



THE Reclaimer

SEFA Board and Annual Meeting Coming to Georgia in August

MAY/JUNE, 2021
VOLUME 20, NO. 2



IT IS OFFICIAL! SEFA IS RETURNING TO FACE-TO-FACE MEETINGS AND HAS SCHEDULED ITS ANNUAL MEETING FOR SATURDAY, AUGUST 14TH AT CALLAWAY RESORT AND GARDENS, IN PINE MOUNTAIN, GA. THE ANNUAL MEETING WILL BEGIN AT 8:30 AM, AND WILL BE DIRECTLY FOLLOWED BY THE SEFA BOARD MEETING .

The annual meeting will feature the installation of new Board Members and the passing of the Gavel from Rhonda Eysel to a new SEFA President. The Board meeting will focus on Membership, Education, SDLS Convention & Exhibit planning, Member Communications, and other vital topics. The Board will also host a group dinner on Saturday Night, and there will be optional group activities available including Golf on Friday afternoon.

“We are very excited to finally be able to meet in person again,” offered Rhonda Eysel, SEFA President, “and I think it will be a great opportunity for people to reconnect. I know I have missed the camaraderie of the Board and the membership getting together. The information I learn from all the participants is tremendous. It will be nice to see old friends, and meet some of the new members I have only seen on Zoom!”

All members of the association are invited and encouraged to attend both the Annual and Board Meetings. Room rates at Callaway Resort are \$189/night. The resort features one of the most beautiful Georgia Botanical Gardens. You can step into a world where butterflies alight on your shoulder. Where birds of prey steal your gaze. And the stress of your daily routine melts into a sea of vibrant azaleas. Where you stumble upon charming stone chapels. And listen to the chirps of woodland birds as you stroll past fragrant blossoms and pine trees. Our Georgia botanical gardens brims as much with history as it does with flora and fauna, inviting you to explore, learn, and take in both a rich past and the wonders of nature at your own pace.

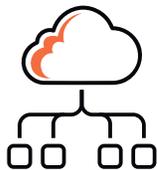
If you are interested in attending the meeting, golf, and/or dinner, please contact Peter Blake at the SEFA Office: 617-791-0128 or peter@sefa.org for hotel reservation information.

IN THIS ISSUE

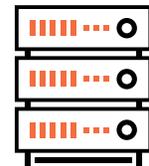
- Executive Director’s Report: Where is the Industry Headed?.....3
- The “Talent Acquisition” Process4
- Supply Chain Disruptions Causing Concern5
- DLI Opens New Era in Professional Training.....10
- Idea of the Month: Employee Recognition Programs.....12
- SEFA/DLI Live Training Programs for July13
- Allied Trade Members15

POINT OF SALE SOLUTIONS

Transactions are easier than ever with our POS software tailored to the specific needs of dry cleaners



CHOOSE BETWEEN HOSTED OR STANDALONE



No matter the size of your business, you choose the **cloud** or **local server**.



Route Management

Our route software has everything you need to stay organized and keep track of your routes



Cloud Based Backup

Our cloud based backup provides you with a secure offsite copy of your data should disaster strike.



Assembly Manager

You can enjoy the benefits of an automated assembly conveyor at a fraction of the cost

SEFA OFFICERS & DIRECTORS 2020-2021

CHAIRMAN

Don Holecek

PRESIDENT

Rhonda Eysel

V.P. SOUTH CAROLINA

John Johnston

V.P. ALABAMA

Mark Watkins

V.P. FLORIDA

Randy Parham

V.P. TENNESSEE

Don Holecek

SECRETARY

Julia Campbell

FINANCE CHAIRMAN/TREASURER

Mark Watkins

STATE DIRECTORS

ALABAMA

Mark Watkins

Jason Windham

Tim Morrow

FLORIDA

Randy Parham

Joe Lancaster

Kevin Johnston

Wash Respass

GEORGIA

Warner Wade

Julia Campbell

SOUTH CAROLINA

Russ Bullard

Coles Taylor

Perry Bullard

TENNESSEE

Don Holecek

ASSOCIATES

Frank Buckley, AL

John Neu, GA

James Peuster, GA

Frank Briercheck, FL

Ken Holder, FL

Rusty Daniels, SC

Larry Wolff, TN

ASSOCIATE DIRECTORS

AT LARGE

Jim Groshans

Mack Magnus

Steve Pedelty

DIRECTOR EMERITUS

(HONORARY)

Buster Bell,

Gary Dawson,

Lang Houston,

Rick Miller,

Jim Parham,

Ed Robinson,

Milton Magnus

EXECUTIVE DIRECTOR'S MESSAGE...

Thank You for the Privilege

HEY FRIENDS! WELL- THIS IS IT! MY TIME AS SEFA PRESIDENT HAS COME TO AN END. IT HAS BEEN AN HONOR AND PRIVILEGE TO SERVE THE GREAT PEOPLE OF THIS ORGANIZATION THE LAST TWO YEARS. ALTHOUGH WE'VE BEEN UNABLE TO MEET IN PERSON THE LAST 15 MONTHS, WE'VE CONTINUED TO MEET VIA ZOOM AND HAVE WORKED HARD ON EDUCATING AND PLANNING AHEAD FOR OUR INDUSTRY.



