



Strengthening and Promoting the Linen, Uniform
and Facility Services Industry

TRSA 2019 U.S. OPERATOR MEMBERSHIP APPLICATION



ADVOCACY



**QUANTITATIVE,
BEST MANAGEMENT
PRACTICES-BASED
CERTIFICATIONS**



**NETWORKING
AND INFORMATION-
SHARING**



**PROFESSIONAL
DEVELOPMENT AND
TRAINING**



**RESEARCH AND
BENCHMARKING**

**TRSA members support
advocacy and receive
access to news, trends,
best practices and other
resources to achieve
these key goals:**

- Better Connected to Industry Colleagues
- Informed, Empowered Management
- Strengthened Industry Advocacy
- Enhanced Public Image
- Increased Market Penetration
- Accelerated Professional Development
- Enhanced Credibility with Customers
- Industry Data-Driven Improvement
- Greater Employee Retention



SECTION I.
**Better
 Connected
 to Industry
 Colleagues**

Engaging in TRSA adds your team to an expanding group of companies that grow stronger, safer and more environmentally conscious by maximizing access to the largest linen, uniform and facility services knowledge base. TRSA programs meet your corporate and individual needs for industry-specific:

- Advocacy
- Certification
- Networking and
- Information-Sharing
- Professional Development and
- Training
- Research/Benchmarking

Joining TRSA demonstrates your company's commitment to providing your management team with world-class resources. This commitment to enhance their professionalism demonstrates confidence in their skills and interest in retaining them. Given the latitude to determine which TRSA programs benefit them, they will find available to them at no additional charge:

- Communications including *Textile Services* magazine, *Textile Services Weekly* and other e-newsletters, the most credible authorities on linen, uniform and facility services news, trends and innovations
- Webinars (live and on-demand) that improve their understanding of a variety of best management practices
- TRSA members-only online content including digital archives of magazine articles and event presentations to learn new strategies and tactics to increase effectiveness and efficiency
- TRSA committees and task forces that facilitate interactions with industry peers through teleconferences and face-to-face meetings to address company and industry interests

At prices discounted up to 60 percent they:

- Attend TRSA Conferences and Summits to learn from expert Operators (laundryers) and Associates (suppliers) and leading consultants who serve our industry and others
- Build management and leadership skills by taking classes at TRSA Institutes: Executive (EMI), Production (PMI) and Maintenance (MMI)
- Acquire online training, videos, manuals, research and other publications that guide them to take steps to improve procedures, processes and policies

TRSA is a member-driven organization with each member company receiving equal opportunities to influence and guide the association—one member, one vote, one VOICE! One person from each company (usually the top executive) is its Primary Executive contact, responsible for speaking on behalf of the organization in TRSA business, such as voting for association officers and directors. TRSA will send most correspondence to this contact and periodically consult this individual regarding the company's priorities/projects to ensure TRSA's responsiveness to its needs.

A. Primary Corporate Contacts

COMPANY _____

PRIMARY EXECUTIVE NAME _____

TITLE _____

E-MAIL _____

TELEPHONE _____

HEADQUARTERS ADDRESS _____

CITY _____

STATE _____ ZIP _____

WEBSITE URL _____

FAX _____

Another individual in the organization should be designated the company's Primary Administrator contact, who will ensure TRSA has updated records on your company and is aware of its business transactions with TRSA.

PRIMARY ADMINISTRATOR NAME _____

TITLE _____

E-MAIL _____

TELEPHONE _____

- IF EITHER PRIMARY CONTACT IS NOT LOCATED AT CORPORATE HEADQUARTERS, PLEASE PROVIDE OTHER ADDRESS(ES) ON A SEPARATE SHEET.

A. Other Headquarters/Location Management

Please provide name, title and e-mail for individuals who perform the functions below company-wide. **Use a separate sheet to submit addresses and contact data for any other individuals who should receive *Textile Services magazine*, *Textile Services Weekly* and other communications regarding member benefits.** Each listed individual will receive directions from TRSA for creating a personal online account to access member services through www.trsa.org.

