



THE Reclaimer

First Ever Virtual Fall Fest Expo a Huge Success



WITH ALL REGIONAL TRADE SHOWS LIKE OUR OWN SDLS CANCELLED IN 2020, MEMBERS WERE LEFT SCRAMBLING TO FILL THE EDUCATIONAL VOID.

In order to help answer those needs, PDCA, NEFA and SEFA joined forces to produce the first Fall Fest Expo. The virtual event was designed to combine some of the most important aspects of traditional trade shows: education, equipment

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demonstrations, and peer-to-peer interactions, in a virtual setting that would allow for people to attend from across the country. The on-line Zoom event brought outstanding speakers straight to the computers of those attending.

Among the highlights was keynote speaker was Beth Z., Your Nerdy Best Friend, whose lively presentation was full of suggestions and web sites that showed attendees tech tools that can help and protect their businesses.

Trudy Adams, a popular expert on customer relations, gave tips on preparing employees to give profitable consumer service. James Peuster spoke on creating a sales culture with your route team. There were tips on finishing, maintenance and specialized stain removal.

Economist Chris Kuehl talked about what he thought the just concluded election would mean for businesses next year, expecting pretty solid growth. There were panel discussions on many aspects of our businesses, including equipment maintenance, employee relations, legal questions and more.

The event was recorded allowing participants to see the sessions either live or on demand. The recordings will be available until February 28, 2021 for viewing.

Due to the success of Fall Fest EXPO, plans are underway for Spring Fest EXPO, April 14-16, 2021 and the second annual Fall Fest EXPO during the weeks of November 1-12, 2021.

There is still time to register and access all the recordings. Visit www.nefabricare.com to register or call Peter Blake at 617-791-0128 for more information.

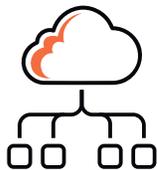
NOVEMBER/DECEMBER, 2020
VOLUME 19, NO. 4

IN THIS ISSUE

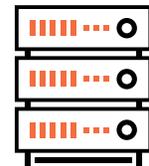
| | |
|--|----|
| Executive Director's Report: Time to Turn the Page | 3 |
| SEFA/DLI Members Find Strength in Unity | 7 |
| 2021 Regulatory Compliance Calendars Now Available | 8 |
| Florida Minimum Wage Climbing to \$15.00/hr | 9 |
| Thank You for Making Fall Fest Expo A Success | 10 |
| Tax Breaks for Pandemic Relief Payments Assisting Employees..... | 12 |
| Allied Trade Members | 15 |

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EXECUTIVE DIRECTOR'S MESSAGE...

Time to Turn the Page

AS I WRITE THIS, WE ARE NEARING THE END OF A MISERABLE 2020 AND WELCOMING THE HOPE OF A NEW YEAR. MY SINCERE WISH FOR ALL OF YOU IS FOR A 2021 THAT IS A DAMN SITE BETTER THAN THIS PAST YEAR.

Trust me, we have weathered a great storm, but the new year is bringing with it some much needed hope. There is a light at the end of this long dark tunnel -- I just wish it were a lot brighter and closer than it looks to be. President Trump has finally signed the new stimulus bill we have been asking for providing more PPP funding, making forgiveness much easier for loans \$150,000 and less, and providing clarity on the tax-free intent of the loans. With that package comes more Pandemic unemployment Aid in the amount of \$300/week which still provides an incentive to keep working.



*Peter Blake,
SEFA Executive Director*

The vaccines are starting to be rolled out nationwide. The first tier of recipients have already gotten them, the first responders and essential workers are next. Within the next few months, my hope is that it will be widely available to all so we can truly get people back to work and start being able to end "social distancing" a term I hope to never hear again.

My firm belief is that January will also bring about the rollback of some of the state and local restrictions on people and activities that have been strengthening since Thanksgiving week. I know I am not alone when I say I have Covid-fatigue and I am ready to turn the page and start rebuilding our industry.

