



NEWSLETTER – March 2017

### **New Membership**

We are pleased to welcome David Haick of Parkers Cleaners Oakville as our newest member.

### **Board of Directors**

I am pleased to inform you that Betty Skoutakis, president of Sketchley Cleaners has joined our board. We look forward to her participation at board meetings and her business expertise in assisting OFA in representing our members and their concerns. Many thanks to Jason Wiesner of Wiesner Insurance Agency, who has resigned due to increased business demands. Jason has provided our board with good advice and direction and we are indebted to him for his time and dedication to our membership and the industry.

### **Membership Renewal**

Thank you to all of our members who have remitted their dues on time. It is greatly appreciated, as we are a not-for-profit association and require funds on hand to pay for the many benefits that we provide our members, as well as the ongoing cost of operation. Remember that when you list your depot locations on our website, they just have to click on your web address and they are forwarded to your website. New customers are always looking for the closest location.

I would appreciate if you would approach fellow dry cleaners to join the OFA, or if you prefer, send me information regarding name, address, phone number, and any other pertinent information and I will approach them myself. We must continue our growth to be recognized by government and remain an important part of our industry.

### **Emails**

I am requesting your help in solving the email problem. A number of members have said that they are not receiving emails from OFA. In order to help solve this problem, I need you to send me an email marked "TEST" to [chelsky@sympatico.ca](mailto:chelsky@sympatico.ca) so that I can verify the email address that I am using. As well, please check your "junk mail" box to see that they are not going there. Thank you for your anticipated assistance in this matter.

### **News of our Members**

Congratulations to Steve Elliott of Barth's Cleaners in Orangeville for being chosen as Winner of the Readers' Choice Award for 2016 as Favourite Dry Cleaner in Dufferin County.

Congratulations to Gino Marchionda and Blair Burgess of Manor Cleaners in St. Catharines as Winner of the Readers' Choice Award as Best Dry Cleaner in the region.

A special thank you goes out Robert Kuenzlen of GreenEarth Systems Canada for constantly promoting membership in OFA. It is greatly appreciated.

Members of OFA still using perc in their operation are indebted to Artur Keys of Exttox Industries for continuing to deliver perc throughout Ontario regardless of the potential for fines caused by negligence of dry cleaners in keeping their plants environmentally safe.

Although not a member of OFA, President Rob McConnell and I have expressed our regrets to Tim Toppornicki of Topper Linen on the loss of his plant due to a five alarm fire last month. We offered whatever help we could provide Tim in order to get his business back up quickly. Tim is a member of TRSA and he has received offers of help from across Canada and the U.S.A.

In a "message to all TRSA members," Topornicki added, "Thank you to all of you who have reached out to offer assistance in our time of despair. It is very evident how strong our industry is on both sides of the border, and we at Topper appreciate your kind words and encouragement. It is the people of this industry who create so much passion, dedication and sharing, that I am proud to be part of for the last 40 years. Topper's strong family values and commitment to our customers will prevail. We will continue to respect our customers with our commitment to honesty and integrity. We will soldier on. Respectfully, Tim T.

## **Environmental Concerns**

As many of you are now aware of, Environment Canada has put liability concerns on sales and distribution of perchloroethylene throughout the Province of Ontario. We have been working hard with all interested parties including making representations to Environment Canada on the unfairness of these regulations. Our position is that it is unfair to expect the delivery person for perc to be responsible for inspecting the whole dry cleaning plant to see that it is in compliance with all regulations. The responsibility lies solely with the dry cleaning plant operator to insure that all rules and regulations are followed.

You should also be aware that I have sent emails and faxed a number of letters to members of parliament (MP's) for Ontario to make them aware of the delivery liability situation. In my discussions with a number of perc suppliers, **Artur Keys of Extox** has put himself and his company on the line and will continue to service the Ontario market. We are all indebted to him for his unselfish action which will keep our perc dry cleaners in operation.

We are confident that all our members abide by these regulations and believe that OFA is best positioned to be the regulators of the industry and provide annual inspections of all dry cleaning plants. We await the decision of the Ontario Ministry of Environment to allow us to do this.

