



Newsletter

December 2018

## Membership

Welcome to returning members **Rick and Laurie Symonds of Carson Cleaners in Hanover**, and to new allied trade member **Richard Ponsonby of Richard Ponsonby Creative**, who is responsible for creating our new website, logos and pins, as well as our new decals.

You will have received your renewal invoices by now. I hope that you will remit your payments shortly. As well, for the first time we are now able to accept payments with **American Express**.

A special thankyou to Mr. Paul Lindzon, the President of Lipson Shirtmakers, an honorary member of CFA for their donation of 200 shirts to the Salvation Army Thrift Store as a result of my email to our membership.

## President's Dinner

The President's dinner was well attended and everyone had a great time. The food and entertainment were superb. Thank you to our sponsors who helped make it happen. The dance floor was busy all night long. The following email sums up the evening.

Bruce Miller <brucem@sparklesolutions.ca>

Hello Everyone

Great Presidents dinner last night. What a fabulous venue. It was nice to connect and meet everyone in such a great setting. I did meet a lot of people for the first time and had a chance to get to know everyone better. This was our first dinner and we would not miss another. I hope to get to see you all next year.

Cheers

Bruce Miller

## Website Reconstruction

I am pleased to report that our reconstruction of our website is nearly complete. It will be an ongoing process as we will be using a new method called "Word Press" which will allow myself and Becca to make changes to the website more easily and quickly. We hope that the website will be fully operational by the end of this year.

The end result will be a place where consumers can go to find their nearest Certified Environmental Cleaner and get helpful hints that will protect their garments from any further damage as a result of the use of inaccurate home care products.

It will also be a place where members can go to and get answers immediately or access the DLI and CINET website for technical information, etc. On your renewals, you will find that we listened to our members complaints about the current decal which may have caused problems in removing older decals from the glass windows. The new decals will be placed on the inside of the glass and be visible from both sides. [www.fabricare.org](http://www.fabricare.org)

## **Order your buttons now**

If you have not yet received your allotment of buttons for your counter staff and sales reps, please send me an email and advise me as to the number you require. There is no charge for these buttons, as we are including it in your benefit package for 2019. There is a limited supply, so get your order in ASAP.



## **WSIB**

Following policy consultations that took place from August 14, 2017 to January 15, 2018, the Workplace Safety and Insurance Board (WSIB or the Board) announced its new rate framework for employers. This framework will replace current WSIB policies on classification structure, rate setting, and retroactive experience rating on January 1, 2020. As such, employers should take note that there may be a change to how their business is classified and how premium rates are set as of January 1, 2020.

The new framework introduces six (6) core policies to replace the current thirteen (13) that make up the present system. Notably, the new Employer Level Premium Rate Setting policy replaces current policies on the Merit Adjustment Premium Program, the Construction Industry Plan, and the New Experimental Experience Rating Plan (NEER). In

preparing for the new system, employers should note that the severity of workplace accidents (as affected by the length of time that injured employees spend away from work) will become increasingly important for setting premium rates.

According to the Board, the new framework will be simpler and much easier for employers to understand. Additionally, the Board states that the new framework promises predictability and a more accurate reflection of the level of risk that individual employers and industries bring to the system. Under the new model, the WSIB limits an employer's potential rate increase to a maximum of three risk bands per year. Employers will also be able to access their projected premium rates for future years. Additionally, the rate setting window used to set premium rates has been extended from three (3) or four (4) years to six (6) years. This change will reduce the impact that a single year has on an employer's premium rate.

Every business registered with the WSIB should receive a letter about premium rates under the new framework later this year. More information on the upcoming rate framework changes can be found [here](#).

**In light of some customers that refuse to accept proven answers regarding the processing of their garments and use social media to besmirch the cleaners, I have included the rulings listed below.**

## **Canada: Social Media & Defamation – Be Careful What You Post From Behind A Screen!**

Last Updated: October 23 2018

Article by [Catherine Willson](#) and [Grace Brooks \(Articling Student\)](#)

Goldman Sloan Nash & Haber LLP

Defamation is defined as untrue statements made by an individual that are harmful to someone else's reputation and are shared with a third party.

In the age of the internet troll, defamation through social media (Facebook, Twitter, Youtube, Instagram, Snapchat and Tumblr, etc.), is a problem. Individuals feel more liberated to say what they are thinking (or not thinking) while hiding behind a computer screen or cellphone. We need only look south for an almost weekly example of this behaviour.

Just because you say it through social media does not mean you are free from liability for defamatory statements. The Supreme Court of Canada in **Grant v. Torstar**, 2009 SCC 61, established that the legal test for defamation is:

1. The words disseminated would lower the complainant's reputation in the eyes of a reasonable person;
2. The words referred to the complainant; and
3. The words were published or communicated to a third party, not just to the complainant.

