

*For Immediate Release*

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### **Janet Davis Cleaners Attended Association of Wedding Gown Specialists Annual Meeting in Las Vegas**

Berkley, MI – March 12, 2010 - Kyle Matthews and Dave Matthews of Janet Davis Cleaners in Berkley, MI attended the Association of Wedding Gown Specialists annual meeting in Las Vegas, Nevada March 4-7. Topics for this year's meeting included what services dry cleaners can offer brides, what services brides are looking for, tips for cleaning wedding gowns and much more. The pair led a demonstration for the group on cleaning couture wedding gowns during a tour of a local member dry cleaners in Nevada. Other speakers included Jane Heflin, director of the WeddingChannel Couture Show, Ashley King of AshleysBrideGuide.com, Sonny Ganguly, Chief Marketing Officer of WeddingWire.com and Kathy Jo Peterson, a professional wedding planner.

During the plant tour portion of the meeting, Dave Matthews and Kyle Matthews of Janet Davis Cleaners led a demonstration on cleaning couture wedding dresses. "This method takes longer than traditional methods, but is safe for cleaning heavily beaded gowns and gowns with other ornate details," said Dave Matthews during the presentation. Over fifty dry cleaners from across the country attended the demonstration.

Jane Heflin, director of the WeddingChannel Couture Show held twice annually in New York, shared her insight into the world of wedding gowns. The wedding dress is still one of the most important pieces in the wedding, according to Jane. Also, even with the prevalence of the internet in wedding planning, brides are still turning to magazines for ideas and inspiration.

Ashley King of AshleysBrideGuide.com, a Nashville-based wedding blogger, communicated the importance of using blogs to share your services with today's bride. She advised that using a blog helps to showcase your talents and shares your personality with potential customers.

Sonny Ganguly, Chief Marketing Officer of WeddingWire.com, shared his Top 10 Marketing Resolutions for 2010. The theme of Ganguly's talk was to engage directly with brides using the social media platform.

Kathy Jo Peterson, a California-based wedding planner, shared how we, as wedding dress cleaners, can help wedding planners by educating them about what we do. Peterson shared that out of all the wedding professionals she interacts with, dry cleaners are her weakest link.

The perennial favorite part of the meetings is the round table discussions which were held Saturday afternoon. Kyle Matthews of Janet Davis Cleaners led the discussion about effective methods for cleaning wedding gowns. Other topics included social media, interacting with wedding planners, becoming more eco-friendly without diminishing services, and bridal fairs.

The association is a nonprofit trade group with members in the United States, Canada, Australia, and South America specializing in dress cleaning and wedding gown preservation.

Janet Davis Cleaners services all of your dry cleaning needs in Southeastern Michigan, with dry cleaning delivery service throughout Oakland County and Wayne County. There are locations in Berkley and Bloomfield and the company has been family owned and operated since 1938. Janet Davis Cleaners has been featured on WDIV-TV, WXYZ-TV and WDVD radio. You can learn more at [www.JanetDavisCleaners.com](http://www.JanetDavisCleaners.com).



From left to right, Dave Matthews of Janet Davis Cleaners, Ashley King of ashleysbrideguide.com, Jane Heflin of WeddingChannel Couture Show, and Kyle Matthews of Janet Davis Cleaners.

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