

New Board Member

As a result of a vacancy on the board of directors, the board has nominated Sergio Gosio of Park Lane Cleaners to fill the position of director. We look forward to his input and participation on the board.

Membership

We are pleased to announce that Joel Lee of Barragers Cleaners in Georgetown, Ontario has joined OFA.

News of our Members

Congratulations to Harco for having received the Red Carpet Commercial Service and Excellence award from Maytag. In addition, the OFA would like to thank Rob Jackson and Bob Stevens of Harco for their generous use of their boardroom and providing a working lunch for our executive meetings.

We encourage all our members to share their good news with the rest of our membership. Just email the executive director the information.

Fabricare Canada Magazine

Congratulations again to Fabricare Canada Magazine and especially reporter Samantha Tachuck who wrote a great article on the OFA Conference and a synopsis of the speakers' topics. We are indeed fortunate to have such a great trade magazine reporting important information to the industry. Remember, that a subscription in Canada is free and you should encourage others in the industry to subscribe to this magazine (www.fabricarecanada.com). OFA appreciates the support the magazine gives our association.

President's Dinner

Please reserve the date of Saturday, November 26th for the annual President's Dinner. 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 is included with this newsletter. 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.

If you are interested in sponsoring the cocktail reception (hors d'oeuvres) or wine for the table, etc., please get in touch with the Executive Director.

Cartridge Toner Refills

Just a reminder that when your cartridges are running out, do not throw them away. I have been taking mine to Costco and they refill them for a third of the cost of a new one.

Ministry of Environment and Climate Change

The Executive Director and directors are in constant discussion with the Ministry of Environment to achieve self-regulation of our industry. We believe that this is achievable and will continue to present our case to the Ministry and The Honourable Glen Murray that we are best suited to oversee our own industry. This has proven true with self-regulation granted to TSSA for the Boiler and Pressure Vessels and Operating Engineers in this province. To achieve this goal, we will have to present our proposals for administration, education, and enforcement of the environmental concerns of the province. We have a meeting arranged with the Ministry on September 29th and will report our progress in a later newsletter.

Boiler and Pressure Vessels Act - TSSA

The revisions to the act have been concluded and as a result of the participation of the Executive Director of OFA on the panel, I was able to help keep the costs of some of these revisions to a minimum. You should be prepared to work with your boiler inspector when he arrives and be attentive to his recommendations. If he finds that there are immediate safety issues, he is compelled to alert TSSA and have your plant shut down immediately. If however, he only finds some minor safety issues, he can advise you to make the necessary fixes and give you a time limit to complete the repairs. If and when you have passed the inspection, you will be given a Record of Inspection (ROI), which you will then be required to remit to TSSA in order to receive your Certificate of Inspection (COI). There will be a small fee required before the certificate is sent to you. This fee is necessary to fund the boiler and pressure vessel inspection program and is mandated by the Ontario government to be a revenue neutral program.

Review of Free Legal Advice Insurance

This benefit that has been available to our membership has become such a success, that as a result, the insurance company has been forced to raise the rates they charge us for this benefit. If you were to purchase this benefit directly from an insurance company, it would cost each company a minimum of \$1,200.00 per year. As a result of lobbying on our behalf by our director Jason Wiesner of Wiesner Insurance, he was successful in keeping the premium increase at a minimum cost, but it will result in an increase next year, and you should be prepared for it. From the information provided to us by the insurer, there were over twenty-two phone calls so far this year for free legal advice and two claims for employment lawsuits from employees and two claims under the contract dispute resolution, which is an add on benefit. The cost of this benefit will also increase slightly. The amount of money saved by our members with this benefit is in the high tens of thousands of dollars.

However, we are working hard to not raise our dues to cover the costs of these benefits. If we cannot balance our budget, we may be forced to cancel this benefit. If we do cancel it, we would recommend that you contact Jason Wiesner of Wiesner Insurance to investigate the cost of acquiring this insurance coverage on your own.

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 am negotiating with them to delay the increase or keep the increase to a minimum. However, if I am not successful, we can expect an increase in our dues in 2017 as a result.

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.

Correspondence from OFA conference attendees

“We spent a very worthwhile day at the Ontario Fabricare Association Conference. It was an excellent and helpful line up of speakers that will be great resources. It was also wonderful to be meeting others in our industry that are striving forward, continually bettering what they do in their businesses. Thank you to all for making us feel welcome. It was great to meet you; we hope to join you again sometime in the future.”

Dawn Marie and Kathleen Crouse
Crouse’s Cleaners, Grande Prairie, Alberta

Thanks again,
Dawn Marie Crouse
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www.crousecleaners.com
10007 98 Ave, Grande Prairie, Alberta T8V 6P8

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 and if all the arrangements are made, we will attempt to co-ordinate the event with our upcoming conference in 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. Location and registration will be forthcoming when the arrangements have been finalized.