GENERAL MANAGER

NAME _____

TITLE _____

E-MAIL _____

CUSTOMER SERVICE

NAME _____

TITLE _____

E-MAIL _____

ENGINEERING/MAINTENANCE

NAME _____

TITLE _____

E-MAIL _____

- INTERESTED IN TRSA ENGINEERING/MAINTENANCE TASK FORCE?



SECTION II. Informed, Empowered Management

ENVIRONMENTAL

NAME _____

TITLE _____

E-MAIL _____

INTERESTED IN TRSA ENVIRONMENTAL COMMITTEE/TASK FORCE?

FINANCE

NAME _____

TITLE _____

E-MAIL _____

HEALTH AND SAFETY

NAME _____

TITLE _____

E-MAIL _____

INTERESTED IN TRSA HEALTH AND SAFETY COMMITTEE/TASK FORCE?

HUMAN RESOURCES (HR)

NAME _____

TITLE _____

E-MAIL _____

INTERESTED IN TRSA HUMAN RESOURCES COMMITTEE/TASK FORCE?

INFORMATION SYSTEMS MANAGEMENT / IT

NAME _____

TITLE _____

E-MAIL _____

LOGISTICS AND TRANSPORTATION / ROUTES

NAME _____

TITLE _____

E-MAIL _____

MARKETING

NAME _____

TITLE _____

E-MAIL _____

INTERESTED IN TRSA MARKETING & SALES COMMITTEE/TASK FORCE?

PRODUCTION

NAME _____

TITLE _____

E-MAIL _____

PURCHASING

NAME _____

TITLE _____

E-MAIL _____

SALES

NAME _____

TITLE _____

E-MAIL _____

INTERESTED IN TRSA MARKETING & SALES COMMITTEE/TASK FORCE?

TRAINING

NAME _____

TITLE _____

E-MAIL _____

INTERESTED IN TRSA EDUCATION COMMITTEE/TASK FORCE?

B. Join Personnel-Oriented Committees/Task Forces

Nominate individuals from your management team to participate in any or all of these networking groups with others on similar career paths in the industry to develop TRSA programs that address their management demographic:

WOMEN IN TEXTILE SERVICES

NAME _____

E-MAIL _____

YOUNG/NEXT GENERATION EXECUTIVES

NAME _____

E-MAIL _____

MILITARY VETERANS

NAME _____

E-MAIL _____



SECTION III. Strengthened Industry Advocacy

A. Support Industry Protection and Promotion

Your company's membership strengthens TRSA's government relations, fulfilling your intent to contribute your fair share to supporting efforts to ensure that the government hears the industry's voice when ruling on relevant environmental, tax, workplace safety and other labor issues. TRSA advocates directly with federal, state and local officials, participates in coalitions and initiates grassroots activity.

B. Show Government Your Business Leadership

- Connect with federal and state legislators and their staffs through TRSA to ensure your company continues to benefit from fair, balanced regulation and pro-business policies. Engage in the TRSA Annual Legislative Conference, providing your expertise in a powerful showing of the industry in D.C., as well as similar events on the state and local levels.
- Designate a key contact who can share your company's experience on matters related to emerging legislative or regulatory developments on the federal, state or city level that affect your business

SEND TRSA ANNUAL LEGISLATIVE CONFERENCE INFORMATION

CONTACT FOR FEDERAL, STATE AND LOCAL GOVERNMENT ACTIVITY:

PRIMARY EXECUTIVE

OTHER _____

C. Join TRSA's Political Action Committee

Complete the following information to enable contributions to TRSA's Political Action Committee. TRSAPAC is organized within federal election guidelines to further TRSA's objectives of protecting and expanding the market for linen, uniform and facility services through fair, balanced regulation and pro-business policy.

For completion by company owner, CEO or other senior executive of your company:

I AUTHORIZE TRSA PAC TO SOLICIT VOLUNTARY CONTRIBUTIONS FROM THE EXECUTIVES AND OTHER PERSONNEL AND STOCKHOLDERS OF OUR COMPANY FOR THE FOLLOWING YEARS.

