



THE Reclaimer

WinterFest Virtual EXPO Coming January 19th - 22nd



BUSINESS IS PICKING UP AND CLEANERS ARE BUSY — AT LAST! WE HAD MOVED OUR HIGHLY-ACCLAIMED VIRTUAL EXPO TO JAN. 19-21 2022, AND IT IS ALREADY DRAWING NEAR.

The change allowed participants to attend the event after the busy

holiday season. We are very excited about the conference and we are confident you will see a tremendous value by participating. Most of the program stayed the same. Unfortunately, due to scheduling conflicts, Sean Abbas had to be removed from the slate of speakers, but all attendees will be invited at a later date to attend a bonus session featuring his “The Best Culture Wins” program at no added cost. This way all attendees will gain additional value in the program.

In is place, we have added a new program, “Analyzing Your Pricing Strategy.” This new session topic has been a hot button for members on the Zoom calls and in requests for information. We will have members share some of their pricing strategies, as well as some of the changes that have been made over the past 18 months. This will be an extremely valuable discussion for all drycleaners.

We are once again joining with the North East Fabricare Association (NEFA) and the Pennsylvania Delaware Cleaners Association (PDCA) to bring to you this outstanding opportunity. The program is a unique series of virtual presentations designed to focus on a different aspect of your business each day. Register your company now — and don’t worry about which session or sessions you or your staff will be attending. You will get links to all of them and will still have time to decide.

Companies will also have access to recordings of each session for a minimum of three months. All DLI members across the country receive member pricing. There is no better — or more important — time than right now to invest in your staff and company. Education and knowledge are essential to thriving during economic duress. We already have participants registering from across the country.

“Our previous two programs were huge successes, and we are looking at an even more diverse speaker platform this time around,” said Peter Blake, SEFA Executive Director. “We

Continued on page 6

NOVEMBER/DEC EMBER,
2021
VOLUME 20, NO. 5

IN THIS ISSUE

Executive Director’s Report: Make This Your Resolution	3
WinterFest Schedule of Events and Registration Information	4
Join DLI’s Marketing Lab Program	5
Cyber Security Affects us All	8
Looking Through to ‘22	9
Employers May Require Vaccinations	10
Idea of the Month: Get Out From the Back of the Plant	12
Allied Trade Members	15

POINT OF SALES 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

Rhonda Eysel

PRESIDENT

Randy Parham

V.P. SOUTH CAROLINA

Coles Taylor

V.P. ALABAMA

Jason Windham

V.P. FLORIDA

Randy Parham

V.P. GEORGIA

Glen Gould

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

Wash Respass

GEORGIA

Glen Gould

Rhonda Eysel

Warner Wade

SOUTH CAROLINA

Russ Bullard

Perry Bullard

TENNESSEE

Don Holecek

ASSOCIATES

Frank Buckley, AL

Dru Shields, GA

James Peuster, GA

Frank Briercheck, FL

Ken Holder, FL

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...

Make This Your Business' New Year's Resolution

IT IS THAT TIME OF YEAR AGAIN, AND IF YOU MAKE NEW YEARS RESOLUTIONS, THEN I URGE YOU TO MAKE THIS ONE A BUSINESS PRIORITY: "INVEST IN YOUR BUSINESS AND IN YOUR TEAM".

Our industry shrunk over the past 18 months, and for the most part, the ones who did not make it were the ones who had investing in their business and keeping their staff up engaged.

Now is the times to take advantage of all the programs out there for small business and put them to use to help re-build or grow your business. I strongly urge everyone to re-evaluate and take a serious look at: Employee Retention Tax Credits (ERTC), EIDL loans, and local grants made possible by Covid-recovery programs. I do not know a single business that can't take advantage of some part of the ERTC, and I also know some businesses that have gotten funding into the 6 figures.

Now is the perfect opportunity to take those programs and re-invest in your businesses. Purchase new equipment, upgrade your facility, expand your menu of services. All of these are now possible uses of the funding made available under EIDL. If you have questions call me and I can help you sort through the myriad of issues and put you in touch with the right people.