*Rhonda Eysel,
SEFA President*

It's been an excruciatingly challenging in all aspects for all in our industry, but we've pushed through and finally seem to be over the hump. I think we are finally coming out the other side and there is a bright future. We have had to make some significant changes, as I am sure you all have had to as well. I am very thankful for all the support I have gotten from my fellow SEFA and DLI Members. I know our strong community is one of the reasons we have been able to survive these challenges.

I want to take a moment to thank DLI/SEFA and their leadership for all they've done to help us during the last year. They've done an OUTSTANDING job leading us and helping each of us navigate the murky waters of the COVID-19 pandemic. From weekly Zoom calls that started off with HR and Tax professionals sharing info on how to access PPP funds, EIDL loans and Employee Retention Tax Credits, to the Peer-to-Peer calls where we each share ideas on what's working in our own businesses, to zoom calls on creative ways to attract and hire talent when so few people were looking for work. DLI has continued to lead and show tremendous value to our members and we appreciate y'all so very much!

I also wanted to thank Peter Blake and Leslie Schaeffer for spearheading and executing an incredibly successful virtual expo last Fall and this past Spring, for everyone in our industry. We had phenomenal speakers from inside and outside of our industry and everyone who attended gleaned pertinent and relevant information that would help us plan ahead.

LOOKING AHEAD

We're finally able to meet and will be doing so the weekend of August 13, 2021 at Callaway Gardens in Pine Mountain, GA. I'll be passing the gavel to Randy Parham, of Acme Cleaners in Orlando, FL. Randy is a third generation drycleaner and has been involved with SEFA for many years. He has served as SDLS Chairperson and has been extremely active in the SEFA/DLI Peer to Peer calls sharing his insights and experiences. I am confident we are leaving the association in great hands, and I know he will continue the great SEFA tradition of leading the way.

I want to thank you all for your support and confidence you have generously given me in my tenure as President. I have learned so much, and I have become a better businessperson through working with you all. Thank you!

Rhonda Eysel

Rhonda@masterkleen.net

(706) 681-5958

The “Talent Acquisition” Process

By Peter Blake, Executive Director, SEFA, MAC, and NEFA and originally published in National Clothesline



NATIONWIDE, SMALL BUSINESSES ARE FACING THE SAME OBSTACLE: LACK OF HELP AND INABILITY TO FULLY STAFF THEIR OPERATIONS. THIS IS THE SINGLE GREATEST CHALLENGE EXPRESSED BY

ALL BUSINESS OWNERS, AND WE ARE NOT ALONE. RESTAURANTS, RETAIL STORES, AND OTHER SERVICE BUSINESSES ARE COMPETING FOR THE SAME LABOR POOL.

We were facing this same problem before the pandemic, and now it is even worse. There are a great many reasons we can point to: FFMLA, Government assistance, federal unemployment subsidies, lack of childcare services, remote schooling, fear of COVID, and the list goes on. It is a perfect storm of obstacles to re-energizing the workforce.

At the outset, I thought with the number of businesses closing, and non-essential businesses being forced to stop operating at full capacity, pre-pandemic labor shortage would reverse itself. I was confident that people would be hungry to find and get back to work, but just the opposite has happened. It is becoming harder and harder to find people, and even more difficult to hire the right people to fit into your team. Every business owner needs to be in a constant state of “Talent Acquisition”. You can never feel that you are fully staffed, because at the worst possible moment, you will lose a key person and you are back at square one. If you need one person, try and hire two. In the long run being a little overstaffed will always cost less than being caught understaffed.

If you have extra personnel, you can always transition weaker team members to different jobs, or realize they are not a right fit and help them find something better suited for them. You always have room for talent and great additions.

WHERE TO FIND TALENT

There is no magic bullet. I am sure you are all using message boards, InDeed, ZipRecruiter, Monster.com, Craigslist and other avenues. I hope it is working for you, but if you are like most of the companies out there, the people you want to hire or look at seldom show up for the interview or have already joined another staff. This can get frustrating and can waste a lot of your time.

There are a lot of things you can do to make better use of those tools. If you need help – reach out and I can share some ideas

for you. If done right, those tools can be useful. You have to be quick, attentive, responsive and decisive. Everyone is using these tools and the competition is fierce. Do not just rely on putting an ad on those message services and expect a great return. You must be the aggressor. You must search for candidates that are actively updating their information. You need to go find them. By the time they see your ad, it may be too late. They will probably have been scooped up by someone else.

I am going to make a confession here, many of the ideas that I am referencing have come from the DLI Peer-to-Peer Zoom calls for members held weekly. There is no better forum to discuss issues, ask for advice, and to learn new ways to approach old problems.

