



**NEWSLETTER**

**November 2014**

**Membership Dues 2015**

Included in this month's mailing is your statement for dues for the year 2015. Please be sure to attend to this payment as your participation in the OFA is both important to the association, as well as to the continuous success of your company. You need only refer back to the information that was sent to you over the last year as well as the information on our website. Our industry has been under continuous barrages by media and government agencies, and it is only by having a strong association, can we fight back and eliminate the false statements that pop up from time to time. As your Executive Director I will continue to represent our association and its members to government, the media, and the public.

**OFA Conference 2015**

Work has already begun on putting together the conference for next June 5<sup>th</sup> and 6<sup>th</sup> of 2015. We have selected the Waterside Inn in Port Credit as our venue ([www.watersideinn.ca](http://www.watersideinn.ca)). It is located on the banks of the Credit River and Lake Ontario and the rooms are well appointed. Each room is a one bedroom suite including a kitchenette. For those requiring more, there are larger suites available. There are many shops and restaurants along the Lakeshore and for those who may wish to shop at a mall; the Square One Shopping Mall is a ten minute bus ride from the hotel. Information and registration will be sent out at a future date, but make sure you hold the date. We will be making arrangements for our annual golf tournament at a course nearby. The previous conference at the Holiday Inn Yorkdale was a huge success.

Speakers and topics that are confirmed so far are:

- David Gray of McDonald, Sager, Manis .....Franchising in Our Industry
- Lauren Sigal of McDonald, Sager, Manis.....Dealing with Small Claims Court
- Bob Edwards of Wilson Chemicals.....Stain Removal
- Jason Wiesner of Wiesner Insurance.....How to Prepare for a Catastrophe
- Jaqueline Stevens of Willms & Shier.....Update on Environmental Law
- Dry Cleaners & Launderers Institute (DLI).....On-Line Marketing
- Sid Chelsky, Executive Director OFA.....Hotel Business – The Good & the Bad News

## **Publicity**

I have sent out Consumer Awareness Bulletins to a number of men's and ladies wear stores throughout the Province and referred them to our website to find the nearest Ontario Fabricare Association member. I have advised them that our members are highly skilled and knowledgeable in handling garments and providing the environmentally safest manner in cleaning their customers' garments.

## **Membership Benefits**

I have written to a number of our allied trades' members encouraging them to provide discounts or promotions to our membership. Enclosed in this month's mailing is the first of we hope, of many promotions by our allied trade partners. You can expect to see more of these in the near future if not sooner. I will be attending the Clean Show in Atlanta and greeting many of our Canadian fabric care operators at the Fabricare Canada booth. As well, I will encourage those Canadians who are not members of OFA to join our association. Thank you to Becca Anderson and Marcia Todd of Fabricare Canada Magazine for being so gracious to allow me to share space with them. As well, while I am there, I will be speaking with many of the exhibitors and urging them to join our association and participate in membership promotions.

## **New Auditor and Legal Representatives**

I would like to welcome our new auditor for OFA. Henry Finkelstein was appointed as auditor on October 9, 2015. He has a wealth of knowledge and experience and I will work with him to make sure all our finances are listed and accounted for as required by our Articles of Incorporation.

Welcome to Jordan Cohen of McDonald, Sager, Manis LLP as our new legal representative. Many of you will remember Jordan and others from his firm from the presentations they have given to our groups in the past. Their firm brings a wealth of knowledge to our association.

## **News of our Members**

Congratulations on the grand opening of the new showroom of Sparkle Solutions in Concord, Ontario. Sparkle is the latest allied trade member to join OFA, and we welcome them and wish them good luck as we do all our allied trades members. I was invited to attend the Grand Opening on October 2<sup>nd</sup> and the welcome by the Mayor of Vaughan, who made a heartfelt and humorous welcome speech, as well as presenting the officers of the newly formed merged company with plaques from City Council.

