

Membership

We are pleased to welcome Martin & Kyle Jamieson of Deluxe Dry Cleaners in Dartmouth, Nova Scotia has joined the OFA. We now have members in five provinces and in the United States. I get a number of phone calls of complaints against dry cleaners that are not members of OFA. In many cases, I have tried to mediate to find an amicable solution for the consumer. When the complainant is not satisfied, I recommend that they go to our website and find the closest member cleaner as their new dry cleaner. That is why I recommend that you list all your locations on our website.

President's Dinner

It may not be too late to reserve your spot at the President's Dinner being held on Saturday, November 26th. This year, our president Rob McConnell has chosen the Toronto Golf & Country Club located at 1305 Dixie Road in Mississauga, Ontario. He promises an exceptional evening with great food. An invitation with all the information can be found on our website at www.fabricare.org. Please reply quickly so that we can prepare for this special evening.

If you are interested in staying over for the evening, the Waterside Inn is close by and has hosted our conferences for the last two years. Safety rides and taxis are available at the club.

Thank you to **Clark McDaniel of Fabricare Cleaning Center** for sponsoring the cocktail reception (hors d'oeuvres). If you would like to sponsor any of the other events such as wine for the table, etc., please let me know.

Symposium

OFA is working in partnership with Seneca College and the Ministry of Environment Canada to conduct a symposium in the fall of 2017. When all the arrangements are made, we will co-ordinate the event with our upcoming conference on October, 13 to 15, 2017. It would then become a week-end event with OFA conducting its conference on Friday and Saturday and the symposium taking place on Sunday at Seneca College campus in Toronto. We expect a large turnout as everyone in the industry from allied trades to operators will be invited. We have arranged for the location of our conference to take place at the Holiday Inn Yorkdale. I have reserved a number of rooms at a reduced rate for the weekend and I recommend that you reserve these rooms early, as there is a time limit for these reservations. No payment is required at booking. Contact Executive Director for info.

It is our intent to highlight all solvents including wet cleaning in use in the industry and explain the proper care and environmentally safe usage of these solvents. We invite all allied trades companies to get in touch with the Executive Director if you would like to receive more information and participate in this symposium which will be shown by webinar across Canada

Ministry of Environment and Climate Change

The Executive Director, The President Rob McConnell, Past President Brad Maxwell, and 2nd Vice President Brian Hatt met with the Director of Environmental Innovations Branch of the Ministry of Environment and Climate Change for Ontario **Mr. Tom Kaszas** to begin a dialogue on obtaining self-regulation

for the dry cleaning industry on September 29th and I am pleased to report that we were well received. OFA put forward a list of identified problems in the industry and proposed solutions. One of the main purposes of the meeting was to create a level playing field for our membership vs those cleaners who do not adhere to safe Environmental dry cleaning and to insure that those operating a dry cleaning plant are knowledgeable, experienced and professional.

Dry Cleaners & Launderers Institute International (DLI)

Effective beginning in 2017, the DLI is raising its dues to international members from \$300.00 \$U.S. to \$499.00 \$U.S. As well, they are planning to increase the cost of membership from associate members as well. However, I have negotiated a delay to the increase for the forthcoming year.

It is important to keep our relationship with the DLI, as they provide us with a wealth of information and provide speakers for us each year at our conferences. They are also available to us to provide research into problems that may arise between governments and our industry. In addition, there is a discounted fee for our members to attend their various cleaning, spotting and pressing classes, as well as many other benefits.

You should be glad to know that the DLI Textile Testing Lab can now provide you with a complete analysis of most problem garments through the internet. This results in the garment never having to leave your premises, shorter result times, and a lower cost for the analysis. You just have to transmit a picture of the garment.

On behalf of the Board of Directors of OFA, I would like to thank DLI for their consideration on this matter.

Membership Dues

Included in your envelope is your membership renewal for the year 2017. As a result of higher costs to provide the membership with meaningful benefits such as DLI (dues for DLI international membership has been increased to \$499 U.S. \$ effective January 1, 2017) access and membership, and rising costs to operate the association, we have had to do the following.