To really be successful, however, you need to step outside the normal everyday tools and constantly be a “Talent Agent”. You must be on the lookout for the type of people you want to build your staff. When you are out at a restaurant and get exceptional service, maybe leave a business card with their tip letting them know if they ever consider a career shift, you are always look for team members. Retail stores, service technicians, home delivery people are all viable candidates for you to be on the lookout for. Any place you encounter the types of people you wish you had working for you – it is OK to put a lead out there and let them know there may be options. You can have something printed on the back of your business cards like: “Looking for a new career direction? Join the XYZ Cleaners Team. We are interested in exceptional people”.

Be prepared to recognize potential everywhere. Over the past year, many great employees have been kept working, but their hours have been cut. Do not be afraid to approach people with potential and offer them supplemental hours. Retail stores and restaurants are great resources. Let the prospective hire know that if they need more hours, you may have some flexible hours you can give them if they want to try something new. It does not always have to be a career change.

We often talk about networking for sales, but you can also do it for employees. Maybe you know another company that is struggling to give their employees the hours they need. Let them know you may be able to help the employee recover the lost time. You can work out an employee sharing program if neither business needs full time people.

Do you have some strong staff members? Ask them for referrals. Offer to pay referral bonuses if the employee works out. Incentivize them to help you build your staff. Have you thought of your customers? They already know and like your business, or they

Continued on page 8

Supply Chain Disruptions are Causing Industry-wide Concerns!



EVEN WHILE IN MOST PARTS OF THE COUNTRY COVID IS FADING INTO THE BACKGROUND AND PEOPLE ARE TRYING TO RETURN TO A MORE PRE-PANDEMIC LIFE, THE LINGERING EF-

FECTS ARE FAR REACHING AND WILL CONTINUE TO IMPACT ALL SMALL BUSINESSES OVER THE COMING MONTHS.

One of the biggest concerns facing all businesses is the availability of raw materials, products, and availability of goods. With all the shut-downs nationwide, manufacturing was slowed to a crawl. We are now suffering through some of the real effects of this in the Laundry and Drycleaning industry. Supplies like hangers, poly, and some chemical products are becoming back-ordered and hard to get. Some traditional supplies are not as readily available as they have been.

“It is not only the availability of the materials to make these necessary products”, observes Peter Blake, SEFA Executive Director, “but it is then the shipping and transportation that we have to worry about. With everything on hold for so long, coupled with the lack of a consistent workforce, product delivery is a nightmare. Simply put there just is not enough trucks, shipping containers, ships, or people/drivers to deliver all the products needed. You are seeing it in our industry and in other parts of your life. Supermarkets, restaurants, even pool supply stores are experiencing shortages. This too will pass, but it will continue to negatively impact our industry in the short term.”

“Prices of these goods and services may keep rising in the short term,” cautioned Blake, “but they should stabilize as the urgency of supplying the increased demand dissipates. I am confident that this is not a case of anyone trying to monetize the situation, but it just shows how the effects of this pandemic have trickled down to every part of our economy. It is like throwing a stone in a pond and watching the ripples widen as it disperses. We are seeing that same effect on prices of goods and services on down the line. Unfortunately, it is the end users, your customers, that are ultimately going to feel the effects and increases. It is not just the businesses

Continued on page 6



For all your dry cleaning, laundry and janitorial supplies

Now is the time to switch to paperless!

Stay Connected
Get up to date technical guidance, download Safety Data Sheets, get easy access to events, helpful links and useful documents.

**GO GREEN
GO PAPERLESS**
Stay in Control, Connected and Informed digitally



With all of the tools available now
You can easily manage your account in one place
You do not need paper anymore!

Stay Informed
Have everything you need, all in one place, for easy reference, tracking and budgeting. Stay on top of your orders and payments by having an e-mail notification when they happen.

**Thank you for supporting our initiative to
Go Green , Go Paperless**

Contact us at info@fabricleansupply.com to enroll

You'll wonder why you didn't do it sooner!

By enrolling in FabriClean Paperless E-Communications, I agree to receive my statements and other documents electronically. I will receive an email when my statement or notice is available to view online.

Supply Chain Difficulties Affecting Businesses Nationwide

Continued from page 5

we deal with, but every layer there are more and more impacts.”

HOW CAN YOU PREPARE & PROTECT YOURSELF?

One of the best things you can do is to have an open dialog with your salesperson and the companies you are purchasing from. You need to develop an honest relationship and let them know what you need -- and when you need it. If you are a loyal customer, they will do all they can to make sure you have the essentials and you can continue to operate. You also need to have some flexibility in your ordering patterns.

“There is a great deal of concern in the marketplace,” offered Mike Ross Co-Owner of one of the Industry’s Leading Distributors, “and I hope people understand what is driving these changes. We will always do our best to supply every customer with what they need. In order to do that, we need our customers to let us know what they need to get by. Keep the communications open. If you need 3 boxes of hangers -- don’t tell us six, because somewhere down the line someone will not be able to function on what we can get. We need to all work together to make sure our industry stays strong.”