Congratulations to Joe Peirera on his involvement in bringing a new wire hanger plant to North America. It is located in Ohio and will be concentrating on producing a high quality hanger made of the finest quality steel available. This is a boost for our industry and shows confidence that there is a future in it.

## **President's Dinner**

The OFA / ECLDA President's Dinner will take place at the Octagon Steak and Seafood Restaurant in Thornhill, Ontario. The attendance will be the largest group that could be accommodated by the restaurant. The food and camaraderie are great and everyone has a good time. All the ladies present are given a box of Purdy's Chocolates as a season gift before they leave. This has been an ECLDA tradition over the past years.

## **Market Place**

As a result of an inquiry by some of our members, we have decided to create this new section of our Newsletter. If you have an item of equipment that you do not use anymore and want to sell or donate to another member, please email me the information about it and I will include it in the next newsletter. There will be no charge for this listing.

### **FOR SALE**

Steam-Heated Chicago Flatwork Ironer Model SA18-100-R New Belts Make an offer, Manor Cleaners Ltd. (905) 934-8484

2 Port-A-Coolers with reservoirs, Susie, Single Puffer, and Double Puffer: Any reasonable offer will be accepted. For information contact Brian Chelsky, Careful Cleaners (416)787-9119

## **Quote from Harry Rosen Website**

“Great dry cleaners:

A word of caution, People often choose their dry cleaners on the basis of convenience, but there is a hierarchy of quality in terms of the way garments are treated. A well-made garment that is cared for in a careful and professional way will last longer and feel and look better. We believe it is worth going a few extra blocks to find a dry cleaner that is better equipped to deal with top-quality garments.” Promote the fact that you are one of these great dry cleaners.

## **Membership Income and Expenses**

It is important that you know what it costs to maintain your membership. Of the base price of \$359.00 that you pay, the following are the costs to the association: Therefore \$359 in and \$359 out (Not for Profit Association)

Insurance - \$2,100

Executive Director (including bookkeeping) - \$10,000

Website monitoring and maintenance - \$2,400

Auditor - \$1,600

DLI membership costs – U.S. \$100 per member

Legal benefits - \$75 per member

Postage - \$1,500

Office, Communication, and Travel Expenses - \$6,000

**Total Income \$35,000 ----- Total Expenses \$35,000**

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## **Executive Committee**

I would like to inform you that our new member of the Executive Committee is Rob McConnell of Gibson's Cleaners in Toronto. Rob brings a vast array of knowledge and experience in the industry, and we look forward to working with him in the future. As a result of the resignation of Joe Peirera from the committee due to a heavy business load at this time, there is still another vacancy available on the Executive Committee. I encourage each member to consider submitting their application to join this committee. For further information, please contact the Executive Director at [chelsky@sympatico.ca](mailto:chelsky@sympatico.ca) or (416)-573-1929. I would like to thank Joe on behalf of myself and the board for his dedication to the industry and our association including ECLDA in the past.

## **Thank you**

I would like to thank all our members and the Executive Committee, who have sent me emails or called me to express positive thoughts about the work I am doing on behalf of the association. It is important that the public, retail clothing shops, and manufacturers are aware that our association and its members represent the best available knowledge and talent in the industry. As well, we must dispel any false statements about our industry. Your comments are much appreciated. I will continue to do my best to enhance and grow our membership.

## **Survey**

Enclosed is a survey of prices which I would appreciate if you would fill out. This information will be shared with you when the survey is complete.

## **Ontario Ministry of Labour News**

The ministry has developed a medical certificate documentPDF [197 Kb] that could be used for family caregiver leave, critically ill child care leave and/or family medical leave (which has been in the ESA since 2004).

The bill also establishes a rule that affects how family medical leave is to be taken. Family medical leave is an existing unpaid, job-protected leave to provide care or support to certain individuals who have a serious medical condition with a significant risk of death occurring within a period of 26 weeks.