TIME TO BEGIN THE REBUILD

Covid-19 has left an indelible mark on our industry. Some of the changes we have seen are here for the foreseeable future and we need to accept that, and make those changes a part of our on-going plan to revitalize fabric care.

Pre-covid, our customers had been making a slow steady crawl to a more casual appearance and dress. It was always headed in that direction, and drycleaners had been slowly dipping their toes into the water and deciding whether this was a worthwhile venture – but along comes Covid and makes us jump into the deep end and figure it out. Now this segment of the market is far ahead of all projections, and it is now here to stay. We are going to have to accept it, adapt to it, and figure out how we can make it profitable.

The same can be said for pick-up and delivery. Amazon has been conditioning our clientele to expect instant gratification and delivery of whatever they need or want for years. Along comes Covid, and now people don't want to have to go out for anything. Contactless Delivery is now the norm and is something every business owner has had to adapt to. The public health crisis will dissipate in the coming months, but the consumer's thirst for convenience won't. They have built it into their lifestyle and now enjoy the freedom of being catered to and the demand for these services will continue to grow.

As we start to claw and climb our way back, we need to reflect on some of the other changes in society. With less physical and social contact, social media, email, and texting have become even more popular and even more essential to keeping connected. The fabricare industry needs to embrace those changes as well. We need to develop a

Continued on page 3

Turning the Page

Continued from page 2

multitude of ways we send our messages. There is no easy answer: It takes hard work, dedication, consistency, and a vary diversified approach. You need to understand and embrace as many different ways of communicating with your customers, and potential customers, that you can. I can't tell you how many times I get asked: "What is the best way to contact my customers?" My answer is always the same: "EVERY way you can." Email is a GREAT tool, but it can't stand alone. Texting is a GREAT service, but it will only reach a fraction of your customers.

Small businesses need to develop a comprehensive plan that includes a good website, a business Facebook page, a strong social media presence, an email marketing strategy, and a texting service. All these tools should be used in a coordinated fashion, and in many respects should be backed up with some direct mail marketing. If you are like most cleaners, you have some of that list, but not all of it. You should be working towards a program that will encompass all of it. Don't worry – you are not alone. If you need help there are plenty of low cost, high value programs out there to assist you. I can help. Reach out – DLI can help – reach out!

Let me give you one key piece of advice: Don't Wait. If you only have a couple of these tools in place, start using them. Build up your presence. Don't have everyone's email address? Don't wait – start a program and build to it. The longer you wait, the farther you fall behind, and the more excuses you will find to delay. Make a plan to use what you have and then add and build upon it.

Not only have the lines of communication changed, so have the messages. Time is one of the most important commodities we have. We need to demonstrate the time savings of our industry. We need to promote the benefits of lessening the workload and increasing family time. Trust me, I recently endured a couple days of working while Zoom-schooling my 5-year old grandson, and then taking care of dinner. There is no time or energy left to do laundry or anything else. People that work from home are far more likely to be stressed for time and in need of services like ours!

People are recognizing the value of local businesses. They realize that these main street businesses are important to the landscape of the community and help build a strong foundation. People see the need to keep businesses in town open and thriving. Your messaging can capitalize on that by promoting yourself, but also use cross promotion with other businesses that are dealing with the same stresses. You can find some great local marketing partnerships with companies that provide landscaping services, lawn care, car washes, and house cleaning services. Take advantage of alliances you can build within a community.

Don't fall into the trap of always looking for a "Drycleaning Customer", be on the lookout for people that live a certain lifestyle. People that value their time and recognize service. People that care for their personal items like their yard, their vehicles, their homes – these are where you may find your biggest potential growth.

LOOKING AHEAD

Like many of you, I have had to make drastic changes in my life. For those who have gotten to know me over the years – I am not built well for "Social Distancing". I enjoy people. I like meeting

with people, sharing insights and experiences, learning from them, and helping people in their efforts to make their businesses more successful. I will be happy to never hear those 2 words again in that context, and it is my profound hope this isn't one of the changes that remain. We can't lose the humanity that is so important, and my fear is that this distancing has caused far too many people to withdraw from society. The more we accept it, the more normal it all seems.