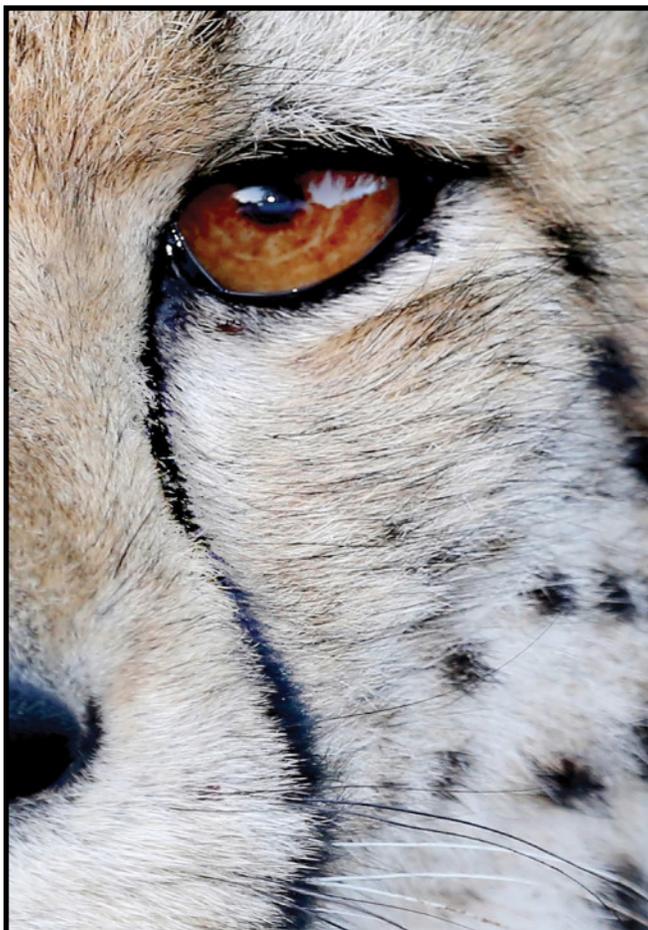
“The other important issue is adaptability,” continued Ross. “We are trying to alert our customers to supply issues and the need to be flexible. You might not be able to get white shirt hangers. In the short term you may have to do with green or galvanized. We are in the process of shoring up some high grade suit hangers from a dif-

ferent source. They are an upgrade, but they may be the only way to satisfy the demand. For instance if you need boiler treatment, you may not be able to get a specific brand, and there may have to be a substitute. These are all potential solutions to some tough issues. We will do everything possible to help you remain viable and to have the products you need to operate.”

This is not a regional issue, or even an industry issue. This is a reality across the country for a wide variety of businesses. As factories come back online, and start to ramp up, the drain on steel and plastic resin is enormous. As products are starting to be made, the demand for transportation is huge. These issues will continue to plague our industry and will continue to escalate costs of goods.

“We have heard rumblings”, cautioned Blake, “speculating if certain companies are taking advantage of the situation to inflate prices. I am very confident that this is not happening within our industry and especially not within our area. I feel the distributors are facing the same pressures you are with a higher demand in products, a shrinking supply -- and an escalating cost of doing business. The cost of doing business continues to rise and it is affecting everyone down the line. Higher prices during this time can be expected.”

If you have any concerns or if you think there are other issues that have not been addressed, please reach out to the SEFA Office and we would be glad to discuss the issue.



- Proud supporter of the industry since 1991
- Operate your POS and Plant the way you want, not the way your software wants you to
- Flexible and easy to use
- Let technology improve your operations, delivery and the customer experience



SPOT Business Systems is the most comprehensive and complete system available.

www.SPOTpos.com • (801) 208-2212

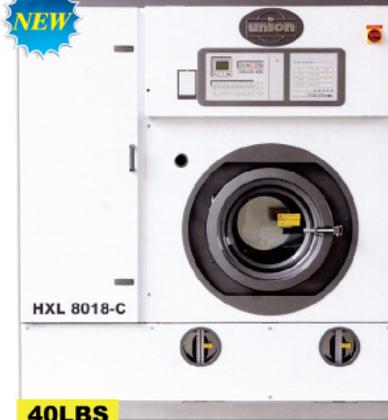
Equipment-Parts Warehouse Sales Event!

Alternative Solvent Machines

► Dry-Cleaning Machines Great Pricing



► **UNION HL-860**



40LBS



60LBS

New model available for K4(40/lb and 60/lb) with new low price.

UNIPRESS

► Up to 90 + Shirts/HR



HURRICANE HS2

Huebsch

► OPL Softmount Washer-Extractor (20-70lb)



Fulton Folton Boilers

► Vertical Spiral Rib Tubeless Steam Boilers



15-30HP

VSRT.

www.GSLAUNDRY.com



DRY-CLEANING-COIN LAUNDRY-OPL www.gslaundry.com

Toll Free : 1-800-875-4756 Tel: 770-343-8455

DRY-CLEANING-COIN LAUNDRY-OPL www.gslaundry.com

benprema@gslaundry.com

4035 Nine Mcfarland Drive, Alpharetta, GA 30004



GULF STATES

LAUNDRY MACHINERY COMPANY

The Talent Acquisition Process

Continued from page 4

would not be customers. It is ok to let them know through your email service, texting, or even Facebook & Social Media that you are looking to add assets to your team. You may be surprised what you find. Kids graduating High School looking for options or stay-at-home Moms and Dads whose kids are off to college and they are thinking about re-entering the workforce. The best candidates can often come from unlikely connections.

