



Elite BEAT:

Sudsies.com grows by delivering quality cleaning care

BY ARLENE HAUBEN

PROVOCATIVE QUESTIONS FOR PROVOCATIVE PEOPLE

Jason Loeb started Sudsies.com 11 years ago and has built a strong brand in the tri-county area. He is a true entrepreneur in spirit and practice. His enthusiasm for his business and community go beyond the ordinary.

AH: Jason, you have grown Sudsies.com into an innovative dry cleaning service company. How did you do it?

JL: From the start, I envisioned Sudsies as much more than a dry cleaning and laundry service. I set my sights on a certain market and built the brand around that market. Then we created a message for those people to notice and connect with. Finally, we communicate with our customers through various methods to keep them happy, and even amused. It's taken planning and focus, but now I believe that the words and music have come together.

AH: What is one of your most important messages?

JL: It is that we care about your clothes and about how you look and feel. By creating a warm and fuzzy experience, we build trust and loyalty.

AH: What do you think makes Sudsies so different from other cleaners?

JL: We create a unique experience to personify the Sudsies brand. Everything begins and ends with a smile. We try to be friendly and have a sense of humor. For



example, on our website Sudsies.com, we provide funny tips: "If you are out of clean clothes to wear, be sure and turn your dirty ones inside out." We send out postcards with quips that make people laugh and remember us. Our motto is "Your clothes will love us."

AH: How easy is it to contact Sudsies?

JL: Customers can schedule pickup and deliveries of their clothes on our user-friendly website and track the

orders. You can also call the Customer Care Department to schedule a pickup and delivery. We always ask for special instructions, such as starch or no starch, buttons to be sewn on, and things like that. It's the little things that count.

AH: What is your ultimate goal for the company?

JL: We are expanding to other areas of personal and home cleaning, such as rugs and carpet cleaning. We started Rugsies.com two years ago. We also do interior home and fabric cleaning. We are establishing Bugsies.com, a pest control service. We plan on taking a hometown developed brand and moving it into other markets with similar demographics.

AH: Since you grew up in Miami Beach, you must feel a commitment to the community. In what ways are you involved?

JL: It is important to be responsible to the community. Currently, it is an honor to serve as Chairman of the Young Founders of Mount Sinai Medical Center. Our board is charged with bringing awareness of the importance of philanthropic giving. I sit on a number of other non-profit boards and am a member of the Aventura Marketing Council Chairman's Roundtable, and feel a responsibility to give back to the community at large in as many ways that I can.

For clean ideas, visit Sudsies.com, or call Customer Care 305-864-3279.

There's always a party at Gulfstream Park Racing and Casino

From Gulfstream Park's "I Love New York" vacation getaway sweepstakes Saturday, June, 7th - Belmont Stakes Day - to their June Bug giveaways of two 2008 Volkswagen Beetles, the party never stops at Gulfstream Park during the month of June with the hottest promotions, prize drawings and giveaways in South Florida.

Gulfstream Park's Casino Player's Club members are eligible to take part in their numerous daily promotions. With an attraction on nearly every day of the week, it's hard to leave the premises!

On "Monday Bonus Bucks," Player's Club members who qualify will receive a direct mail piece inviting them into the casino to redeem free play pre-loaded onto their cards.

"Seniors Day Tuesdays," Player's Club members over 55 earn \$10 with their first five earned points. In addition, from 10 a.m. to 6 p.m. members have a chance to win \$55 in free casino play every 20 minutes.

"Scratch & Win Gulfstream Gold on Wednesday," players can cash in Gulfstream Gold tickets for cash or free play prizes and earn a Gulfstream Gold scratch-off with ten points (up to



Gulfstream Park's casino is the first South Florida pari-mutuel to offer the hottest new casino game: Fort Knox Progressives

five in a day.)

Every Thursday during the month of June, Gulfstream Park will award \$500 in cash giveaways every 20 minutes from 2 p.m. to 10 p.m. The drawings are for Good Luck Player's Club members only.

Every hour from noon to 8 p.m., on "Spin & Win Friday," one player will spin the wheel for cash and prizes. In addition, on Friday June 6th and June 13th, players that earn 50 points will be eligible for a chance to win their choice of either a \$25 BP gas card or \$25 Publix Gift Card.

On Saturday, Belmont Stakes Day, get ready for the "I Love New York" prize drawing where the casino is getting in on the fun with a prize package that includes a trip for two to New York including hotel accommodations, air fare and the winner's choice of two of the following four entertainment options: two tickets to a Broadway show, a New York Yankees, Jets or Giants game.

At Gulfstream Park there is plenty of free parking in the north and south lots. Valet parking is also available at a cost of \$3 every day. For more information, call 954-454-7000 or visit gulfstreampark.com

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