I for one, can't wait to get back out to meeting people, have live conferences and board meetings, and join society once again. SEFA is planning on holding its first live Board Meeting in April and are discussing potential Educational programs for as early as February. Like you, we are all anxious to move forward and start rebuilding some of the momentum we lost. I can't wait to be able to see and meet with you all again. I firmly believe the worst is now behind us and we are in fact "Turning the Page".

Help us all to reconnect... reach out and share your stories with me. The good, the bad... your hopes for 2021 and beyond. Share your fears of what lies ahead.

Peter Blake

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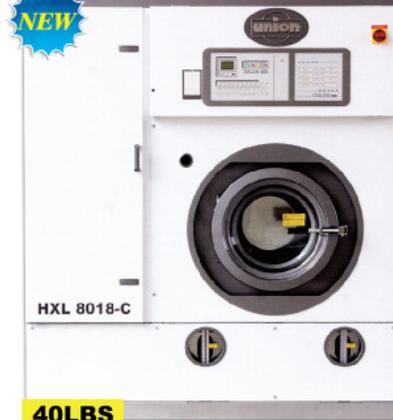
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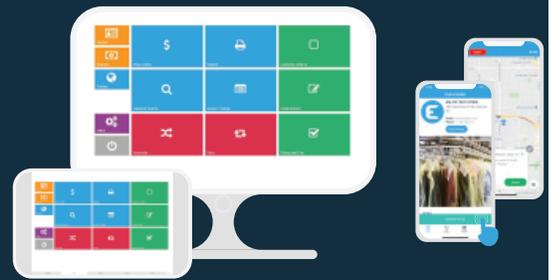
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SEFA/DLI Members Find Strength in Unity: 2021 Starts with Live Webinars & Peer-Peer Meetings



“THAT WHICH DOES NOT KILL US MAKES US STRONGER,” IS A TIME-TESTED ADAGE FIT FOR THE CURRENT MOMENT. THE CORONAVIRUS PANDEMIC’S IMPACT ON THE DRYCLEANING INDUSTRY HAS BEEN DEVASTATING.

However, there is a bright side to everything. Members of the Drycleaning & Laundry Institute are pulling together to share ideas and help each other survive in new

ways. In response to the crisis, DLI has strengthened its focus on education and fellowship, presenting two virtual training sessions each week and hosting separate opportunities for members to share ideas an equal number of times.

“Our school may be closed for now but DLI is committed to sharing information drycleaning professionals need to survive this crisis,” said Brian Johnson, DLI’s Director of Education. “So far we’ve produced more than 50 webinars and we’re not slowing down anytime soon. Drycleaners need this information. We’re here to help them survive this and come out stronger on the other side.”

TWICE-WEEKLY ZOOM MEETINGS

DLI offers members two opportunities each week to discuss any and all industry-related topics. Zoom meetings are held Tuesdays at 10 a.m. and Wednesdays at 3 p.m.

JANUARY 2021 WEBINAR SCHEDULE

In addition to twice-weekly Zoom meetings, DLI offers two webinars each week to help drycleaning business owners adapt and train employees. DLI presents the following schedule of webinars and virtual training opportunities:

- Tuesday, Jan. 5 – Using LinkedIn to Generate Business with Lou D’Autorio
- Wednesday, Jan. 6 – 29 Tech Tools to Create Social Media Content with Beth Z
- Tuesday, Jan. 12 – Wetcleaning with Laundrylux’s Dan Goldman
- Wednesday, Jan. 13 – Little Known COVID Tax Benefits with PuzzleHR
- Tuesday, Jan. 19 – Tailoring with Dale Kaplan of Kaplan’s Careful Cleaners
- Wednesday, Jan. 20 – Create Your Marketing Plan for 2021 with Dave Coyle
- Tuesday, Jan. 26 – Using Bleaches with the A.L. Wilson

Chemical Company

- Wednesday, Jan. 27 – Top 10 Things to Do Now to Prosper with Diana Vollmer

“COVID has hit the drycleaning and laundry industry hard,” said LeAnn Glasser of Plantengas Cleaners in Spring Lake, Michigan. “DLI continues to work hard to help us succeed. Whether it’s information on how to process garments and bedding during Covid, navigate the financial tools that have been provided by the government to help keep us afloat or create new marketing strategies to obtain additional sales, they are there for us.”