Also, keep in mind, you will rarely find the right person with dry-cleaning experience and someone who already knows the industry. If you do – phenomenal, but for the most part you need to be looking for the types of people you want to work for you. You can teach every aspect of this industry, but it may be harder to teach good teamwork, good customer service instincts, and integrity. Look for the core values you desire – and you can train for the rest.

“We look for three things when we hire people. Intelligence, Initiative, and Integrity. If they don’t have the latter, the first two will kill you.”

- Warren Buffett

THE COMPETITION FOR CANDIDATES IS FIERCE

Like I said earlier, everyone is facing the same challenges. The reality of today is that job applicants have many choices. With minimum wage continuing to rise and corporate pay structures in restaurants and fast-food businesses continuing to escalate, you need to set yourself apart. The days of posting an add, getting 30 applicants, and having your choice of employee is GONE. Now you are lucky to get those that apply to even show up. Things have changed, and for the employer it is not for the better.

Why aren’t they showing up for the Interviews? There are probably several answers including: really don’t want a job, already took another position, and have already decided against taking your position. I think these three are the most likely.

If they don’t really want to work or are only answering job posting to prove to unemployment they are looking, you can’t do anything about that. Trust me, you will not want them anyway. Like I said before, you need to be quick and decisive. You cannot hesitate or the qualified applicants will be grabbed up quickly and you will lose the chance. You must be flexible when scheduling phone and or physical interviews.

I hate to break it to you but working at a drycleaner is not on everyone’s priority list. As an industry we are not highly sought after. You need to be proactive with your reputation. As soon as an applicant is approached by a company, it is so easy to check them out on Social Media, Yelp, etc. When people have choices, they will gravitate to businesses they trust, believe in, and want

to work for. You have a lot of control over what they see. Make sure your Yelp and Google Reviews are good, and you are responsive. When working on your social media pages, highlight your employees. Stress their longevity. Feature ones that have been promoted or moved up in the company. Highlight activities you have done with your staff, or any highlights or recognition. When you demonstrate the value of your team members publicly, you are showcasing your work culture. You are highlighting reasons to work for you. When people are trying to decide to work for a company, these will all play a factor.

Lastly, keep in mind that while pay structure is important, it is also important to highlight the other added benefits you may offer. Flexible hours, paid time off, 401 K, any and all of these benefits could sway the decision in your favor. If you do not have a 401K, now may be the time to initiate one. There are significant tax breaks available that makes it almost pay for itself!

Finding the right fit takes work and it is not easy, but you must do all the things you can to make you and your company someone that people want to work for. As Mark Albrecht of the Route Pros has told me countless times: “Everyone Wants to work for the cool boss and the cool company.” Your job is to make them understand: that is you!

America's Most Recommended Specialty Cleaner

OVER 1,200 DRY CLEANERS, MANUFACTURERS AND RETAILERS
DEPEND ON ARROWS SKILL AND PROFESSIONALISM



- Leather & Suede Cleaning & Refinishing
- Leather & Suede Handbags
- Leather & Suede Repairs
- Designer Leathers
- Shearlings
- UGGs
- Fur Trim Cloth & Leather
- Fur Lined Leathers
- Professional Fur Cleaning
- Wedding Gown Cleaning & Preservation
- Reweaving & More

Arrow
LEATHERCARE SERVICES

Call Bruce Gershon, President

800.542.7769 // www.arrowcare.com

WHAT TO DO WITH YOUR OLD POINT OF SALE?

PIÑATA?

Gone are the days of long term contracts, expensive hardware, limited features, and being stuck with a payment processor you don't like.

You Deserve The Freedom to Choose.



DRY CLEANING SOFTWARE POS.
SMALL & LARGE CLEANERS WELCOME.



WHY CHOOSE ENLITE POS?

- ✓ \$149/mo Per Location.
- ✓ Unlimited Devices, Employees, Invoices
- ✓ Free Customer Mobile App.
- ✓ Company Based in the United States.
- ✓ Live Phone, Email, and Chat Support.
- ✓ Migrate Barcodes, Customers, and Price List from old POS.



Learn More at EnlitePOS.com or Call **404-996-0336**

Powered By

DARX

Post-Covid: Where is the Industry Headed?

By Peter Blake, Executive Director, SEFA



WE ALL EXHALED A GIANT, COLLECTIVE SIGH OF RELIEF AS THROUGHOUT THE COUNTRY COVID RESTRICTIONS ARE BEING LIFTED. WE ARE FINALLY SEEING A RETURN TO A MORE PRE-PANDEMIC LIFESTYLE AND WE ARE ON THE ROAD TO RECOVERY!

It is great news. Churches are have opened back up. Weddings are back on. Family gatherings can be held once again. Restaurants are at full capacity and people are no longer as fearful about going out into society. Graduation parties, life celebrations like wedding showers, Christenings, baby showers are all being held again. Offices are opening back up. People are returning to work, and work from home is lessening. That is all great news.