PLEASE SIGN: _____

2019

2020

2021

2022

MY COMPANY IS A:

SOLE PROPRIETORSHIP

PARTNERSHIP

CORPORATION

OTHER (PLEASE SPECIFY)

I UNDERSTAND THAT MY COMPANY MAY NOT APPROVE A SOLICITATION FROM ANY OTHER TRADE ASSOCIATION FOR THESE YEARS (FEDERAL LAW REQUIRES POLITICAL COMMITTEES TO REPORT THE NAME, COMPANY, ADDRESS, OCCUPATION AND EMPLOYER FOR EACH INDIVIDUAL WHOSE CONTRIBUTIONS AGGREGATE IN EXCESS OF \$200 IN A CALENDAR YEAR).

NAME _____

TITLE _____

DATE _____



SECTION IV. Enhanced Public Image

A. Receive Recognition/Prestige

- Use the TRSA logo on company letterhead and other documents; website, email template and other digital communications; fleet vehicles; and more, displaying to customers and prospects your company's commitment to industry best practices
- Nominate your company or an individual employee for a TRSA Annual Award for exemplary effort in customer and community service, diversity, safety or sustainability. TRSA publicizes these honors in local markets. Nominate year-round; awards are presented at the TRSA Legislative Conference in the spring
- Get a certificate for any individual who has worked 25 or more years in the industry/company (TRSA Service Award) and announce this TRSA recognition locally. Request a certificate anytime.

EMAIL TRSA LOGO GRAPHIC FILES

SEND TRSA AWARDS INFORMATION

B. Provide Social Media URLs

Note your company Facebook, Twitter and LinkedIn URLs enables TRSA to follow, like or share your posts, generating positive publicity for your organization

FACEBOOK URL _____

TWITTER URL _____

LINKEDIN COMPANY PAGE URL _____

A. Identify Industries You Serve

TRSA delivers targeted information to your desktop based on your markets and products, promoting your company to your customers and prospects in these markets.

Please select only one classification as your Primary Market and only one more as Secondary based on the amount of revenue your company generates in each of the markets below.

DUST CONTROL. Select as Primary if your company's revenue from dust control products (mats, mops, towels, etc.) to all types of businesses is greater than revenue from all products (including linen, uniforms, dust control) provided to any one of the other business types listed here. Select as Secondary if Dust Control product revenue is greater than all other business types except one (your Primary).

FOOD AND BEVERAGE (F&B)/LINEN. Business locations where F&B is consumed, mostly restaurants and other foodservice outlets; organizations that serve F&B remotely, such as caterers and contract foodservice. Customers typically require table linen and garments but your company may provide only other products.

HEALTHCARE. Hospitals, other acute care, long-term care facilities where patients stay overnight. Customers typically require bed linen and garments but your company may provide only other products.

HOSPITALITY. Hotels, other lodging where guests stay overnight. Customers typically require bed linen but your company may provide only other products.

OUTPATIENT MEDICAL. Surgery centers, urgent care, labs, medical offices, other ambulatory care facilities where patients receive same-day services. Customers typically require bed linen and garments but your company may provide only other products.



SECTION V. Increased Market Penetration

INDUSTRIAL/UNIFORM. All other types of businesses besides F&B, Healthcare, Hospitality and Outpatient Medical, such as other service and retail industries, manufacturing, government. Customers typically require uniforms and dust control but your company may provide only other products.

	OUR PRIMARY MARKET	OUR SECONDARY MARKET
DUST CONTROL	<input type="checkbox"/>	<input type="checkbox"/>
FOOD AND BEVERAGE (F&B)/LINEN	<input type="checkbox"/>	<input type="checkbox"/>
HEALTHCARE	<input type="checkbox"/>	<input type="checkbox"/>
HOSPITALITY	<input type="checkbox"/>	<input type="checkbox"/>
OUTPATIENT MEDICAL	<input type="checkbox"/>	<input type="checkbox"/>
INDUSTRIAL	<input type="checkbox"/>	<input type="checkbox"/>

B. Participate in Market-Driven Events

Individuals listed in Section IA will receive details on TRSA professional development events related to best practices in generating revenue and controlling costs by market.