ON DEMAND VIDEO LIBRARY

Each week DLI adds recordings of the presentations to make them available to members who may have missed the live program. Members simply login to DLIonline.org and click the program to watch. DLI’s archive currently contains these videos and more:

- Routes are More Important Than Ever with James Peuster
- 4M Rule for Route Drivers with James Peuster
- Wash-Dry-Fold, Pt. 1 & Pt. 2 Webinars
- Wash-Dry-Fold Panel Presentation
- How to Clean Wedding Gowns with Michael Schapiro
- Best Practices for Setting Up & Operating Locker Systems
- Drycleaning Machine Maintenance with Bill Hay
- Proper Maintenance: The Key to Productivity and Efficiency with Jerry Moore
- Boiler Maintenance: Picking the Low Hanging Fruit with Bruce Grossman and Mike Leeming
- Hiring Do’s and Do Not’s with PuzzleHR
- How to Streamline Processes and Save your Business Money by Leveraging Technology with PuzzleHR
- The OSHA Man Cometh with Mike Tatch, OSHA Consultant
- Three Ways to Enhance Your Business
- WSDLA’s Fireside Chat: A Discussion About How to Survive Tough Times
- Lease Negotiation with Riaz Chauthauni
- COVID-19 Crisis, Preparing for Restart with Puzzle HR
- Business Changes I Made in Response to COVID-19

... and much more! Visit dlionline.org for the entire Members Only Library of Videos!

2021 Compliance Calendars Now Available



THE FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION HAS ISSUED ITS NEW 2021 COMPLIANCE CALENDAR, AND IT IS NOW AVAILABLE ON THEIR WEBSITE, AND HAS ALSO

BEEN LINKED ON SEFA.ORG.

The Florida DEP, in cooperation with the Florida Drycleaners Coalition was the first state to develop the Compliance Calendar that has now been picked up by many other states across the country. The Calendar provides a perfect record keeping tool to ensure your continued compliance. There are provisions for all the required data in one handy booklet that can be taken down at the end of the year and stored for the mandatory 5 year period.

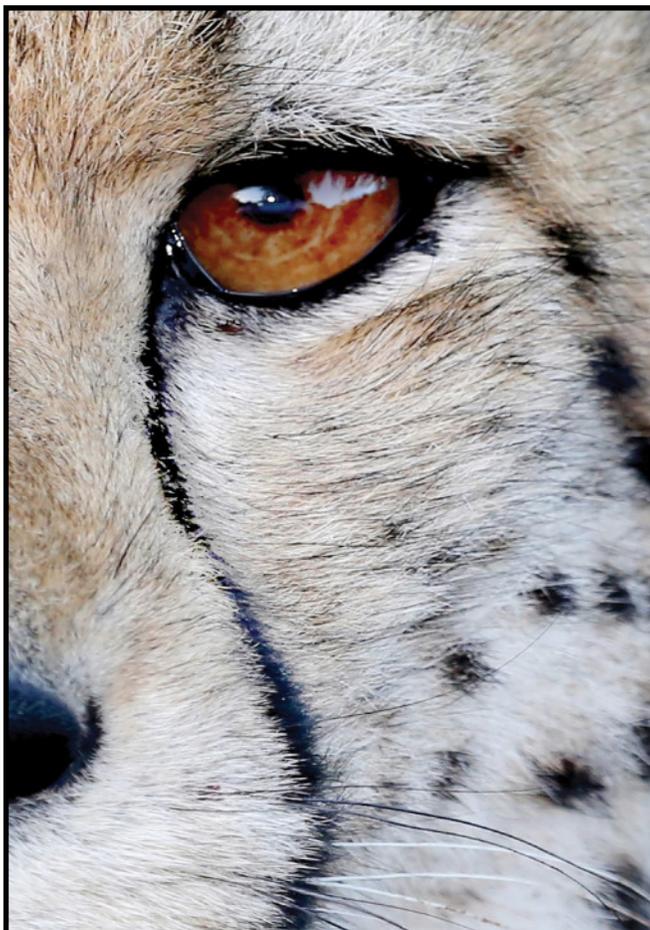
“Record keeping violations,” commented Peter Blake, SEFA Executive Director, “are the most common state and federal viola-