You will notice an increase of \$26.00 in dues compared to last year, and unfortunately, we had to drop the Free Legal Advice (DAS) coverage. This benefit proved too popular and resulted in claims many times the money paid to the insurance company in premiums. As a result, the premiums have gone up to a point that we can no longer afford to provide the benefit without huge increases in membership dues. Any claims that are in process are still covered by the insurance company. OFA will revisit the program in the future and if viable, will reinstitute the benefit. I wish to thank **Jason Wiesner** who worked very hard to get this benefit for our members. For those members who would like to continue to have such coverage, you should contact Jason at Wiesner Insurance to discuss the matter.

In addition, we are advising you that we are no longer promoting the use of Staples EWAY on line purchasing. They have lowered the discount that was previously made available to our membership. However, the Staples Copy Print discount is still honoured at your local Staples store. You are still able to contact Staples EWAY and ask what discount amount they will give you, but I recommend that you compare their prices with others (i.e. Costco).

Environmental Claims

I have received some phone calls from members who are experiencing claims against them for ground pollution of their premises and neighbouring premises. We have a member of OFA, namely **Jacquelyn Stevens of Willms & Shier Environmental Lawyers**, who is both knowledgeable and experienced in dealing with these issues. I have been referring these calls to her. If you experience any of these problems, you should contact a lawyer who specializes in these matters.

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News of our Members

I was invited to attend a seminar put on by our member **GreenEarth*Cleaning** which culminated in a tour of a dry and wet cleaning plant owned by one of our members **GreenClean of Woodbridge, Ontario**. A number of issues that face dry cleaners today were discussed including the different types of solvents and systems available. As current perc equipment ages and with anticipated legislation phasing out the use of perchloroethylene solvent occurs, it is incumbent on those in the industry to investigate replacement equipment and solvents for the future.

My main purpose in attending was to learn as much as I can about all the systems and solvents available, so as the representative of OFA, I am better able to respond to questions and statements made by government, consumer organizations, the public, and those looking to enter the cleaning industry. I will not prejudice my opinions regarding the company, but will highlight the positive recommendations that came out of this seminar and tour. I wish to thank **Robert Kuenzlen of GreenEarth*Canada** for allowing me to attend this very informative discussion.

The seminar dealt with problems dealing with landlords and what has been done to win over the confidence of many landlords to lease and accept a dry cleaning plant on their premises. The company is currently working with many manufacturers and associations to develop new and proper testing procedures on new materials coming on the market. To this end, they are a partner with the [American Association of Textile Chemists and Colorists](#).

Andy Lien, the Technical Operations Manager of **GreenEarth*** discussed the precautions that need to take place to insure good cleaning. He showed how to identify potential internal problems within the machine by using an extended camera and taking a picture showing the condition of parts and coils, etc. He explained why setting out a set of rules of operation enhanced the cleaning process and extended the life of the equipment, as well as preventing damage to the equipment and garments being cleaned.

He showed how to properly distill your solvent and why it should be done on a regular basis. Andy explained what happens when filter pressure builds up and results in poor cleaning results such as why whites turning grey which is caused by redeposition. He answered many questions including the meaning of the "Dry Clean" and "Dry Clean Only" labels. According to current regulations, the meaning applies to all individual parts and colours of the garment, however, when they are constructed together, the term is misleading, as it can lead to many problems (i.e. black and white garments bleeding, etc.). Andy also recommended a seven (7) point start-up program for your cleaning machine each morning.

Included in the seminar was a presentation by **Bob Edwards**, Regional Vice president of **A.L. Wilson Chemical Co.** on the use of environmentally safe stain removal products. He outlined the four main types of products that are required on all spotting boards and the procedure to identify and deal with the stain. (1. Oils 2. Tanin 3. Protein 4. Dyes).

