



# Margaret's Named Top Family-Owned Business

June 2007

www.natclo.com

Margaret's Cleaners received the 2006 Best Medium-Sized Family Owned Business Award from the San Diego Business Journal and the University of San Diego Family Business Forum. Based in La Jolla, CA, the company also has locations in Del Mar and Newport Beach.

As a family owned and operated business since 1987, Margaret's was chosen for this prestigious honor for many reasons, including: the family members' participation in day-to-day operations; the number of generations of family involved in the business; the company's history and sales growth; the company's involvement in its community and its support of charities and local organizations.

During the evaluation process, questions also included how the business had affected the lives of each family member, how well they get along together, and what each person's responsibilities are.

The husband and wife team of John and Barbara Horst purchased the five-employee Margaret's Knit Blocking business in 1987, after successfully running their own 80-employee drycleaning business for 34 years in Ohio.

Twenty years later, two generations of the Horst family are involved in the daily operations. In addition to John, chairman of the board, and Barbara, controller, the family management includes their son, Chuck, president, their youngest son, Scott, vice president of sales, John's brother, Carl, vice president of operations, and their daughter, Jan, who is in charge of human resources.

They all choose to spend their days together, eat lunch together and live within a few miles of one another ... rare with any family, let alone one that jointly experiences all the challenges and stresses of running a multimillion dollar company.

Chuck, Scott, and Jan are the fourth successive generation of the Horst family to run a drycleaning business, which started with their great-grandfather in the late 1800s.

Margaret's employs over 70 trained and skilled individuals in three locations, La Jolla, Del Mar and Newport Beach. In addition to its three stores,



The Horst Family, standing left to right: Jan, Scott, Chuck, Carl & Robin  
Seated are Barbara & John Horst.

Margaret's has six drivers who deliver throughout San Diego and Orange Counties. Their many customers include Nordstrom, Saks, Neiman Marcus, Louis Vuitton, and over 60 other couture garment retailers who use Margaret's to take care of their finest clothing and accessories, and resolve cloth-

ing-related issues. Margaret's is now the third largest couture cleaner in the nation and the only 5 Star Certified Couture Cleaner in Southern California, as recognized by Leading Cleaners Internationale.

The company's services include fine drycleaning, couture alterations, beaded and evening apparel cleaning, knit blocking and repair, wedding gown preservation, restoration, French hand laundry, purse cleaning, and leather and suede cleaning.

Margaret's web site, www.margarets.com, and an extensive brochure feature a complete range of services and a great many customer testimonials. Recently, a dedicated voice mail was set up to allow customers to call in audio testimonials, some of which can be heard on the website.

Margaret's takes pleasure in tackling challenging cleaning jobs, and often those jobs arrive as referrals from other drycleaners, both locally and nationwide.

The company's CleanByMail service receives a wide variety of unusual, and often difficult, jobs every day, from restoring a collection of Civil War uniforms to cleaning a favorite Prada purse that was damaged by another drycleaner.

The Prada story is featured on the company's purse blog: [pursecleaning.blogspot.com](http://pursecleaning.blogspot.com).

Margaret's Cleaners is a member of the the Association of Bridal Consultants, the Association of Wedding Gown Specialists, the Better Business Bureau, the California Cleaners Association, Fashion Group International, International Drycleaners Congress, International Fabricare Institute, Leading Cleaners Internationale, Methods for Management and National Cleaners Association.