1913 and probably much earlier. It became associated with several American baseball broadcasters. The phrase may have originated with reporter and broadcaster Halsey Hall who worked in Minneapolis, Minnesota from 1919 until his death in 1977.

CLEANING YOUR FACE MASK

According to the CDC, you should clean your face mask after each use. Be sure to handle your mask carefully and wash your hands after handling your face mask.

Here are the recommended procedures for a hand-made face mask used to protect against Covid-19:

Washing

• By Machine

- If mask is made with a paper filter, remove the filter before washing.
- Use the highest temperature possible for the type of fabric used.
- Use your regular detergent.
- You may wash with your regular laundry.

• By Hand

- Prepare a bleach solution by mixing 4 teaspoons household bleach per quart of tap water. Avoid a bleach that is designated as safe for colored clothing as it may not be strong enough to kill the virus. Bleach has an expiration date. Be sure your bleach is still potent. Don't mix any other household chemical with bleach.
- Soak the mask in the blended solution for at least 5 minutes.
- Rinse thoroughly with tap water.

Drying

- **Dryer** - Use the highest heat setting and dry completely.
- **Air Drying** - Lay flat and allow to completely dry. Use direct sunlight if possible



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

10% OFF

DRY CLEANED GARMENTS

EXCLUDES LAUNDERED SHIRTS,

WEDDING GOWNS AND LEATHER/SUEDE

Minimum 2 Items - Limit 20

Good for orders received in July

Offer Expires July 31, 2020

Cannot be combined with any other offer

TWO FOR ONE DRESSES

Minimum 2 Items - Limit 10

1 coupon per household

Good for orders received in July

Offer Expires July 31, 2020

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

15% OFF

PANTS AND JEANS

Limit 8

Good for orders received in July

Offer Expires July 31, 2020

Cannot be combined with any other offer

\$50 OFF WEDDING GOWN PRESERVATION

Includes Veil, Prom Dress and
Christening Gown Preservation

Good for orders received in July

Offer Expires July 31, 2020

Cannot be combined with any other offer



Rocky Ridge Cleaning Center

2548 Rocky Ridge Road Vestavia Hills, AL 35243

205.824.7737

Greystone

5403 Highway 280, Suite 101 Hoover, AL 35242

205.408.2797

Calera Cleaning Center

4204 Highway 31 Calera, AL 35040

205.668.4727

Crestline

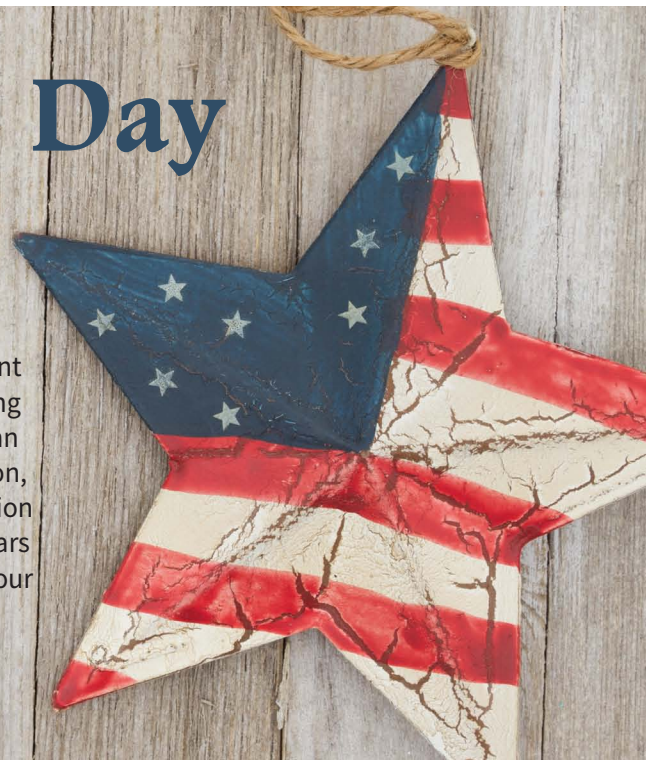
42-A Church Street, Mtn. Brook AL 35213

205.871.2962

Independence Day

Independence Day, the Fourth of July, the national day of the United States; all of these commemorate the signing of the Declaration of Independence declaring freedom from the domination of King George III of England. The document was approved on July 4, 1776, but did you

know, however, that most congressional delegates actually signed the document on August 2, 1776? A stunning coincidence is that both John Adams and Thomas Jefferson, both signers of the Declaration of Independence died 50 years to the day after the birth of our country on July 4, 1826.





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Birmingham, Alabama 35243
United States



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NEWSLETTER JULY 2020

Beside the normal stuff, we also clean:

- Wedding Gowns
- Area Rug Cleaning
- Suedes and Leathers
- Purses, luggage and backpacks
- Ugg Boots
- Wash Dry & Fold

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

4th Of July Jokes



- **The United States is a free country where every man can do as his wife pleases.**
- **Food, Family, Fourth of July, and Fireworks. The four best F words ever!**
- **How come there's no Knock Knock joke about America? Because freedom rings.**
- **Who was the biggest jokester in George Washington's army? Laughayette**
- **What quacks, has webbed feet, and betrays his country? Beneduck Arnold.**
- **What did one flag say to the other flag? Nothing. It just waved. Which colonists told the most jokes? Punsylvanians!**

Time To Do This...

- Schedule furnace maintenance now and beat the October rush.
- Make an emergency list for baby-sitters and school kids on vacation
- Tackle patio and sliding door tracks.
- Print vacation packing lists for family travel.
- Check washing machine hoses.
- Hold a garage sale.
- Pest patrol: inspect yard and garden for carpenter ants or termites.
- Control garbage can odor with a can clean-out.
- Make a safety inspection of children's outdoor play equipment.