As well, an excellent presentation was given by **Grace Dagnes**, Corporate Trainer of the **Dale Carnegie* Business Group**

Prior to the start of the seminar, I was invited to address the attendees as to the work the OFA has been involved in putting forth the importance of our industry and the professionalism that our members practice in protecting our employees, the public, and the environment. **Robert Kuenzlen** was presented with a **Certificate of Appreciation** for promoting the importance and value of membership in the **Ontario Fabricare Association** and maintaining and promoting high professional standards in the dry cleaning industry in Canada

Following all the recommendations given will only enhance the professionalism that we are promoting of our members of the Ontario Fabricare Association.

Our sincere best wishes for a full recovery go out to **Joe Pereira** after going through major surgery. I know all of our members wish him the best.

Email Alert

I would like to continue to send you timely important emails. Please make sure your software is programmed to receive OFA emails without dumping them into a spam or junk file.

Canadian Federation of Independent Business (CFIB)

The board weighed the cost of this alignment with the CFIB including the advantages and benefits that would be derived from this association, but based on the proposed fee that we would have to add to our current membership dues, we decided to table this proposal to a future date, when we may be in a better financial situation.

Executive Director's Comments

It is time that you evaluated your customer base. The importance of understanding the age groupings of your current customer base is very important for present and future planning. If you are a family business and you want to pass on your company to your children or others in your family, then you must determine what the future of your company will be.

Are your customers mainly older ones who are gradually retiring and therefore wearing less business and formal garments, or are they newer younger consumers who require different types of garment care? As many in the industry are already pointing out, the nature of our cleaning business has changed dramatically. This is based on the fact that newer easier care garments are on the market, less formal clothing is required for business, and aversion to solvents and chemicals used in the dry cleaning industry being fostered by environmental groups.

You want to continue to be successful and want the business to be successful for your successors. Therefore, you must now make important choices. Do you continue on with the current solvents that you use? If you decide to do this, then you must convince your customers and the environmental groups that you are doing everything possible to run an environmentally safe plant.

If you are not able to do this, then you must make a decision to change your method of cleaning. It is imperative that you look at all the different systems available and make the right choice. Do not just rely on what the salesman says, but investigate further by visiting different plants using different systems (i.e. wet cleaning, GreenEarth, K4, etc.). Only then will you feel comfortable that you have made the right decisions. As well, make sure that whatever system you chose reflects the type of garments that you will be cleaning now and in the future.

The following label which was attached to a garment was received from Premier Cleaners in Ottawa:



For those of you having trouble reading it, it says. **Warning:** the colour may rub off onto lighter coloured garments. Wash it separately in cold water to avoid colour transfer, **or** give it to your mother, she'll know what to do.

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Website Listings

I would like to remind you of our website which lists all our members and their locations. The first listing of the main location is free; however, there is a small fee for each additional listing of your satellite locations. The feedback we have gotten indicates that consumers are looking for a location near them and by listing all your locations; you will have the benefit of a greater attraction of customers to your various plant and depot locations. The information required for each location is listed below. This fee is renewable each year when your dues invoice is mailed out. This is a small investment to get future customers. Visit our website to see if you are listed correctly and if you want your website listed as well.

Name:

Address:

City or Town:

Telephone:

Name:

Address:

City or Town:

Telephone:

Name:

Address:

City or Town:

Telephone:

Name:

Address:

City or Town:

Telephone:

.....No. of sites = \$25.00+\$1.99 per (2) decals=\$26.99 + HST (\$3.51) x \$30.50 for each location.

The next page contains an advertisement that you may wish to use or copy and place at your counters

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Packaging, and on-time service**

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Don't Treat Succession as if Your Business Were the Royal Family

Segal LLP Insider Current News Segal LLP

William and Kate's recent visit with the children brings to mind the issue of succession.

Of course for the Windsors, succession is a done deal. Prince Charles, the oldest child, will succeed Elizabeth II unless he dies or gives up his right. Prince William gets his chance after that.

Some family-owned businesses follow a similar model of succession. The current head or owner of the company passes the baton on to the oldest child — and in some cases, the oldest male child.