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 when available and / or participate in this symposium which will be shown by webinar across Canada.

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 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.

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.

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Latch on to a Major Consumption Trend

Segal LLP Insider Current NewsSegal LLP



Canadian media consumption habits are changing and the shift suggests you might want to review your company's marketing strategy.

Canadians in the 18-to-34 age bracket who go online actually spend more time on the Internet than they do watching television. It is not so surprising that young people are so enthusiastic about the Internet. Most of them grew up with computers and find the Internet to be second nature.

So, whether or not you already have an online advertising strategy, it's a good time to step back and reassess. You may want to start taking or bolstering a cross-media marketing approach that includes the Internet to help capture this group of technologically astute, affluent and trend-conscious consumers.

Many experts see the Internet, at least in combination with traditional media, as the advertising wave of the future. If your company hasn't yet tapped into the online ad universe, here are five steps to help set up and maintain an Internet presence.

1. Determine what percentage of your target consumers has access to the Internet. You want to reach consumers where they are and the same principles apply to the Internet as to buying a page in a magazine. Where do your company's profits come from? If more than a third are from people with Net access, you're likely missing out on a big opportunity without a strong online strategy.
2. Spend a small amount on Internet marketing and compare the results with other media outlets. Then, experiment with the mix. A rule of thumb: Generally, online advertising should take up 10 per cent to 15 per cent of your total ad spending.
3. Integrate the online element. To be most effective, you need a strategy that integrates the online and offline elements of a campaign from the day of its launch.
4. Take sound, accurate metrics. The widely accepted critical measurements of Internet advertising are ad impressions, clicks, visits, unique measurements and page impressions. Be cautious with click-throughs. This percentage of people exposed to an ad that actually click through to your company's Web site is a key metric, but its importance fades if your company isn't actually selling anything online. Consumer perceptions may be a more important metric. And even if you do sell online, one in ten may not click through but those other nine may come back later. Studies consistently show that many of those who don't click through will likely come back to your site to make a purchase.
5. Focus on building brand awareness or perception, not on unique online factors such as interactivity. Online, print and television advertising each has specific elements you can exploit, but they should not be the point of your campaign.

When it comes to buying, today's consumers think the way they did a decade ago. So offline and online advertising is subject to the same principles. Target consumers by deciding whether an online, newspaper or television ad will do the trick. The major point is to allocate your media mix and spend accordingly.

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Raising a Family? Take Every Available Tax Break

Personal Finance/ Estate Planning Segal LLP

There's no doubt that raising a child is expensive. Although there is obviously no fixed price tag, some studies show that the cost of raising a child to the age of 18 is approximately more than \$200,000, or nearly 13,000 for each child each year, or about \$1,100 a month. And that is before you send them off to university.

Compounding the expenses are taxes. According to the Fraser Institute Canadian Consumer Tax Index, which has measured the tax bills of Canadian families since 1976, all taxes paid on the federal, provincial and municipal levels account for more of a family's budget than shelter, food and clothing combined.

That makes it even more important to claim every tax break you can. Here's a rundown of the tax relief Canada Revenue Agency (CRA) offers:

Childcare expenses: If you, your spouse, or common-law partner, pay for childcare so you can earn employment income, carry on a business, attend an eligible program at a designated educational institution for at least three consecutive weeks, or carry on research or similar work for which a grant has been received.

Some examples of eligible child care expenses include;

Day-care centres and day nursery schools;

Child care services provided by some individuals;

Day camps and day sports schools;

Educational institutions such as private schools (the portion of tuition costs relating to child care services), and

Boarding schools, and overnight sports schools and camps.

Generally, expenses have to be deducted from the lower-income earner, although there are exceptions.

Amount for Eligible Dependant: Most taxpayers are familiar with the spousal credit, but there is a similar credit for single, separated and divorced people who support a child, elderly parent or grandparent. Two or more supporting relatives cannot split this tax credit. Children must be under 18 at some time during the tax year, unless they are mentally or physically impaired.

Age Amount: This tax credit is available if you are aged 65 or older at the end of the taxation year. The credit is calculated using the lowest tax rate and each province calculates the credit in the same manner except Quebec. In that province you use family income in the calculation and combine the credits for you and your spouse or common-law partner.

Pension Income Amount: You can claim the lesser of \$2,000 and the actual pension amount received. Don't forget that this amount is available to both spouses if you are splitting pension income. You do not have to be older than 65 years of age to claim this amount.

Disability Amount: You can claim a tax credit if you are disabled and have a certificate signed by your doctor or medical practitioner stating that the disability is severe and prolonged and markedly restricts your daily living activities. Individuals younger than 18 years of age may claim a supplemental credit.