I wish that will all translate to a return to pre-pandemic volumes, but I am afraid that is not the case. While life may be getting back to “normal”, I believe the pandemic has created a shift in our consumer’s attitude, lifestyle, and purchasing patterns and these changes may be more permanent then we would like.

I think comfort and casual wear will become the uniform of choice. A shift back to more traditional “business attire” is still a long way

off, and I am not confident we will get back there anytime soon. People have gotten used to being comfortable, and they are enjoying some of the freedoms in dress and style they have been given. I think it would be prudent for our members to take notice and to plan for this style of dress to be around for the next several months at a minimum. You need to plan for it, prepare for it, and capitalize on it.

You need to continue to embrace the things I believe that will continue to develop and be the direction our industry is heading towards: more wash-dry-fold and laundry services, more complete textile cleaning including patio furniture, accessories like shoes & purses, and more convenience. Even as the pandemic fears subside, there is still an increase demand for contactless, cashless, convenient services. Pick-up and delivery is going to continue to grow.

Your potential customers will continue to be the people that value their time. They are the people willing to outsource tasks like lawn care, pool cleaning, housecleaning, and laundry. These are the people you need to target your marketing towards. These have all seen a tremendous uptick over the past year due to the covid restrictions, but even prior to that this segment was growing. The pandemic just accelerated some of these industry changes.

Take a look at your business, see what is growing, monitor what

DLI Opens New Era in Professional Training



DLI COURSES MAY HAVE BEEN INTERRUPTED DUE TO THE PANDEMIC BUT THAT DID NOT STOP THE INSTITUTE FROM OFFERING COURSES.

Eighteen students recently completed

DLI’s first-ever Virtual Stain Removal Course this spring. DLI’s School of Drycleaning Technology re-tooled the course to work in an online-only format and added extra flexibility to help students succeed in the course.

“Convenience was a huge factor for the students,” said Brian Johnson, DLI’s Director of Education & Training. “The students loved it because they didn’t have to leave their jobs and families to come to the school. With the online course they could develop this critical skill without having to be away from work or home.

“The pandemic hit our industry hard,” Johnson said. “In our school’s 94-year history we were only closed one other time — during World War II. With this course, we offered in-depth, virtual, live training. Demand was very high for this course and we pur-

posely kept the class size small so we could address any issues that might come up but there really weren’t any problems.”

The initial Virtual Stain Removal Course was comprised of six sessions over three weeks on Tuesdays and Thursdays for three hours at a time. The in-person version of this course takes three full, eight-hour days to complete at DLI’s school. After completing the course students were invited to respond to an anonymous survey. All respondents gave the course high marks and reported having a positive learning experience.

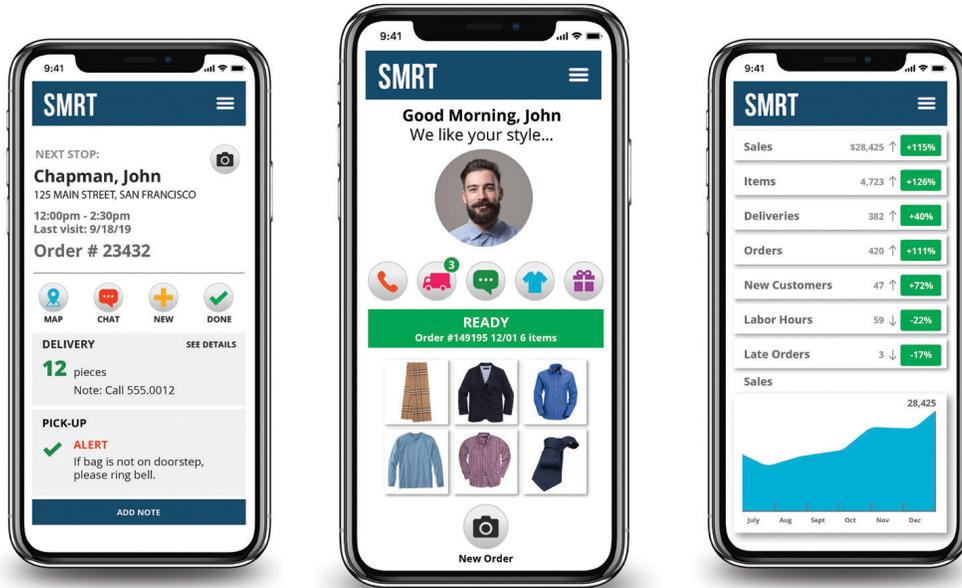
Here are some of the comments they shared:

- “This was one the most informal and helpful classes I have ever taken. The knowledge that Mr. Brian Johnson provided made my job so much easier. Special thanks to Brian Johnson!
- “I did not have a problem with the three-hour format. Brian made the class informative and enjoyable.”

COMING SOON

DLI will offer the Virtual Stain Removal course again from July 13 – August 3. This time the course will run over seven, two-hour sessions. Space will again be limited to a maximum of 20 students. DLI plans to begin offering in-person courses again this fall. The course includes a set of pre-stained fabric samples students use to practice their skills. The course textbook serves as a handy reference guide to removing stains when the course is complete.

