



Wayne Wudyka hasn't gone Hollywood, but when ABC-TV's popular show *Extreme Makeover: Home Edition* needs textiles restored in places like Brandon, Miss., he's on the case. As CEO of the Certified Restoration Drycleaning Network in Berkley, which has more than 100 franchise partners, Wudyka, right, admits his industry doesn't often get media exposure. So he feels fortunate to work with popular show designers like Michael Moloney, left. "The TV show has been great for our guys at the local level, because the textile emergency business is about as exciting as dry cleaning gets," he says. The partnership with the show's production team has done wonders for Wudyka and the CRDN. "This is our road game, and it's a lot of fun," he says. "Because our franchised partners work with local people, it can get pretty emotional when *Extreme Makeover* comes to town." —RJK