tions in the drycleaning industry. Even if you are not in Florida, this tool can help you get your plant in compliance.”

The Calendar features reminders on the three most important areas of concern: tracking monthly perc purchases, recording your temperature gauge readings, and recording your leak checks.

“This is a perfect opportunity for all drycleaners to review their compliance status,” offered Blake, “and in this business climate -- I urge everyone to do so. I have seen more aggressive enforcement up and down the east coast, and I shudder at the thought of our members being unprepared. This calendar, while produced for FL drycleaners is useful in every state, and most of the check list items are federally mandated. SEFA has other compliance tools available on its website or by request for OSHA regulations as well other regulatory programs. If you have questions, call. We are here to help!”

SEFA has posted a copy of this Calendar in both English and Spanish posted on www.sefa.org, or you can request one be sent to you by contacting Peter Blake at 877-707-7332.



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Florida Minimum Wage Headed to \$15/hour by 2026: Automatic Adjustments Begin in 2021



ON NOVEMBER 3, 2020, FLORIDA VOTERS APPROVED A BALLOT INITIATIVE (AMENDMENT 2) TO INCREMENTALLY INCREASE THE STATE'S MINIMUM WAGE UNTIL IT REACHES \$15 PER HOUR IN SEPTEMBER 2026 WITH THE FIRST CHANGES TAKING EFFECT IN SEPTEMBER OF 2021.

The minimum wage will increase to \$10 per hour effective September 30, 2021 and then each subsequent September 30 it will increase by \$1 until it reaches \$15 on September 30, 2026. Future minimum wage increases will annually adjust for inflation starting September 30th, 2027.

“We see this trend spreading throughout the country,” warned Peter Blake, SEFA Executive Director, “and I would not be surprised to see it picked up by the neighboring states. I am very concerned over the recent trends in employee compensation rules and regulations, and some of the mandated policies I see being proposed in other states in the country.”

“I really feel that these trends are going to make it increasingly difficult for business owners to run their businesses,” Blake continued. “SEFA and DLI are working closely with industry allies like Seay Management Services and PuzzleHR to keep our members informed of these changes and to help us advocate for reasonable measures.”

If you have any questions on these recent changes, or any other employee relations questions, DLI has contracted with Seay Management Consultants to provide assistance as part of your membership. You can email Sissy Egan at sissy@seay.us or call her at (407) 426-9484.



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"I took 12 pages of notes over the course of the event."

"My time was well spent. Not only did I learn a lot, I found it to be uplifting as well. The interaction with the other participants was also a big plus for me."