SEND INFORMATION ON THESE EVENTS:

- FOOD AND BEVERAGE (F&B) CONFERENCE (2020)
- HEALTHCARE CONFERENCE
- HOSPITALITY CONFERENCE
- UNIFORM, WORKWEAR AND FACILITY SERVICES CONFERENCE (2020)

C. Join Market-Focused Committees/Task Forces

Assign individuals listed in Section IA to these committees, which develop TRSA programs to support any aspect of linen, uniform and facility services operations for serving this market (administration, production, sales/marketing, service).

FOOD AND BEVERAGE (F&B) _____

HEALTHCARE _____

HOSPITALITY _____

INDUSTRIAL/UNIFORM _____

D. Use Market-Specific Promotional and Management Materials

Research, videos, whitepapers, on-demand learning and other web resources communicate economic and social benefits across the industries your company serves. Indicate your interest below in receiving information now regarding these.

- FOOD AND BEVERAGE (F&B)/LINEN
- HEALTHCARE
- HOSPITALITY
- INDUSTRIAL/UNIFORM



SECTION VI. Accelerated Professional Development

A. Expand Personal Networks, Knowledge through Event Participation

Connect key members of your management team with industry colleagues with similar skills and interests by participating in TRSA Summits. These events offer expert instruction, interactive workshops and problem-solving sessions emphasizing information-sharing regarding best management practices. For executive education and networking, choose the Annual Conference.

SEND INFORMATION ON THESE EVENTS:

- ANNUAL CONFERENCE
- MARKETING & SALES SUMMIT
- PRODUCTION SUMMIT & PLANT TOURS
- ANNUAL SAFETY SUMMIT
- ANNUAL WORKFORCE MANAGEMENT SUMMIT (HR)

B. Benefit from TRSA Committee/Task Force Involvement

Build professional skills in key management positions by involving yours who specialize in functions to which TRSA committees and task forces are dedicated. Because members of each of these groups are in the same profession, they share common issues and interests. Serving as subject matter experts in developing TRSA programs relevant to their job responsibilities, they impact TRSA's investment in research, resources and education for themselves and their staffs. Fill in names below (some also in Section IA).

EDUCATION _____

ENGINEERING/MAINTENANCE _____

ENVIRONMENTAL _____

HUMAN RESOURCES _____

MARKETING & SALES _____

PRODUCTION _____

SAFETY _____

C. Facilitate Achievement through Individual Certificates

Address customers' increasing demand for greater professionalism through your management team members' online study of best practices to earn TRSA personal certificates in their professions. Fill in names below.

PRODUCTION _____

MAINTENANCE _____

SAFETY _____



SECTION VII. Enhanced Credibility with Customers

A. Certify Company Sustainability: Clean Green

Achieve at a 50%+ discount Clean Green certification to demonstrate to customers your company's fulfillment of its potential as a sustainable business model, aligning economic interests and environmental concerns. Clean Green verifies your operation's ability to achieve efficiencies that reflect your dedication to reducing costs and remaining price competitive.

SEND INFORMATION ON CLEAN GREEN

SEND CLEAN GREEN WHITEPAPERS ON IMPORTANCE OF SUSTAINABILITY CERTIFICATIONS TO SUPPLYING THESE BUSINESSES:

- FOOD AND BEVERAGE (F&B)/RESTAURANT
- HOSPITALITY/HOTEL

B. Validate Processes, Qualify Cleanliness: Hygienically Clean

Prove your laundry's commitment to cleanliness through a Hygienically Clean certification that confirms your use of best management practices (BMPs) through inspection and verifies the lack of microbiological content on textiles with third-party testing. Select one or more of four certifications each requiring compliance with standards appropriate for the market(s) your laundry serves; 50%+ discount.