TRAINING IS VITAL TO SURVIVAL

Prepare for the worst and hope for the best. Cross train your employees. Make sure they have the tools to help your business grow. Take advantage of programs like our upcoming WinterFest! Have your key people take in some or all of the discussions. Let them know they are part of your long-term goals. They will feel empowered and valued -- which will lead to higher and more profitable production.

Too often owners and managers are too focussed on the minutia to really expand the vision of the company./ Many times this is caused by staff turnover and difficulty in attracting people that fit within your culture. You need to develop your staff and work to retain them. Again, WinterFest will have a whole session dedicated to how to attract, retain and engage the new workforce dynamic.

I know times have been incredibly difficult, and with all the variants and the continued back-slides in recovery, the future can still be worrisome. But the fact of the matter is, we have to invest in our businesses and we need to adapt to some of the societal changes. That may mean investing in more laundry production and delivery capabilities, It was be in specializing in some new alternative services like sneaker or rug cleaning.

I also know that our industry is extremely resilient. There will always be textiles that need service, and consumers that don't want to waste their time doing it. We need to capture that market.



Peter Blake,
SEFA Executive Director

Peter Blake

Peter@sefa.org

(617) 791-0128

WINTER EXPO *fest*

TODAY'S PLANS BUILD
TOMORROW'S PROFITS

January 19-21, 2022

A Virtual Educational Conference Sponsored by Northeast Fabricare Association, Pennsylvania & Delaware Cleaners Association, and South Eastern Fabricare Association in cooperation with DLI



A series of live virtual workshops, discussions, and presentations designed to focus on a different aspect of your business each day, and to provide vital training for your entire personnel team

Schedule of Events

Wednesday, January 19

2:00 - 3:30pm *Looking at the Economic Landscape of Today and Forecasting Tomorrow*
featuring Chris Kuehl (Armada Business Intelligence)

3:45 - 5:00pm *The industry's Response to "Once in a Generation" Challenges*
Panel Discussion featuring: Toran Brown (SPOT Business Systems) on how the industry is rebounding, Brian Fish (Pier Cleaners) on KPI's, James Peuster (21DC) on how industry leaders have adapted, Mike Ross (AristoCraft/Minda Supply) on managing supply chain disruptions



Chris Kuehl

Thursday, January 20

2:00 - 3:15pm *"Attracting & Managing the New Generation of Workforce"*
(What are they looking for? What do they Value?)
featuring Jennifer Whitmarsh (The Route Pros)

3:30 - 5:00pm *Taking Advantage of High Yield Marketing Approaches*
featuring Peter Blake & Kelby Sankey (Morellis Cleaners)

5:00 - 7:00pm *Vendor breakout Rooms*
Meet the Vendors - attendees will choose the rooms they want to visit



Jennifer Whitmarsh

Friday, January 21

2:00 - 3:15pm *How to Analyze Your Pricing Strategy*

3:30 - 4:30pm *Understanding the Opportunities the Future Holds*

4:30 - 5:00pm *Winter Expo Recap and Closing Session - Using Your Winter Expo Resources*

5:00pm *Cocktail Reception*

• Topics subject to change. •

Cost: **Member:** \$199/per Member (unlimited attendees from member plant) **Non-Member:** \$249 until January 7. After January 7, registration fee is \$249 for Members and \$299 for Non-Members.

Participation includes video recordings of sessions & added content for a minimum of 3 months.

Registration is open: <https://my.conexsys.com/EventRegistration/Website?regId=1141&eCode=FALLFEST21>

For more information, contact Peter Blake at Peter@nefabricare.com, 617-791-0128
or Leslie Schaeffer at Leslie@pdcclean.org, 215-830-8495

 Sponsorships Available

Watch Association webpages: nefabricare.com, pdcclean.org, and SEFA.org for updates and new additions.

Join DLI's Marketing Lab



EARLIER THIS
YEAR, DLI
LAUNCHED A NEW
'MARKETING LAB'
PROGRAM TO
HELP MEMBERS
DEVELOP MAR-

KETING IDEAS, EXCHANGE ADVICE, AND SHARE EXPERTISE.