GET SMRT



DRIVER

CUSTOMER

MANAGER

SMRT POS WAS BUILT FROM THE GROUND UP BY DRY CLEANERS, FOR DRY CLEANERS. IT'S EVERYTHING YOU NEED TO GET THE JOB DONE – CHEAP, QUICK AND EASY.



GET MOBILE AND BOOST SALES

Turbocharge your revenue with delivery & lockers. Automatic reminders, change alerts and integrated payments make mobile business a snap.



GET CONNECTED WITH YOUR CUSTOMERS

Your customers prefer communicating by text. Automated messaging and easy-to-use templates will radically improve your productivity.



GET THE BEST FROM YOUR EMPLOYEES

SMRT records who's doing what, where and when with every item, order and customer. Employee theft is a thing of the past.



GET AHEAD OF PROBLEMS

With SMRT's built-in message center and issue tracker, you'll never miss an opportunity to delight your customers with excellent service.



GET UP AND RUNNING

SMRT looks and acts like your phone, so it's easy to teach and easy to learn. We do all the set-up for you, so you can start rocking it on day one.

Idea of the Month: Employee Recognition



THE NUMBER ONE ISSUE PEOPLE ARE ASKING ABOUT IS HOW TO BUILD AN EFFECTIVE TEAM. ONE OF THE CRITICAL COMPONENTS TO THAT IS RETAINING YOUR EMPLOYEES.

Many members have been sharing their insights on the

weekly Peer-to-Peer calls hosted by DLI for our members nationwide. This has been a very energized discussion. Later in July, DLI will feature a webinar with a couple of members exploring some of the changes they have made to help retain their staff.

This Issue's "Idea of the Month" is to highlight your staff, and reward them for their support. This reward can come in a number of different ways.

"Keeping your staff motivated," offered Peter Blake, SEFA Executive Director, "is essential to having a good team. You need them

to know you value them and their efforts. When your current staff are fans of the companies, they can help you recruit new people to the team. These incentives can be everything from monetary to personal recognition."

Here are some of the unique ways members are showing their appreciation:

- On hot days, bringing in watermelons and cases off cold water. Couple that with iced down towels and it is a great way to let them know you care.
- Taking a key staff person out to dinner with their spouse as a sign of gratitude and to get to connect with them outside the plant.
- Unexpected gifts like movie passes, restaurant gift cards, etc for a job well done.
- Recognition for length of service and highlighted in company's social media platforms.
- Merit raises and increased pay or bonuses.
- Staff Pizza Parties on a Friday afternoon of a hard week

Do you have an idea you would like to share? E-mail it to peter@sefa.org

For Contactless Automation at the Front Counter, Plant and Routes



- Presses and Solutions for all Budgets
- Best and Free Technical Support Forever
- Proudly Made in the USA
- We are the Only Manufacturer of TÜV SÜD Safety Certified Presses; Includes OSHA and UL Safety Standards
- Low Cost of Ownership – Very Reliable, Easy to Fix and Upgradeable
- Pre-printed Sequentially Numbered Heat Seal Barcode Labels in One Day



A Proven Industry Leader & Recommended by the Consultants You Trust.

Call Toll Free 877.906.1818 for details on your FREE Heat Seal Press Evaluation The Ultimate Heat Seal Machine with terms and plans that work for you.

Saves You Money, Time and Labor



Toll Free 877.906.1818 www.ezpi.us



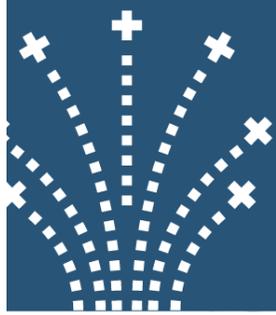
Education

LIVE TRAINING

JULY 2021

All programs go live at 1 p.m. eastern

- **Wednesday, July 14**
Handling Linen Garments with Brian Johnson, DLI Director of Education & Training
- **Wednesday, July 21**
The BEST System for Getting Top Clients to Refer Others with Industry Marketing Coach Dave Coyle of Maverick Drycleaners
- **Wednesday, July 28**
Hiring & Retaining Your Best Employees – Panel Discussion



Sharing Ideas That Work

Join your peers on Zoom every Tuesday at 11:30 am (EST). Exchange new strategies to help drive business.



Join today at www.DLIonline.org
or call 800-638-2627

What does your business need to do to become EMV[®] compliant?

Avoid Liability.

Starting October 2015, if your business does not use EMV equipment and a data breach or a counterfeit transaction occurs, you may be held financially liable if you have not upgraded.



Increase Security.

New credit and debit cards will use a chip that generates unique data for each transaction, making it much harder for criminals to duplicate card information and steal data.



Save Money.

Using EMV-compatible equipment may help lower your processing expenses by potentially reducing compliance fees.