An employee can take up to eight weeks of family medical leave in a 26-week period. "Week" is defined as running from Sunday to Saturday. Employees will not always need or want to take an entire week off to provide care or support to the individual. As of October 29, 2014, if an employee who takes family medical leave during a week stops providing care or support before the end of that week (i.e. before Saturday), the employee will be entitled to remain on leave until the end of the week, and, is allowed to return to work before the end of the week only if the employer agrees.

## **OFA Conference 2015 The Waterside Inn**

We are looking for sponsors of some of the events that are planned. Below is a list of events that some of you might consider sponsoring. If so, please contact the Executive Director and we will mention it in our promotions.

Friday night cocktail party.....	\$500
Saturday morning breakfast.....	\$500
Saturday luncheon.....	\$1,000 Sponsored by Fabricare Cleaning Centers
Saturday dinner party.....	\$2,000
Saturday dinner party wine.....	\$400
Table Tops + HST.....	\$200

### **Dress Code**

Previously, I sent out an email about staff dress codes in banks and as well in our stores dealing with our customers. We must set an example of proper dress if we want to convince others to change. Please consider sending out a letter or email to your bank or financial institution and encourage them to raise their dress code policies. It enhances the opinion of customers dealing with them or yourself. When you are dressed well, you look and feel well.

**And after reading all this, I have added the following:**

### **Stress Management**

A young lady confidently walked around the room while leading and explaining stress management to an audience with a raised glass of water. Everyone knew she was going to ask the ultimate question, 'half empty or half full?'... She fooled them all.... "How heavy is this glass of water?" she inquired with a smile. Answers called out ranged from 8 oz. to 20 oz.

She replied, "The absolute weight doesn't matter. It depends on how long I hold it. If I hold it for a minute, that's not a problem. If I hold it for an hour, I'll have an ache in my right arm.

If I hold it for a day, you'll have to call an ambulance. In each case it's the same weight, but the longer I hold it, the heavier it becomes." She continued, "And that's the way it is with stress. If we carry our burdens all the time, sooner or later, as the burden becomes increasingly heavy, we won't be able to carry on."

"As with the glass of water, you have to put it down for a while and rest before holding it again. When we're refreshed, we can carry on with the burden - holding stress longer and better each time practiced. So, as early in the evening as you can, put all your burdens down. Don't carry them through the evening and into the night... Pick them up tomorrow.  
1 \* Accept the fact, some days you're pigeon, some days you're the statue!

- 2 \* Always keep your words soft and sweet, in case you have to eat them.
- 3 \* Always read stuff that make you look good if you die in the middle of it.
- 4 \* Drive carefully... It's not only cars that can be recalled by their Maker.
- 5 \* If you can't be kind, at least have the decency to be vague.
- 6 \* If you lend someone \$20 and never see that person again, it was probably worth it.
- 7 \* It may be that your sole purpose in life is to serve as a warning to others.
- 8 \* Never buy a car you can't push.
- 9 \* Never put both feet in your mouth at the same time, because then you won't have a leg to stand on.
- 10 \* Nobody cares if you can't dance well. Just get up and dance.
- 11 \* Since it's the early worm that gets eaten by the bird, sleep late.
- 12 \* The second mouse gets the cheese.
- 13 \* When everything's coming your way, you're in the wrong lane.
- 14 \* Birthdays are good for you. The more you have, the longer you live.
- 16 \* Some mistakes are too much fun to make only once.
- 17 \* We could learn a lot from crayons. Some are sharp, some are pretty and some are dull. Some have weird names and all are different colors, but they all have to live in the same box.
- 18 \* A truly happy person is one who can enjoy the scenery on a detour.
- 19 \* Have an awesome day; know that someone thought about you today.  
AND MOST IMPORTANTLY
- 20 \* Save the earth..... It's the only planet with chocolate!

Written by:  
Sidney Chelsky,  
Executive Director.