SEND INFORMATION ABOUT THESE HYGIENICALLY CLEAN CERTIFICATIONS

- FOOD SAFETY (FOOD PROCESSING)
- FOOD SERVICE (F&B)/RESTAURANT
- HEALTHCARE
- HOSPITALITY (HOTEL)

C. Achieve Certification: Safety and Health

Become recognized for safety and health excellence by receiving this facility designation modeled after OSHA's Voluntary Protection Program, acknowledging injury/hazard prevention, recordkeeping, training, leadership, employee Involvement, hazard analysis

SEND INFORMATION ON THIS CERTIFICATION

D. Distinguish Plant Management Talent: CPLM

Publicize the excellence of your top production management when they earn the Certified Professional Laundry Manager (CPLM) certification, TRSA's highest individual designation. They can earn it online or by attending TRSA's Production Management Institute (PMI).

SEND CPLM INFORMATION



SECTION VIII.

Industry Data-Driven Improvement

Engage in industry surveys that produce benchmarking reports for comparing your organization's key management metrics with those of the industry as a whole. You receive a free copy of each report that corresponds with each survey in which you participate.

A. Set Objectives to Exceed Industry Norms

Reconsider strategies for revenue enhancement and cost control by comparing your company's income statement and financial ratios with industry norms as identified in TRSA's annual *Industry Performance Report*. Participating in the survey that generates this report provides you with a customized digital dashboard containing your results side-by-side with the survey medians.

SEND INDUSTRY PERFORMANCE REPORT SURVEY TO:

- PRIMARY EXECUTIVE
- GENERAL MANAGER
- FINANCIAL CONTACT
- OTHER _____

B. Increase Labor Market Competitiveness

Compare your company's wage and benefit offerings with those of other linen, uniform and facility services organizations participating in the *Plant Employee Compensation Report* with customers and prospects in your company promotions. Covers salary/hourly rate and total compensation data on 14 positions: 10 salaried and four hourly.

SEND PLANT EMPLOYEE COMPENSATION REPORT SURVEY TO:

- PRIMARY EXECUTIVE
- GENERAL MANAGER
- HR CONTACT
- OTHER _____

C. Engage in Annual Safety Survey

Receive the *Textile Services Industry Safety Report* to compare your company's injury and illness rates to those of other linen, uniform and facility services operations. Completing this survey that requires only transferring figures from your facility's OSHA Form 300A (required document for our industry) to a spreadsheet or printed form.

SEND TEXTILE SERVICES INDUSTRY SAFETY REPORT SURVEY TO:

- PRIMARY EXECUTIVE
- GENERAL MANAGER
- SAFETY CONTACT
- OTHER _____

D. Assess Consumption, Environmental Protection

Benchmark functions critical to conservation such as water and energy use, as well as techniques that improve sustainability, as an Industry Sustainability Survey participant. You compare your company's performance with others with the same market mix (F&B linen, healthcare, industrial, mixed). Participation supports TRSA advocacy to protect the industry from unnecessary regulatory involvement from federal and state policy makers.

SEND INDUSTRY SUSTAINABILITY REPORT SURVEY TO:

- PRIMARY EXECUTIVE
- GENERAL MANAGER
- ENVIRONMENTAL CONTACT
- OTHER _____



SECTION IX. Greater Employee Retention and Commitment

A. Recruit Industry-Experienced Candidates

Advertise management positions and other professional openings to readers of TRSA print and digital publications who link from there to TRSA's *Career Center* job listings. Enable candidates to apply for your openings using the *Center*, which also emails users regarding positions of interest.

- SEND TRSA CAREER CENTER INFORMATION

B. Provide Management and Professional Development

Extending the recognition given to management team members by funding their travel and registration for TRSA professional development events, reflecting your interest in retaining them.

- SEND PROFESSIONAL DEVELOPMENT EVENTS BROCHURE

While all events are opportunities to recognize and reward management, some feature presentations and discussions particularly appropriate for developing leadership, technical, communications and other personal skills.

