

# Restoration

D R Y C L E A N I N G N E W S <sup>SM</sup>

A quarterly publication containing important insights and useful information for insurance adjusters and contractors



For 24 hr. claims assignment,  
call 1-888-DryClean  
or visit [www.CRDN.com](http://www.CRDN.com)

## Did you know...

*As part of its commitment to providing ongoing educational opportunities, CRDN offers continuing education (C.E.) credits for insurance adjusters and agents.*

*CRDN does not charge a fee for courses, which include "Benefits of Restoration Drycleaning" and "Mold and Textile Restoration." In 2004, CRDN conducted these courses in many states, and plans are well under way to expand the offerings in 2005.*

*Call us for information on course availability in your area.*

## Q&A with CRDN's President

After spending two years as CRDN's Vice President of Field Operations, Chip Bifano was named President of CRDN in 2004. Previously, Bifano spent many years with a national leading restoration contractor. Following is a recap of an interview conducted with Bifano.

**Q. As CRDN begins the fourth year of operation, how would you characterize the organization?**

**A.** CRDN has experienced tremendous growth since our launch in mid-2001. Today, our textile restoration specialists serve nearly the entire U.S., Canada and the U.K. CRDN is very focused on meeting the needs of adjusters, contractors and contents companies by providing timely, consistent and high quality service that saves time and money.

**Q. What are the advantages of a CRDN member compared to a local drycleaner?**

**A.** First, it is important to keep in mind that all CRDN members are still local drycleaners; they are very much a part of the community they serve. As a part of an international network, CRDN members are thoroughly trained in all phases of our consistent, uniform system. They follow strict procedures for response, inventory, restoring, storing and billing.

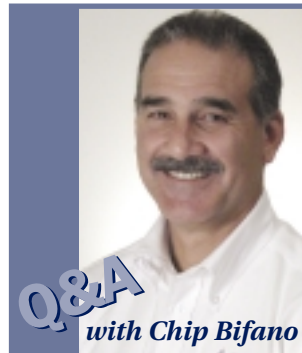
CRDN members also can tap into the vast knowledge and resources of others in the network. For example, our 2004 Convention brought together nearly 300 guests representing three nations and nearly 90 percent of the organization. Attendees spent two full days in educational seminars, presentations and roundtable discussions designed to enhance the service we provide.

**Q. What are your plans for the future of CRDN?**

**A.** One primary objective is to continue improving every aspect of our business. CRDN is comprised of dedicated professionals who understand our role in helping homeowners recover from

accidents and disasters. This organization has attracted premier drycleaners in the areas we serve. As a result, we are in the final phases of adding members to complete coverage across Canada, as well as targeting a few mid-size markets in the U.S. which will broaden the reach and response we offer.

We also are very focused on training at every level of the organization. The CRDN home office has expanded its training staff and introduced interactive, multimedia training materials to supplement ongoing in-person instruction. CRDN is an organization dedicated to the highest levels of service and response to ensure that we meet the needs of those we serve.



## MISSION STATEMENT

Through a shared vision, CRDN is committed to respect and serve the needs of our team members, customers and community with the highest degree of quality, empathy and integrity in all aspects of our business.

## CRDN Partners in Canada Complete Training

After three years of growth in the U.S. and the United Kingdom, CRDN now has established a significant presence covering half of Canada. Drycleaners representing eight regions of Canada—from Montreal to Calgary—recently completed a week-long training session in Michigan and launched their textile restoration businesses as part of CRDN.

Successful completion of the training program, encompassing classroom presentations and hands-on experience in the field, is mandatory before a drycleaner can begin working as a CRDN representative.

“Each person in the training class spent a significant amount of

- time gaining a real hands-on knowledge of how the process works
- on a loss site,” said Nancy Grott, CRDN’s Director of Training.
- “As a result, they are able to return to their business and train their
- staff accordingly.
- “To supplement this experience, we provided materials that were
- customized for each Canadian province, taking into consideration
- details such as bi-lingual requirements, government regulations
- and workers comp issues,” said Grott. “Despite these technical and
- largely administrative variations, the CRDN system of serving
- adjusters, contractors and homeowners remained unchanged,
- which is a very powerful statement about how we operate.”



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