The Key Is Survival

But the old saying, “shirtsleeves to shirtsleeves in three generations,” describes a concerning fact about this standard of succession. Many family businesses that are passed down to children and then grandchildren may not survive through the third generation.

History shows that this path of succession often leads to inefficiencies and mistakes that jeopardize the continued existence of these family businesses. There are a lot of reasons for this, including that the first-born isn't necessarily the most qualified. Still, keeping the business in the family can often yield more wealth for generations to come than any investments you might purchase with the proceeds from selling it.

If you decide to keep your successful business in the hands of the family, you need to begin the process of choosing a successor. That choice will have a direct impact on your financial future and retirement. Picking the wrong person (or handing over the reins too soon) can cause your company's fortunes, and your retirement financing, to deteriorate. The worst-case scenario is that the business will fail.

Steps to Consider

If your company's policy is to let the oldest child automatically take the reins, you might want to step back and consider other approaches. Here are eight common-sense steps to consider to help choose your best successor:

1. Determine if any of the next generation is even interested in continuing to work for, and more importantly, manage the business. And set a target date for the takeover. It can be difficult to keep a designated heir in place without a timeline. It needn't be a specific date. A series of milestones leading to being prepared to take over is sufficient.
2. Decide which of the interested children has the best skills to take over. This might require outside assistance from trusted advisors or business consultants. Enlisting outsiders can help to eliminate any biases the family's senior generation might have for — or against — certain offspring. A person outside the company will likely be impartial, have no real stake in the outcome and help you objectively evaluate potential candidates. Keep in mind, depending on your children and your family's dynamics, it may turn out that someone outside the family who has worked in the business may have the skills and personality to lead into the future.
3. Don't assume your primary choice wants to take on the mantle. Begin discussing the possibility long before you plan the transition. But be aware that the potential candidate may have a hard time getting his or her head around the idea. Leading the company is obviously going to be harder than just working for it. Not everyone has the strength, talent or understanding spouse who will allow them to take the reins.
4. If there's more than one viable successor, give each a chance to win the job. This is no different from the process that often happens in publicly held companies and in many large private businesses. Each qualified candidate should be allowed to fill a position at the company and to progress up the ladder of management.

5. Rotate the jobs each candidate performs, if possible, so they gain experience in many areas of the business. Not only will this better groom the ultimate leader, it also will provide depth to the management team. The candidates should be trained in decision-making, leadership, risk management, people skills and handling stress. As each moves around the company, increase responsibilities and set more rigorous goals.

6. After a reasonable period of time, the “decision team” should select and meet with the best candidate to discuss expectations, compensation, terms of contract and other issues related to leading the company.

7. When there are multiple candidates, owners should meet with each one who wasn’t selected. Decisions will have to be made here, such as whether the person will stay in some executive position and be willing to work as a team with the new head and the other candidates. Don’t make the mistake of keeping candidates with the company simply because they’re part of the family. If someone isn’t a good fit, you may be better off terminating the business relationship.

8. Develop a well-communicated plan for the transition of power to the newly selected company head. This might take several months or even years. During this time, authority and decision-making should gradually be shifted from you to your successor, allowing you both to adjust to your new roles.

Don’t underestimate the human element and how much time and effort will be required to make the succession work. Developing a plan early will allow you to maintain control over the process and have the available information you need to make decisions. Once the plan is in effect, stick to it unless there are extenuating circumstances.

Other Resources - It’s a good idea to consult with your attorneys and tax advisors who specialize in family business succession to understand all the implications. When a successor has been adequately prepared, there will be limited or no disruption to your business when the person takes over. The change in leadership should be natural and expected by everyone.

Remember, the law requires that you have a Certified Dry Cleaner on your premises when in operation. The next available course DCT01011D is offered through correspondence, starting December 1st. <http://www.senecacollege.ca/ce/environment/envIRON-sustain/dry-cleaners-environmental-management.html#Curriculum> Please note that you need to be registered for this course prior to its start date or the delivery of your material may be delayed.



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