## **.Symposium & Conference 2017**

We are actively working on the upcoming symposium on Sunday, October 15, 2017 at Seneca College. It is being held in conjunction with our next Conference that is being held at the Holiday Inn (Yorkdale) on Friday, October 13<sup>th</sup> and Saturday, October 14<sup>th</sup> of the same weekend. We will have a number of top speakers at our conference and as panelists for the symposium. Whatever cleaning system and chemicals you are currently using, you will want to listen to those in the know about all of these systems and make whatever decisions you need to make regarding the current or future cleaning systems you may want to use. When more of the program is finalized, I will report on the speakers and topics to be addressed. This symposium is financed and sponsored by Environment Canada.

We expect a larger turnout at these events and I recommend that if you are planning to attend these events that you make early reservations for the hotel to insure that you stay close to the action. Remember, the Holiday Inn is across from the expanded Yorkdale Shopping Centre with an entrance to the subway going downtown to other venues. I have acquired a group starting room rate of \$139.95 Canadian per night and you can reserve your room by calling 1-866-568-0046 and stating that you want the OFA special rate or you can email me the required dates you want and provide me with your credit card information. No charges will be made to your card until the date of the event.

## **Benefit Information**

As a result of the board's decision to not renew the Legal Advice benefit which we had to discontinue due to the high cost of the premium to OFA, we have had discussions with the principles of MacDonald, Sager, Manis LLP; who are the corporate lawyers for OFA and members of OFA. We are pleased to report that included in your membership dues, MacDonald, Sager, Manis LLP is prepared to provide our membership with 30 minutes of free legal advice regarding employment law issues, civil/commercial litigation issues, commercial real estate and leasing issues and business contract issue. After the 30 minutes, they will charge their regular rates. Christine Jonathan will be the contact person for all employment and litigation inquiries and Jordan Cohen will be the contact for all business issues. They will refer the member to an appropriate person in the firm depending on the complexity of the matter.

Jordan and Christine as well as others from the firm have spoken at our conferences and provided us with much needed information to help us deal with our employees and government issues. I will be issuing OFA membership ID numbers to all membership renewals and providing Christine and Jordan a copy of our membership list for verification. This benefit is worth hundreds of dollars to each of our members.

**Christine Jonathan** | T. 416.364.3325 | [cjonathan@msmlaw.net](mailto:cjonathan@msmlaw.net)

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## **Allied Trades**

I would like to remind our membership of the importance of supporting our allied trade members. It is their membership and participation in OFA activities that help subsidize our programs and conferences. All things being equal, you should patronize your allied trade members.

### **Ten Reasons You Should Belong to an Industry Association**

Some business owners might say their schedule is too demanding at the moment, and the thought of adding one more thing to their busy calendar is unbearable. So why should they try to cram another activity into their already-hectic schedules to join an industry association?

Because membership in an industry association offers numerous benefits and will keep business owners on top of ever-changing issues, trends and legislation that is important to them. Many professionals, however, believe the greatest benefit of being a member in an association is the camaraderie that goes on among members.

Benefits of association membership include: opportunities to preside in leadership roles within the association; subscriptions to newsletters and magazines; access to seminars, conferences and association events; and access to members-only offers. Benefits can vary depending on your particular membership level in the association.

Here are 10 reasons why you should belong to an Association:

#### **1. A unified voice.**

Join an association with a mission and values that are similar to yours and you're sure to find others who will stand up to the issues that are important to your business.

#### **2. Enhanced benefits programs.**

OFA/DLI associations offer members access to benefits and other perks as a reward for your investment.

#### **3. Access to membership directories.**

This can help you increase your exposure to potential vendors and connect with other owners, managers and entrepreneurs. OFA lets you connect with other members on the member's only section of website.

#### **4. Competitive advantage.**

Taking advantage of association resources can help you earn and maintain an edge over non-member competitors, thanks to access to inside information and advanced training opportunities.

#### **5. Access to certification and educational programs.**

DLI offers member certification and education. This offers you an excellent opportunity to diversify and expand your skill set, qualifications and marketability.

#### **6. Privileged access to industry events and conferences.**

As a member you qualify for discounts or special access at conferences, trade shows and events.

#### **7. Member only discounts and services.**

Associations grant members access to special rates on products and services, saving them money and allowing them to price their goods more competitively and increase profit margins.

#### **8. Inside access to innovations and new developments.**

Associations keep you informed on new products, services and innovations within your industry, helping you maintain a competitive and informational edge.