Under this new program, participants tap into the wealth of experience of their peers in one of DLI's new Marketing Lab peer review groups. In the group, DLI members can develop marketing efforts together, or just help each other tweak current efforts. From plans to final pieces and implementation, members will present marketing ideas to a group of their peers for live, immediate feedback. Ideas shared in the group are available to all members of the group, giving members access to a collective idea machine. In-group collaboration will help make marketing pieces stronger.

"I have been so impressed with the exchange of ideas on the Peer-to-Peer Zoom meetings we have been hosting over the past year," said Peter Blake, SEFA Executive Director, "and those efforts are magnified in these small task oriented groups. The participants are getting real-time feedback on their marketing plans. The discussions have explored target markets, target communication vehicles, branding and more. The members of the groups drive the

topics and discussion, and DLI staff are there to assist and facilitate. This is really grass roots marketing at its finest".

All DLI members are invited to join a group and there is still room in each group. If there is a need, another group could be constructed. Currently there is a group that meets the third Wednesday and another on the third Thursday of each month. Participation in each lab is limited to 25 participants and all members must be willing to share and handle a critique.

"Constructive, honest, professional criticism can sometimes be blunt but can also be priceless," Blake said. "We're excited to open this new avenue for members to work together. To be clear: This will not be American Idol or Shark Tank. Group members will develop extraordinary ideas in a relaxed, professional, and respectful setting."

While DLI plans to limit the number of members from specific geographic regions, members who join the group will have veto power over new arrivals to reduce the risk of working with direct competitors. DLI will expand this program to add additional groups as interest demands.

Best of all: It's included with DLI membership. To join DLI and participate in these programs, access DLI's on-demand training video library, and enjoy the many benefits of DLI Membership. Call 800-638-2627 or visit DLIonline.org/Membership.



**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.

Stay in Control

Access your accounts payable, review invoices and monthly statements and pay electronically from virtually anywhere, anytime!



**GO GREEN
GO PAPERLESS**

Stay in Control, Connected and Informed digitally

continued on page 3

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!**

WinterFest Expo

Continued from page 1

have some innovative speakers and thought-provoking programs that will help you shape your future and answer the biggest challenges facing your business.”

The WinterFest EXPO Development Committee has announced a slate of presenters for the week that includes noted names from within the industry, as well as from other sources. Topics will range from effective marketing strategies to team and staff building and retention, and even an economic forecast of coming years. Participants include: economist Chris Keuhl (Armada Corporate Intelligence), Jennifer Whitmarsh (The Route Pros), Kelby Sankey (Morelli's Cleaners), Brian Fish (Pier Cleaners), Toran Brown (SPOT Business Systems) and more.

ADDED FEATURES OF WINTERFEST

In addition to the educational slate, there are also added opportunities. The associations have added special breakout room where you can “Meet the Vendors”. These breakout rooms will be open on Thursday night and select vendors will have their own virtual breakout room you can choose to enter and talk about their specific products and or services.

“We are trying to replicate the trade show booth experience where you can learn more and get your specific questions answered,” offered Peter Blake, SEFA Executive Director. “This will be an opportunity to check out a few different companies and explore your needs and how they can help you and your company grow. I think

this is a tremendous benefit for the sponsors and the attendees.

Fall Fest ‘21 will also allow for an expanded program for companies that wish to add value to the program with additional company specific programs. These programs will be a great opportunity to learn more about how a Computer Systems works or how to data mine customer information, etc. This will also provide opportunities to explore alternative solvent possibilities or new services.

“We are taking all the best parts of the trade show experience,” commented Leslie Schaeffer of PDCA, and brought them into a virtual platform. We are taking great care to provide as much interaction within the forum as possible. We know how valuable that peer-to-peer discussion can have. We are arranging special breakout rooms to capture the popular demonstrations and vendor showcases that live exhibits have featured. This is your opportunity to make meaningful contacts with other drycleaners, consultants, equipment manufacturers, and service providers.”

The early bird per-plant registration fee of only \$199/member and \$249 for nonmembers lasts until Jan. 7 and includes access to the entire schedule of events, and access to all session recordings for three months following the event. This will also include an invitation to the Sean Abbas special event. After Jan. 7, the registration fee goes up to \$249 for members and \$299 for nonmembers.