SEND INFORMATION ON THE FOLLOWING PROGRAMS TO:

- EXECUTIVE MANAGEMENT INSTITUTE (EMI)
- MAINTENANCE MANAGEMENT INSTITUTE (MMI)
- PRODUCTION MANAGEMENT INSTITUTE (PMI)
- LEADERSHIP SUMMIT

C. Continuously Improve HR Professionalism

Identify opportunities to strengthen compensation and benefits practices with TRSA *Plant Employee Compensation Report* participation (VII.B above), just one of the HR tools provided by TRSA membership. Executives and managers network and share information through TRSA to develop retention strategies and address industry-specific challenges in maintaining compliance with EEOC and other employment law.

SEND INFO ON THE FOLLOWING PROGRAMS

- HR COMMITTEE
- WORKFORCE SUMMIT
- HR WEBINARS



Strengthening and Promoting the Linen, Uniform
and Facility Services Industry

1800 Diagonal Road ■ Suite 200
Alexandria, VA 22314
877.770.9274 ■ www.trsa.org

A. Dues

Choose Company Category that contains your company's U.S. revenue. All information provided to TRSA is strictly confidential.

COMPANY CATEGORY	REVENUE RANGE	TOTAL DUES	LDF ASSESSMENT*
1	\$0 to \$1,500,000	\$1,500	
2	\$1,500,001 to \$2,500,000	\$3,200	
3	\$2,500,001 to \$3,500,000	\$3,500	
4	\$3,500,001 to \$6,500,000	\$5,500	
5	\$6,500,001 to \$10,000,000	\$7,500	
6	\$10,000,001 to \$25,000,000	$\$9,500 + (.0004 \times \text{TOTAL REVENUE IN EXCESS OF } \$10,000,000) + \text{LDF}$	\$1,000
7	\$25,000,001 to \$50,000,000	$\$16,000 + (.00028 \times \text{TOTAL REVENUE IN EXCESS OF } \$25,000,000) + \text{LDF}$	\$1,000
8	\$50,000,001 to \$100,000,000	$\$23,000 + (.00016 \times \text{TOTAL REVENUE IN EXCESS OF } \$50,000,000) + \text{LDF}$	\$2,500
9	\$100,000,001 to \$200,000,000	$\$31,000 + (.00012 \times \text{TOTAL REVENUE IN EXCESS OF } \$100,000,000) + \text{LDF}$	\$5,000
10	\$200,000,001 to \$500,000,000	$\$44,000 + (.00005 \times \text{TOTAL REVENUE IN EXCESS OF } \$200,000,000) + \text{LDF}$	\$5,000
11	\$500,000,001 to \$1 billion	$\$59,000 + (.00003 \times \text{TOTAL REVENUE IN EXCESS OF } \$500,000,000) + \text{LDF}$	\$10,000
12	\$1 billion to \$2 billion	$\$75,000 + (.000009 \times \text{TOTAL REVENUE IN EXCESS OF } \$1 \text{ BILLION}) + \text{LDF}$	\$10,000
13	\$2 billion +	$\$85,000 + (.000004 \times \text{TOTAL REVENUE IN EXCESS OF } \$2 \text{ BILLION}) + \text{LDF}$	\$10,000

*Legislative Defense Fund: All contributions to the TRSALDF are used exclusively for government affairs activities in support of our membership. Contributions from corporate funds may be tax deductible as a business expense.

YOUR COMPANY CATEGORY _____

TOTAL DUES (DUES+LDF) _____

B. Payment Information

PLEASE INVOICE

CHECK

CREDIT CARD

CARD TYPE: VISA MASTERCARD AMEX
(A 1.5% PROCESSING FEE WILL BE ADDED FOR CREDIT CARDS)

NAME ON CARD _____

CARD NUMBER _____

EXPIRATION DATE _____ SECURITY CODE _____



SECTION X. Annual Membership Fee