## 9. Credibility.

Members of an association are viewed as leaders in their field and more knowledgeable. If a company shows that it's a member of a professional association, consumers are 12 percent more likely to think that its products stack up better against its competition.

## 10. Opportunities to connect.

Perhaps the most important benefit of associations is that they provide you with an excellent opportunity to connect with other professionals and entrepreneurs in your field. Volunteer your time to committees, attend as many events as possible and engage with others via the association's online community.

**As a result of an inquiry by Rose Strecker of Britannia Cleaners about the legitimacy, please read the following response.**

Thank you for your email regarding the email you received from Ontario Wholesale Energy Gas & Electric. I apologize for the delay in my response.

### Regulated Price Plan

The majority of Ontarians purchase power from their local utility, such as Horizon Utilities. Unless a customer acts to change who they purchase power from, they are automatically serviced by their local utility. Electricity consumers with consumption below 250,000 kWh per year pay regulated prices set by the Ontario Energy Board through the Regulated Price Plan (RPP).

The RPP rate is set every six months (i.e., each May and November) by the OEB based on a projection of the cost to supply electricity over the upcoming 12-month period and a forecast of electricity consumption.

Electricity consumers with consumption above 250,000 kWh per year pay a combination of the Hourly Ontario Energy Price (HOEP) and Global Adjustment (GA). Note: RPP customers are not subject to monthly fluctuations in HOEP and GA, whereas all other consumers are.

More information on the RPP is available here:

<http://www.ontarioenergyboard.ca/OEB/Industry/Regulatory+Proceedings/Policy+Initiatives+and+Consultations/Regulated+Price+Plan#updates>

### Electricity Retail Contracts

Customers who choose to can purchase power through a contract with a private retailer. The OEB does not regulate prices charged by private retailers. Ontario Wholesale Energy Gas & Electric is one such private energy retailer.

Electricity consumers who are customers of an electricity retailer generally pay an electricity charge set by the electricity retailer as a proxy for HOEP. They pay GA as a separate line item. These prices are not regulated by the OEB.

Effective January 1, 2017, the government introduced new consumer protection rules regarding how energy retailers deal with residential and small business consumers. You can find more information about the rules at

<http://www.ontarioenergyboard.ca/OEB/Consumers/Energy+Contracts> .

Should you have any further questions regarding electricity retailers, please contact the OEB by emailing [ConsumerRelations@ontarioenergyboard.ca](mailto:ConsumerRelations@ontarioenergyboard.ca) or calling 1-877-632-2727.

I hope you find this information helpful, and thank you for writing.

Tim Christie  
Director

Included in this newsletter is a copy of the letter sent to the Minister of Environment and Climate Change (Canada), The Honourable Catherine McKenna and copied to all members of parliament for the Province of Ontario.



February 06, 2017.

The Honourable Catherine McKenna,  
Minister of Environment and Climate Change (Canada)

The Honourable Glen Murray,  
Minister of Environment and Climate Change (Ontario)

Dear Ministers:

On behalf of the Ontario Fabricare Association which represents the leaders in the dry cleaning industry, I wish to advise you of a current situation.

Environment Canada has issued a letter to distributors of the solvent Perchloroethylene in the Province of Ontario that they would be held liable for damages and fined for delivering this solvent to any dry cleaner that does not adhere to the proper care and use of this product in their plant.

This problem has caused all distributors in the Province of Ontario to stop selling and delivering perc solvent in Ontario. It is unfair to expect a truck driver who is trained only in the safe handling and delivery of this chemical to be liable and responsible for what may occur in a dry cleaning plant after he has made the delivery.

As a result, the owners and directors of these companies have ceased selling and delivery of this chemical in Ontario. This has caused a panic in the industry with the result that it will jeopardize their businesses employees jobs due to a lack of solvent with which to clean garments with.

There is much controversy over the use of perc; however as the government has indicated that with proper care and attention to the safe handling and operation of a perc plant, it is a safe and effective product to clean clothes with.

If this problem is not resolved, there is insufficient lead time for current perc plant dry cleaners to install replacement equipment to handle alternative solvents or wet cleaning equipment. They would be forced to remove equipment that has cost them hundreds of thousands of dollars. Most of these business are small family owned and operated and do not have the resources to do this.