Caregiver Credit: You may claim this credit if you provide in-home care for a related individual who is older than 17, is dependant because of mental or physical infirmity, or is your parent or grandparent AND over the age of 65. The infirm person doesn't have to qualify for the disability tax credit. However, this credit isn't available if you have taken the amount for eligible dependent for that person.

Adoption Expenses Credit: You may claim certain eligible expenses for each child you adopt in the year the adoption is finalized.

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Public Transit Pass Credit: You may claim amounts spent on public transit passes for yourself, your spouse and any children under the age of 19 at year end.

Child Fitness and Arts Credit: You may claim a tax credit on each child on the fees you pay to register the child in a prescribed program of eligible activities. At the beginning of the year in which the expenses are paid the child must be under 16 years of age (or under 18 if eligible for the disability credit). Both credits will be eliminated for taxation years after 2016.

Canada Employment Amount: If you are employed, you can the lesser of a credit indexed for inflation each year and the total employment income on your tax return.

Interest on Student Loans: You may claim interest paid on student loans in the year or the preceding five years for post-secondary education. The loans must have been received under the Canada Student Loans Act, the Canada Student Financial Assistance Act, or a similar provincial or territorial government law.

Tuition and Education: If you do not need all your tuition and education tax breaks for the year, you can transfer all or part of the amount to your spouse or common-law partner, parents and grandparents, including those of the your spouse or partner.

Medical: You might be able to claim expenses for a dependent. The list of deductibles is long, so make sure you understand what you can and cannot claim. If medical treatment is not available locally, you might be able to claim the cost of travelling to get the treatment somewhere else. You don't have to file your claims on a calendar-year basis. You can sort out your receipts on a month-by-month basis and choose the period that results in the highest yield.

Consult with your accountant to help ensure you take all the credits available to you and the proper amounts.

Canadian Federation of Independent Business (CFIB)

Those of you who attended the previous conference listened to a presentation by the CFIB. Your board of directors has received a proposal to align OFA with the CFIB. For those of you who are already members of the CFIB, the proposed fee would mean large savings to you. Those who do not currently belong would become members of CFIB at a very low rate to that charged to individual businesses.

The board will weigh the cost of this alignment against the advantages and benefits that would be derived from this association and advise our members of our findings at a later date. The board of directors of OFA is constantly looking for more benefits for our members.

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

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Dress to Impress

**Our staff will insure that your
garments are clean and pressed**

Member



Committed to excellence and safe environmental cleaning

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A little humour - Seniors

Most seniors never get enough exercise. In His wisdom God decreed that seniors become forgetful so they would have to search for their glasses, keys and other things thus doing more walking. And God looked down and saw that it was good. Then God saw there was another need. In His wisdom He made seniors lose coordination so they would drop things requiring them to bend, reach & stretch. And God looked down and saw that it was good. Then God considered the function of bladders and decided seniors would have additional calls of nature requiring more trips to the bathroom, thus providing more exercise. God looked down and saw that it was good. So if you find as you age, you are getting up and down more, remember its Gods will. It is all in your best interest even though you mutter under your breath.

Nine Important Facts to Remember As We Grow Older:

9 Death is the number 1 killer in the world.

8 Life is sexually transmitted.

7 Good health is merely the slowest possible rate at which one can die.

6 Men have 2 motivations: hunger and hanky panky, and they can't tell them apart. If you see a gleam in his eyes, make him a sandwich.

5 Give a person a fish and you feed them for a day. Teach a person to use the Internet and they won't bother you for weeks, months, maybe years.

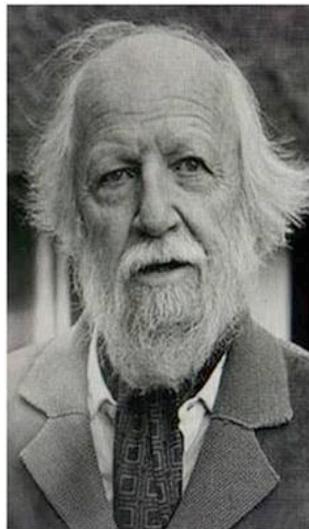
4 Health nuts are going to feel stupid someday, lying in the hospital, dying of nothing.

3 All of us could take a lesson from the weather. It pays no attention to criticism.

2 In the 60's, people took acid to make the world weird.
Now the world is weird, and people take Prozac to make it normal.

1 Life is like a jar of jalapeno peppers. What you do today may be a burning issue tomorrow.

Don't ignore this message. This is your only warning.



William Golding
British Novelist, Playwright & Poet
1911 --1993

I think women are foolish to pretend they are equal to men. They are far superior and always have been. Whatever you give a woman, she will make greater. If you give her sperm, she will give you a baby. If you give her a house, she will give you a home. If you give her groceries, she will give you a meal. If you give her a smile, she will give you her heart. She multiplies and enlarges what is given to her. So, if you give her any crap, be ready to receive a ton of shit!

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