

Gentle Touch Dry Cleaning Sheila & Manual Lucero



Manual & Sheila Lucero, owners of Gentle Touch Dry Cleaning, started their business November 5, 1999. Sheila runs the dry cleaning business, and Manual works for Western Gas Resources, but does a lot of maintenance for the business. Initially, they started a dry cleaning business with alterations, laundry, sewing and ironing.

Shelia did a lot of preliminary work to be sure she knew what they were getting into. She visited a lot of different dry cleaning businesses in Evanston and in Utah. Some were willing to help and one business owner in Evanston gave her very good advice and a lead to purchasing some used equipment for her store. Shelia worked with the SBDC for ideas and advice and received an SBA loan. Larry Hardgrader from the State Bank of Green River made her complete a business plan, which she credits a portion of success to.

The Lucero's made a deal with the landlord who had space in a small strip mall in Green River to do all the renovations, fix up and paint the space, if he would lower the rent. The landlord agreed to the deal six years ago and they became the only dry cleaning business in Green River, Wyoming, at that time.



Sheila worked alone for the first year doing everything in the business. When Sheila started the business, establishing the customer base was difficult, but her business strengths were good customer service and a good reputation in treating her customers fairly. If there is a problem, they work it out to make things right. They are fair and honest with both the customers and the employees.

Then on March 5, 2002, the Lucero's opened a second business in Rock Springs. The only dry cleaners went out of business in the mall as the rent tripled, and they could not pay the rent. The cleaners needed to move, so they bought out Finer Cleaners which had been in the same location for 50 to 75 years. Cleaning out the business proved to be a huge challenge, but business is good and they employ 9 to 10 people in the two stores.



The Lucero's have six children, three sons and three daughters. They also own three other homes that are rentals. At the present, Sheila and Manual help out at their church with activities and Sheila teaches Sabbath School. Sheila is a Deaconess of the church and Manual is a Deacon. Without the support and assistance of her husband, Manual, the success of the business would not have been realized. Shelia feels blessed in her success, her family, customers, and employees.

You can find Sheila behind the counter at 120 Uinta Dr., Green River, WY 82935, phone 307-875-4079 or 656 Pilot Butte Ave., Rock Springs, WY 82901, phone 307-362-2221.