Our association believes that this action on behalf of the government is premature due to the fact that we are currently working in partnership with Environment Canada and Seneca College in creating a symposium on the industry and explaining the various alternative solvent options to those in the industry. This symposium is currently scheduled for Sunday, October 15, 2017 to be held at Seneca College in Toronto and podcast across Canada to all those in the dry cleaning industry.

I have had conversation with those in Environment Canada and they have told me that the letter that was sent to the distributors went too far and was not meant to cause the scenario that occurred. As well, I spoke with distributors in Quebec who advised me that they do not have to adhere to these same liabilities in their province and would not service the Ontario market due to the liability and territorial issues.

Environment Canada told me that those in our industry could order their solvent from the United States and those American distributors would be allowed to sell and deliver this solvent throughout Ontario and would not face the same liabilities, being American. This seems ludicrous that our own distributors are

treated unfairly, and liability in purchasing and delivery of American products will have more rights than our own Canadian companies.

We are hoping that you will instruct your departments to immediately relieve the distributors of this liability and leave it to the dry cleaner to comply with all regulations. To this end, our association is dedicated to educating and informing all in the industry as to the proper care and use of all solvents. We work in partnership with Seneca College to insure that all dry cleaners are Environmentally Certified before they can operate a dry cleaning plant.

In addition, if the governments of Canada and Ontario would like to speed up the process of switching to alternative solvents or wet cleaning, would you consider some financial grants or assistance to facilitate a speedy change? This has occurred in some states in the United States and has been of assistance in facilitating a speedier change to alternative solvents.

I would be pleased to communicate with or meet with you to discuss further our concerns.

Respectfully,

**Sidney Chelsky**

Executive Director

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## Keep an Eye Out for Abusive Entitled Employees

February 13, 2017 [Management Segal LLP](#)

### When Communication Can Backfire

If you think there's been an increase in employees with an *entitlement mentality* at your company, you may be right. It's a trait that seems to be more prevalent as increasing numbers of Millennials (also called Generation Y) enter the workforce.

And this can create friction on the job. Research shows that employees with a sense of entitlement have overblown views of their abilities and the recognition they should receive. These "entitlement-minded" individuals can create numerous problems for co-workers and supervisors. They are also likely to abuse their colleagues and suffer from job frustration.

These psychologically entitled employees tend toward:

- Unethical behavior and conflict with supervisors;
- High pay expectations;
- Low job satisfaction, agreeableness, agreeableness, emotional stability and empathy;
- High levels of turnover intent; and
- Self-centered behavior.

Exacerbating the problem: Trying to communicate more with these employees is the wrong approach. In fact, it can backfire. Trying to improve the entitlement-minded employees' behaviour by increased communication and feedback may aggravate their frustration and abusiveness.

On the face of it you would think the most effective approach would be to boost the frequency of evaluations and amount of job-related information. But this can have the opposite effect and increase the job-related frustrations reported by these employees.

Why? Because evidence suggests that psychological entitlement is a perception that can distort the messages conveyed in supervisor communication. Thus, these employees can perceive evaluation as criticism, reject any information that doesn't match their entitled worldview and perceive high levels of supervisor attention as a reaffirmation of their value.

How do you spot psychologically entitled individuals among your employees and potential hires? Look for people who:

- Exhibit a tendency to take credit for good outcomes and blame others when things go wrong.
- Act as if they are generally superior to their coworkers.
- Perform a variety of jobs with different challenges and skills and vocally affirm that they were valuable contributors to each, even if actual performance doesn't support the claims.
- React negatively when they do not receive the praise and annual raises they think they deserve.
- Feel unappreciated and ultimately unmotivated when they receive rewards commensurate with their actual efforts and abilities.

And how do you deal with them? Here are six practical suggestions and insights:

1. Remove as much ambiguity as possible. Document who performs specific tasks so credit and blame are accurately placed;
2. Ensure clarity about who is responsible for what;
3. Guard against behaviours that smack of "office politics" by entitlement-minded employees;
4. Keep an eye out for abusive behaviour and take steps to prevent it;
5. Consider if it would be cost-effective and successful to send entitled employees for professional counseling and coaching; and
6. Fire the errant employees if you determine that there is no solution to the problem that is not too costly in terms of time and money.