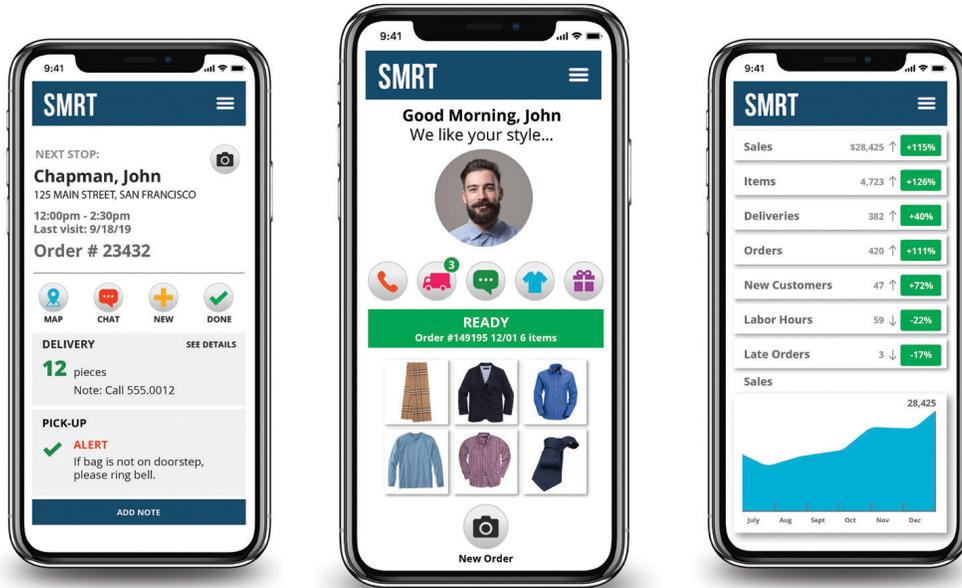
~ Fall Fest EXPO attendee



Save the Dates 2021: Spring Fest EXPO April 14-16 • Fall Fest EXPO during the weeks of November 1-12

For more information, contact Peter Blake at Peter@SEFA.org or Leslie Schaeffer at Leslie@pdcclean.org

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Pandemic Relief Payments to Give Employees Financial Assistance



AS EMPLOYERS CONTINUE TO NAVIGATE THROUGH THE MURKY WATERS OF PANDEMIC-RELATED TAX RELIEF AND CREDITS, THERE IS

ONE LITTLE-KNOWN SECTION OF THE IRS CODE THAT OFFERS EMPLOYERS ONE INTERESTING WAY TO HELP EMPLOYEES THROUGH FINANCIAL BURDENS: PANDEMIC DISASTER RELIEF PAYMENTS.

This aspect of IRS code 139 allows employers to reimburse employees for expenses incurred due to the pandemic, whether it be personal, family, living or funeral expenses related to the pandemic disaster, or repair or rehabilitation to their home (or contents) as a result of the pandemic disaster. These payments are not subject to FICA taxes and are tax-free to the employee.

How would an employer initiate such a program? Best practice would be to create a policy to identify a few key elements includ-

ing who is eligible to participate, what expenses will be reimbursed or paid (and any limits imposed), whether employees must provide receipts for reimbursement (highly recommended), and how and when payments will be made.

The IRS is relatively vague on the topic of what kind of expenses can be reimbursable. A few suggestions include unreimbursed Covid-19 medical expenses (testing, treatment, etc.), work from home expenses (desk, chair, printer, monitor, etc.), dependent care expenses such as childcare, remote learning expenses, or educational resources, increased transportation expenses due to public transit being unavailable, and even funeral expenses.

One important aspect to remember is that qualified wages are not considered disaster relief payments. Qualified wages are what an individual would otherwise earn as compensation, and not payments to offset any expenses that an individual would incur due to COVID-19. This program is meant to help employees deal with the cost of expenses as a result of the pandemic, not replace their wages.

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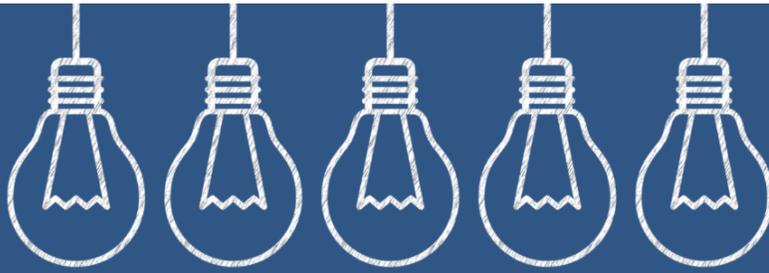
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Using LinkedIn to Generate Business with Lou D'Autorio
- **Wednesday, January 6**
29 Tech Tools to Create Social Media Content with Beth Z
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- **Wednesday, January 27**
Top 10 Things to Do Now to Prosper with Diana Vollmer

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