**LET TRANSFIRST[®] HELP YOU
NAIL DOWN YOUR
EMV STATUS TODAY
WITH A \$199 TERMINAL OFFER.*
(\$495 VALUE)**

**Upgrade your equipment. Call 800.613.0148
or email DLIStatements@TransFirst.com today!**



Drycleaning & Laundry Institute
international

*\$199 terminal purchase offer valid for new TransFirst customers only. Terminal offer expires May 31, 2015. All accounts subject to credit approval; some restrictions or exclusions apply. EMV is a registered trademark in the U.S. and other countries, and an unregistered trademark in other countries, owned by EMVCo. TransFirst is a registered ISO/MSP of: Wells Fargo Bank, N.A., Walnut Creek, CA, and Synovus Bank, Columbus, GA, for Visa[®] and MasterCard[®] transactions only.

TF3893a_DLI0315AD

A-1 PRODUCTS, INC

Birmingham, AL
(205) 787-1403
www.a-1products.com

A.M. CHEVY EQUIPMENT

Pompano Beach, FL
(844) 802-3247
drdrycleaning.com

APEX INSURANCE

Delray Beach, FL
(561) 272-9683
www.forthelnsured.com

ARROW LEATHERCARE

Kansas City, MO
800-542-7769

CENTRAL EQUIPMENT COMPANY, INC

Columbia, SC
(803) 779-2390
centralequip.com

CLEANERS SUPPLY

Conklin, NY
(800) 568-7768
cleanersupply.com

DARK POS

Jalil Fanaian
(404) 996-0336
www.darkpos.com

ENVIRO FORENICS

Indianapolis, IN
(317) 972-7870
www.enviroforensics.com

EPSILON PLASTICS

Marietta, GA
(770) 578-4228
www.sigmaplastics.com

EZPRODUCTS INTERNATIONAL, INC

Wauchula, FL
(863) 767-0155
www.ezproductsinc.com

FABRICARE MANAGEMENT

Acworth, GA
(888) 299-9493
www.fabricaremanager.com

FABRICLEAN SUPPLY

Decatur, GA 770-981-2800
Columbia, SC 803-776-7988
Tampa, FL 813-623-3553

Jacksonville, FL 904-696-7688

Nashville, TN 615-254-5192
Knoxville, TN 865-689-1221
Birmingham, AL 205-251-7272

FABRITEC INTERNATIONAL, INC

Lutz, FL
(813) 990-7401
www.fabritec.com

FORENTA

Morristown, TN
(423) 586-5370
www.forentausa.com

GULF STATES LAUNDRY MACHINERY

Alpharetta, GA
(770) 343-8455
www.gslaundry.com

INDUSTRIAL EQUIPMENT & SUPPLIES

Miami, FL
(800) 969-4766

JCZ CONSULTING

Mt. Gretna, PA
(717) 507-4607
www.janezelllers.com

KLEERWITE CHEMICAL

Henrico, VA
(804) 721-8853
www.kleerwite.com/www.smartpel.com

KREUSSLER, INC

Tampa, FL
(813) 884-1499
www.kreussler.com

LAUNDRY PRO OF FLORIDA

Lakeland, FL
(813) 300-7148

M&B HANGERS

Leeds, AL
(205) 699-2171
www.mbhangers.com

NIE INSURANCE

St. Louis, MO
(800) 325-9522
www.nie.biz

N.S. FARRINGTON & CO.

Winston-Salem, NC
(336) 788-7705
www.nsfarrington.com

R.R. STREET & CO., INC

Naperville, IL
(630) 416-4244
www.4streets.com

SMITH BROTHERS

Chapel Hill, NC
(252) 793-2579

THE ROUTE PRO

1-877-DR-ROUTE
www.theroutepro.com

SEITZ, INC.

Tampa, FL
(813) 886-2700
www.seitz24.com

SPOT POS

Wash Respress
(801) 495-1200
spotpos.com

STEINER-ATLANTIC CORP

Miami, FL
(800) 333-8883
www.steineratlantic.com

UNIPRESS CORP

Tampa, FL
(813) 623-3731
www.unipresscorp.com

UNI CLEAN DIRECT, LLC

Cleremont, FL
(321) 297-4286
www.unicleandirect.com

UNION DRYCLEANING MACHINES

McDonough, GA
(404) 361-7775
www.uniondc.com

W.A.G. EQUIPMENT LLC

Mount Juliet, TN
(615) 830-5959
www.wagnashville.com

WHITE CONVEYORS, INC

Cary, NC
(800) 524-0273
www.white-conveyors.com\

WILLCO FORMS

Mike Fleming
(800) 375-3676
Golden City, MO

These suppliers support the work of SEFA as Allied Trades Members. When you need supplies, equipment or other goods or services, contact a SEFA Member first.



WE HELP DRYCLEANERS MOVE FORWARD

The pandemic is causing drycleaners to consider their exit strategies. Many are confronting the fact that 75% of drycleaning operations have contamination*. Plus, business and real estate transactions are expediting the discovery of environmental impacts. Luckily, we have your back.

EnviroForensics is a full-service environmental consulting firm that protects you against the environmental liability of perc. We use your old insurance policies as an asset to fund your site remediation and legal fees. We work with attorneys, carriers, and regulatory agencies on your behalf.

We've been partnering with drycleaners for over 20 years.
Call us today ☎ 866-888-7911 🌐 enviroforensics.com



**United States Environmental Protection Agency*