**Question:**

We have received a gel duvet for cleaning. Label is Confidence in Textile According to Oeko Tex. The customer has said she believes it should be wet cleaned, no heat. There is no cleaning label, nor fiber content label affixed to this item. Any advice? Any risks?

Thanks,  
Rose Strecker, Britannia Cleaners

**Answer:**

I have not seen a gel duvet nor I have I heard of any problems with them. An online search for information showed they are washable.

Best regards,  
Lorraine Muir

**Member Questions**

Director Textile Testing and Research Services  
Drycleaning & Laundry Institute  
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Visit DLI's website at: [www.dlionline.org](http://www.dlionline.org)

**Question:**

Would you mind answering a question if possible? We seem to be getting more and more men's pants that have that permanent crease glue running down the centre seam of the pant legs. As the glue starts to separate my presser is having a time trying to line up to avoid having what looks like a double crease on the legs.

Any hints on how other pressers are dealing with this? Any helpful tips would be appreciated.

Bob, Rideau Cleaners

**Answer:**

I forwarded your question to Lorraine who contacted Jim Kirby. Please see the response below.

I have not seen any of these in years. This was a sales add-on by Jos. A. Banks. They would offer for an extra fee a "Traveler's Crease". Basically, they turned the pants inside out and applied a silicone bead line down the creases to hold them in place during wear and care. I didn't know they were still doing this since I have not heard of it in such a long time.

p.s. Moores Clothing for Men is owned by Jos. A. Banks

**Question;**

Some of the emails I have received complained about the serviceability of some Canada Goose garments.

**Answer:**

The coat in the picture and the care label are fake. This is not a Canada Goose coat. Look at the care label and you will see a spelling mistake: "DRY CLEAN GNLY". This is an old problem. I have not seen one of these fakes in years. They wash fine. Do not dry clean them. The Canada Goose model that this is copied from, dry cleans fine.

Thanks,

Brian MacGregor  
Browns Cleaners

## **Most of our generation of 60+ were HOME SCHOOLED in many ways .**

1. My mother taught me TO APPRECIATE A JOB WELL DONE. "If you're going to kill each other, do it outside. I just finished cleaning."
2. My mother taught me RELIGION. "You better pray that will come out of the carpet."
3. My father taught me about TIME TRAVEL. "If you don't straighten up, I'm going to knock you into the next week!"
4. My father and mother taught me LOGIC. "Because I said so, that's why ."
5. My mother taught me LOGIC. "If you fall out of that swing and break your neck, you're not going to the store with me."
6. My mother taught me FORESIGHT. "Make sure you wear clean underwear, in case you're in an accident."
7. My father and mother taught me IRONY. "Keep crying, and I'll give you something to cry about."
8. My mother taught me about the science of OSMOSIS. "Shut your mouth and eat your supper."
9. My mother taught me about CONTORTIONISM. "Just you look at that dirt on the back of your neck!"
10. My mother taught me about STAMINA. "You'll sit there until all that spinach is gone."
11. My mother taught me about WEATHER. "This room of yours looks as if a tornado went through it."
12. My mother taught me about HYPOCRISY. "If I told you once, I've told you a million times, don't exaggerate!"
13. My father and mother taught me the CIRCLE OF LIFE. "I brought you into this world, and I can take you out..."
14. My mother taught me about BEHAVIOR MODIFICATION. "Stop acting like your father!"
15. My mother taught me about ENVY. "There are millions of less fortunate children in this world who don't have wonderful parents like you do."
16. My mother taught me about ANTICIPATION. "Just wait until we get home."
17. My mother taught me about RECEIVING. "You are going to get it from your father when you get home!"
18. My mother taught me MEDICAL SCIENCE. "If you don't stop crossing your eyes, they are going to get stuck that way."
19. My mother taught me ESP. "Put your sweater on; don't you think I know when you are cold?"
20. My father taught me HUMOR. "When that lawn mower cuts off your toes, don't come running to me."
21. My mother taught me HOW TO BECOME AN ADULT. "If you don't eat your vegetables, you'll never grow up."
22. My mother taught me GENETICS. "You're just like your father."
23. My mother taught me about my ROOTS. "Shut that door behind you. Do you think you were born in a barn?"
24. My mother taught me WISDOM. "When you get to be my age, you'll understand."
25. My father taught me about JUSTICE. "One day you'll have kids, and I hope they turn out just like you!"