To register or for more detailed information, please visit www.sefa.org.



- 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

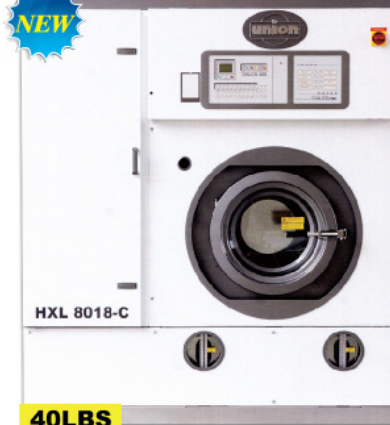
Equipment-Parts Warehouse Sales Event!

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 Fulton Boilers

► Vertical Spiral Rib Tubeless Steam Boilers



VSRT.

www.GSLAUNDRY.com



UNIPRESS

Fulton

Forenta

Ajax

Cissell

IR



Huebsch

SMC

TriMac

White

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

GS GULF STATES
LAUNDRY MACHINERY COMPANY

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

Cyber Security Affects Us All

By Scott Henderson, Heffernan Insurance Brokers



WEEKLY IN THE NEWS WE READ STORIES OF LARGE BUSINESSES, GOVERNMENTS, AND NON-PROFITS THAT ARE PARALYZED BY CYBER-ATTACKS. FOR YEARS IT WAS EASY TO BELIEVE THAT ONLY THOSE LARGER ENTITIES WOULD BE TARGETED. UNFORTUNATELY, NOW IT IS SMALLER BUSINESSES, SUCH AS DRY CLEANERS, THAT ARE TARGETS OF THESE ATTACKS.

I don't enjoy scaring people, but unfortunately the threat is real. Luckily, this threat can be managed with a simple insurance policy that costs just a few hundred dollars a year. I will discuss that below, but first some facts.

In the past, cyber criminals broke into computer systems to steal data, such as credit cards and social security numbers, and to sell that data to others. But that didn't pay enough.

Today cyber criminals can make much more money by locking your computer up so that you cannot use it unless you pay the hackers a ransom in Bitcoin. This is called Ransomware. This software can infect your computer when you or an employee open an email that appears friendly but is actually malicious, or when you unintentionally download or copy what appears to be useful software.

Reuters reports that Ransomware attacks provide cyber criminals with a 90+% profit margin! US authorities report that in the first six months of 2021 \$590 million of Ransomware payments were made in the US. The insurance company AIG reports that every 11 seconds a business is victim of a cyber-attack. Worse yet, the Ponemon Institute reports that 60% of small businesses that are victimized by a cyber-attack close permanently within 6 months of the attack.

Hackers are now specifically targeting small businesses because their cyber security is so poor. According to Trustwave, a cybersecurity consultancy, 90% of data breaches (cyber-attacks) are now focused on small businesses. The cost of a data breach for a small-business merchant averages \$36,000 and can easily exceed \$50,000. And AIG reports that the typical outage (where your computers are frozen and inoperable) after a cyber-attack is from 7 to 10 days.

The first defense against cyber-attacks is improve your computer security with proper defensive software, combined with education for everyone in your business on how to be extremely cautious

and skeptical when opening emails. Also, you must backup your data frequently. More on these tactics can be found at the US Cybersecurity & Infrastructure Security Agency at www.cisa.gov/ransomware.

Today cyber insurance policies are widely available. These policies can pay to repair the damage to your computers if a hacker breaks-in or paralyzes your system. If the hackers ask for ransom the policy can pay that ransom. If you have to get new hardware because of the breach the policy can pay for that. And if your customer data is stolen, the policy can pay damages to your customers and provide them with credit monitoring. These policies are easy to obtain and start at around \$450.

Each year a dry cleaner will pay thousands of dollars to protect the businesses against damage from a fire, and our experience is that only about one-in-a-thousand cleaners will burn down each year. But the statistics show that one in five small businesses will be subject to cyber-attacks. Paying a few hundred dollars to protect against something that has a substantial chance of occurring is an excellent decision.

If you want to learn more about cyber insurance call Scott Henderson at Heffernan Insurance Brokers at (949) 771-3420.

