



**Bob Pfeifer**  
**District Manager, East – Laundry Division**  
**Lansing, Michigan**

**What led you to choose a career in this industry?**

After graduating from high school I went to work for General Motors, which many of my classmates did as well. We only thought of the money the factory provided. After less than two years, I realized there was no way I could live that life so I decided to quit my job and go to college. I was also interested in playing football, and coincidentally a teammate on a semi pro football team I played for was the General Manager of a laundry in Lansing, MI. I quit the factory in April and school did not start until August so I went to work for the laundry, just for something to do until school started. I found it interesting, worked summers during college and after my football career was cut short due to injuries I went to work full time at the laundry.

**What do you do in your position?**

I am responsible for the complete operations at 7 different laundry facilities located from Lansing, MI to Miami, FL. My responsibilities include all Profit & Loss functions for each unit while maintaining and growing relations between our clients and Sodexo. I also participate in new business surveys and cost modeling for the laundry sales team. And I take part in various corporate projects as assigned. The enormity of a commercial laundry, its machinery, is something that can only be understood by seeing it.

**What are some of the challenges you take pleasure in for your job?**

For me the laundry process has always been simple, find the best way to get from point A to point B and make sure everyone knows how to do it. That is not an easy thing to do when you could be relying on 100 – 150 people to be successful. The process of showing how successful we can be, the time and effort of getting the team to buy in and share my vision and goals are the major challenges.

**What motivates you to do your job?**

Many years ago, at the age of 16, after being fired wrongly from a job, I complained to my father. He gave me some very good advice, which I have chosen to live by. He told me no matter what the situation, do not ever let anyone feel you didn't do your best, and that as long as you work for someone you need to give them 100% effort. When you feel you can no longer give that, then you either need to buy the company and run it yourself or get another job. Those words have followed me, and I believe I work to achieve because that is what I am supposed to do. Motivation is being number 1 in the company in revenue percent, having the highest possible PPOH, the best safety record, and happy employees. These types of rewards/accomplishments are what motivate me.