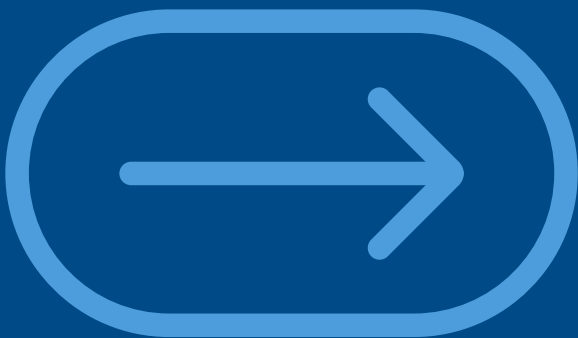


MEMBER SPOTLIGHT

From Hands-On Learning
to Business Growth: Mary
Espinosa's CLA Story



MARY'S JOURNEY

- Took ownership of Nifty Laundromat in 2004
- Learned the business hands-on: plumbing, electrical, hiring
- Balanced family advice with her own strategies
- Ran the daily grind as owner/operator

"I had no idea of the endeavors I would encounter through the next 21 years [...] I learned that I had to do things differently than my parents."



HOW CLA HELPED MARY GROW

- Access to essential tools & resources
- Engaged with other owners and developed critical thinking skills
- Help with cash flow sheets, insurance, brainstorming
- CLA webinars and the Clean Show make learning flexible
- Support from CLA staff whenever help was needed



"CLA is a valuable resource every laundromat owner should utilize."

MARY'S ADVICE TO OTHER OWNERS

- Embrace new technologies technology
- Learn to adapt to industry changes as they come
- Use CLA resources and community support

"I firmly recommend any laundromat owner to understand the tremendous value a CLA membership has."