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



Call Bruce Gershon, President

800.542.7769 // www.arrowcare.com

Looking Through to '22

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



I KNOW I AM NOT ALONE AND ALMOST EVERYONE READING THIS ARTICLE CAN PROBABLY SAY THE SAME.

Over the past several weeks I have heard more from business owners that are working hard in the trenches of their business-- more than I have heard at any point in

my 35 years in the industry. The pressures of the pandemic have given birth to a host of new challenges we all need to answer to, and a plethora of opportunities you can capitalize on.

I talk to people up and down the Eastern Seaboard and constantly hear how people are tired, frustrated, and overwhelmed. ***Let me assure you – you are not alone.*** Everyone echo's your feelings and we are all dealing with the same issues. The lack of an available labor pool has stressed out our entire economy. Rapidly rising pay scales are driving inflation on everything. The main cause of the supply chain crisis is the significant lack of a labor force. There are simply not enough workers to unload the container ships, transport stock, or to finally deliver the goods.

Turn back the clock 15 months ago and we were all struggling to find out where we were going to get the volume to help sustain our businesses. All my efforts and columns were on how to get to new business. Where to look for more revenue. The good news is we have done a pretty good job at identifying those areas and members and cleaners through out the country have expanded their menu of services to focus on the needs of today. Wash-Dry-Fold, Pick-up and Delivery, households – all these segments of our industry have seen dramatic growth.

Fast forward to today and the discussion has changed from how to get volume to how to handle the volume we have. Now the challenges are getting the production needed to service the volume you have picked up. I honestly can't remember a time when I have heard so many businesses turning away work or referring it to competitors just because they know it can't get the work done. Plants are working 4-day weeks to maximize the production of the employees they do have. Adjustments are being made constantly in how we do business. I didn't foresee the issue being production.

As we look to turn the page on an eventful '21, we can only wonder what 2022 will have in store for us. As I look ahead, we can all find solace in one basic truism:

“LIGHT ALWAYS FOLLOWS DARKNESS”

The coming year will undoubtedly bring us more challenges we will need to face and overcome, but it will also bring us new op-

portunities. Stop, take a breath, and look at where you are, and make a vision of where you need to be in '22. Look at the things you are learning today, your experiences and build on those in a positive direction.

For those of you battling in the trenches of production, think about how your employees feel knowing you are right there with them working side by side. Understanding their workload can go a long way in mutually understanding the hardships you feel. Getting to know your employees better is a strength that will undoubtedly help you build a stronger team moving forward.

While our business constantly changes as styles, fabrics, and fashion trends dictate – the true fundamentals don't. People will always wear clothing and will always need to have that clothing cared for. Our job is to help them realize the benefits of having us do it for them.

Saving time, protecting the investment in your wardrobe, and making you look good are still the cornerstones of what we offer. We just may have to make a shift in how we make that impression. Years ago, drycleaning was synonymous with fashion. Your good clothes were brought to the drycleaner. Your church clothes, business clothes, the clothes you wore for entertaining. That has shifted now. With the blending of fashion and fabrics, and the casualization of society, “drycleaning” is more often seen as unnecessary. We need to change our message to be more inclusive. We need to re-educate our potential customers to understand we are here to care for the fabric of their lives. We are no longer shirts and skirts, dresses, and suits. We are “if you wear it, we can clean it” is a popular mantra now – we need to even go beyond that to include all the fabrics including linens, sheets, comforters, etc.

JOIN THE DISCUSSION

I will say, I am very proud of the work NEFA, SEFA, MAC and DLI have been doing to support our members and to help them through these challenging times. I can honestly say there has never been a better or more useful time to be a member than now. If you are a member, join in the weekly peer-to-peer calls where we discuss all these issues and more. It is a great way to learn what is happening in the industry and to talk to people from around the country and learn how to take advantage of the opportunities out there.

If you are not a member, then join in some of the other groups out there that have similar programs like Chambers of Commerce, Business Networking Groups, or local business coalitions. Our challenges are not unique to our industry. All small businesses are feeling it.

As you look forward – the best thing you can do it to keep your mind and ears open. There are tremendous opportunities ahead, and together we can all learn how to make them work for all of us.

Mandatory Vaccination: With Clarity of the Law, Employers are Permitted to Require Vaccination

By Jordan Dunham, Kollman & Saucier, PA



AS KOLLMAN AND SAUCIER'S VINCENT JACKSON PREVIOUSLY BLOGGED, IN JUNE 2021, A TEXAS FEDERAL COURT UPHOLD A HOSPITAL'S POLICY REQUIRING ITS WORKERS TO BE VACCINATED AGAINST COVID-19.

Since that decision was rendered, an Indiana federal court issued its decision upholding Indiana University's mandatory vaccination policy that applied equally to students, faculty and staff. The Seventh Circuit recently denied a motion for injunction regarding that decision while an appeal is pending. An emergency application for writ of injunction has now been filed with the U.S. Supreme Court regarding the Seventh Circuit's decision.

Elsewhere, in Massachusetts, a currently enrolled student sued his private law school over its mandatory vaccination policy in *Artem v. New England Law Boston, et al*, Case No. 1:21-cv-10981 (D. Mass. Jul 19, 2021). The lawsuit was dismissed. Last year, a California state trial court upheld the University of California's flu vaccination mandate by denying a preliminary injunction which raised implications of a COVID-19 vaccination requirement. Recently, The Department of Defense announced U.S. military branches will add the COVID-19 vaccine to its list of mandatory inoculations. Further, on July 30, 2021, President Biden announced that every federal government employee and onsite contractor must be vaccinated against COVID-19.

While lawsuits continue to arise, and clarity on the federal executive orders is forthcoming, we have gained a fairly consistent picture on how courts will consider employers' authority to implement vaccination requirements: they are permissible but must comply with the Americans with Disabilities Act (ADA) and Title VII of the Civil Rights Act of 1964.

If your business chooses to require that employees become vaccinated against COVID-19, the practice is permissible and defensible. In May, the Equal Employment Opportunity Commission (EEOC) updated its guidance on COVID-19 and the workplace and unequivocally stated that employers may require employees to be vaccinated against COVID-19.

Generally, an employer may require its employees to be vaccinated, subject to Title VII's and the ADA's requirements for reasonable accommodations due to disability and/or sincerely held religious beliefs. Under the ADA, an individual who provides notice to the employer that a disability prevents him or her from receiving a vaccination cannot be required to be vaccinated or suffer adverse action, unless that individual would pose a "direct threat," meaning a "significant risk of substantial harm" that cannot be eliminated or reduced by reasonable accommodation. 29 C.F.R. 1630.2(r). An employee who simply refuses to be vaccinated, without a documented reason claiming sincerely held religious belief or disability, is not engaging in protected activity and thus can suffer adverse action, including termination.

As I have blogged about in the past, I would remain wary of disclosing any specific employee's vaccination status or even retaining vaccination records. The EEOC has confirmed that an employee's vaccination record is considered confidential information under the ADA. Inadvertent or unintentional disclosures of individual employee's vaccination status can run afoul with the ADA. Further, under the ADA, any medical information held by the employer must be housed separate from an employee file, and access limited to only certain individuals, such as a supervisor, safety personnel or government investigators. 29 CFR § 1630.14(c).

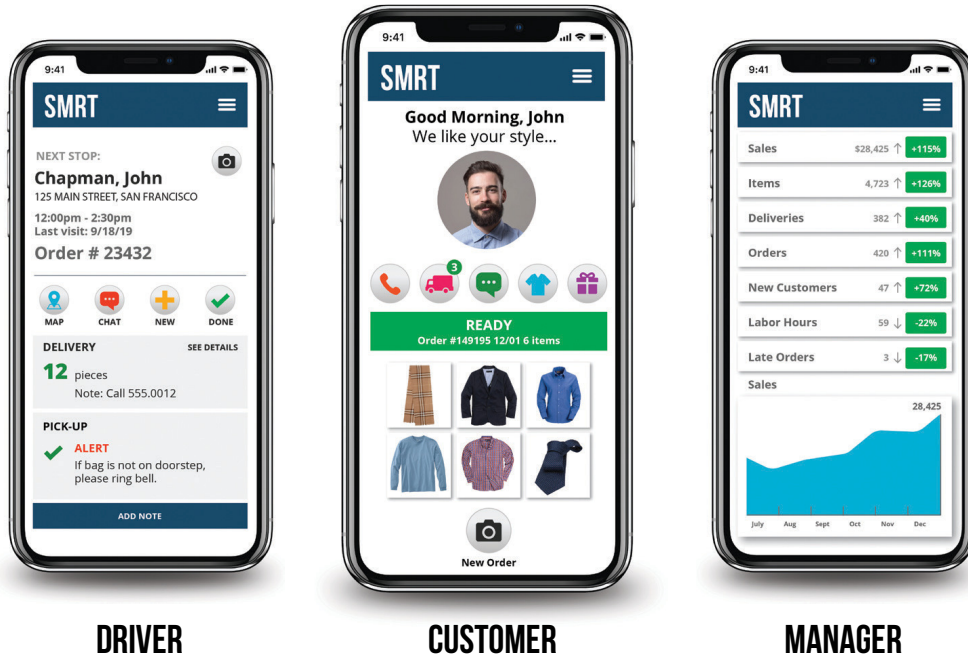
SEFA FOOTNOTE

While the idea of mandating vaccinations can be controversial, we feel it is our role to disseminate the information as it becomes available. We are not advocating you to install a mandated policy in your business, but only supplying you with the information to make an informed decision.

The next SEFA Board Meeting is set for January 29, 2022 in Charleston, SC

The meeting will take place from 8:30 - 12:00 and will be followed by an education program and a group dinner. Anyone interested in attending is encouraged to call Peter Blake at the SEFA Office or by emailing peter@sefa.org

GET SMRT



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: Get Out of the Back of the Plant



IT HAS BECOME A VERY CLICHE PHRASE OF LATE: "YOU HAVE TO WORK ON YOUR BUSINESS AND NOT IN YOUR BUSINESS", BUT THE REALITY IS MORE TRUE NOW THAN EVER.

- Food Quality
- Location
- Website
- Reviews (first visit)
- Cost Expectation
- Pictures (first impression)

How did you answer? How would you rank your criteria? Now take those same criteria and look at your business from the outside like your customers would. Have you kept up your call offices? Recently renovated? I know many businesses are always refreshing their looks. Making them brighter, more inviting, a place you feel comfortable coming into and you are welcomed.

How is your website? Easy to use? Champion your best qualities? Do you have pictures of your facility? Videos? Do you "show off your menu" of services with before/after pictures?

Your customers and potential customers are doing the same thing every time they make a decision of where to go. Do yourself a favor -- and take a look with clear eyes and an open mind. You may be surprised. Is your business one you would choose?

Competition is fierce right now. Competition for employees, customers, volume, and you have to realize the landscape you are working in. You need to understand what your competitors are doing, what your peers are doing, and most important of all how you are exceeding your customers expectations. It is hard to do that in the back of your plant.

Try a little exercise, what is the last time you went out to dinner? Why did you choose that restaurant? How did you make your decision? Think about the steps and what attracted you to that place. List them out. I recently did the same:

- Past experiences
- Friendliness of the staff

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



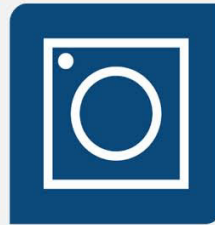
A Proven Industry Leader & Recommended by the Consultants You Trust.

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



DRYCLEANING & LAUNDRY INSTITUTE INTERNATIONAL

Membership Includes



Effortless Web Products

A smartphone-ready website, automated post to your brand's Facebook page and engaging email marketing to your customers.



Apps For Dry Cleaners

Apps prepare your staff for any question, stain or fabric. Search any dry cleaning topic or send DLI pictures of damaged garments for analysis. (you may not be liable)



DLI Experts on Demand

We hire the experts so you don't have to. If you have any technical problems or questions, we'll solve it in one call, email or online chat.



Industry Advice, and Discounts

Dry cleaning news, marketing techniques and warnings on problem garments. Members have access to industry discounts, networking events and much more.

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!**



TRANSFIRST[®]

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.forthelinsured.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 FORENSICS

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*