Defamation is a strict liability tort meaning the defendant is liable regardless of whether his or her statements were made negligently or intentionally. The courts are becoming more familiar with the world of social media and are more willing to hold individuals accountable for their online comments and the republication of those comments by others.

Not all defamation claims are successful. Some common defences used to justify comments made are:

1. Truth – the truth, even ugly truth, is not defamatory.
2. Fair comment – a statement of opinion is not defamatory.
3. Absolute privilege – statements made in parliament, at trial or in court documents.
4. Qualified privilege – statements made without malice and for an honest and well-motivated reason.

**If you are a victim of defamatory comments, here are a few things you can do:**

1. Act fast – deal with the issue head on, try to have the defamatory statement removed before it spreads.
2. Seek expert advice – you may wish to seek the help of an experienced defamation lawyer.
3. Obtain evidence – screenshot, print and save evidence of all postings relating to the defamatory material.
4. Ignore it – if it is something that will quickly be forgotten, don't fuel the fire.
5. Refute the statement – make a statement of your own providing your side of the story and refuting the defamatory statement made.
6. Send a cease and desist notice – send a letter requesting that the defamatory statement be removed, retracted, and an apology made.
7. Sue – this should be the last option. Litigation is emotionally draining, uncertain, and expensive.

So next time your fingers get itchy on that cell phone or computer, take a step back and think before you post or it may come back to haunt you.

*The content of this article is intended to provide a general guide to the subject matter. Specialist advice should be sought about your specific circumstances.*

# Customer Service Blog by Jeff Mowatt – Customer Service Strategist

## How to Move Customers Past Price

Do your team members ever give you this excuse when your company loses a customer, “Our competitors are hammering us on price. That’s why we’re losing business.” It’s a convenient excuse that puts the blame on those nasty competitors. But the truth is, most customers don’t buy based on price alone. If that were true we’d all live in the cheapest homes, buy the cheapest vehicles, and every time we went out to eat, we’d always eat fast food. As you know, customers buy based on overall perceived value. The question becomes, what do today’s customer *value* – to such a degree they will willingly pay a premium? The answers may surprise you.

### **What customers really want**

Having worked with over 400 client organizations and conducted surveys of over 11,000 of their customers, we discovered there are some 35 factors that customers consider (often subconsciously) when they decide to pay a premium. Here are two that I talk about in my training seminars and speeches.

### **Selection is Over Rated**

Today’s customers suffer from decision fatigue. It begins first thing in the morning when they decide what to wear, which lane to drive in, and which of the hundreds of emails or posts on their portable devices are worth their attention. So when it comes to buying something, the last thing customers want is a large selection that makes choosing complicated.

What customers really want in today’s world of too much clutter is what I call A.I.D. – Analysis, Interpretation, and Direction. Customers want you to *analyze* the various options available for that customer, *interpret* those options based on the customer’s individual needs, and *direct* the customer to a *maximum* of 3 choices. In other words, for complex purchases customers don’t want to work with an order taker. What they value is a trusted advisor.

### **Don’t be better, be different**

When it comes to discussing your offerings with potential customers, claiming your product or service is *better* than the competition, won’t likely motivate them to switch to you. Chances are your established competitors are not selling junk. In customers’ minds, if what they’re currently buying is reasonably good, then it’s not worth the risk and hassle of switching over to you for a slight improvement in quality. Unless you’re offering something that provides a *different* – as opposed to better – way to achieve an outcome, customers often stick with the devil they know.

That brings us to how you communicate your uniqueness. After listening to the customer’s specific needs, describe to them the conventional solutions to their particular problem. Then explain that given the customer’s unique needs, conventional approaches won’t achieve the desired outcome, and how they may instead create unintended negative consequences. Then reveal how you are bringing a different type of solution; one that addresses their unique needs while avoiding undesirable consequences. Now the customer sees you as significantly different and price becomes less relevant.

**Bottom line** – Trying to beat your competitors' prices is rarely a profitable strategy; especially if you're not a huge organization with massive economies of scale. Instead, remember that what customers really want is greater overall value. Often getting your customers to move beyond price simply means training your team members to change the way they talk with customers. To boost your profits and market share, could it be time for a tune-up of your team's customer communications skills?

## **New Benefit Information**

I am pleased to advise you that your association has joined in partnership with CINET. This came about as a result of an invitation to me by CINET to travel to Milan as their guest to participate as a judge in selecting the Best Practices Awards from the 100 countries they represent. I had an opportunity to meet with other association heads and discuss the benefits of membership in their organization. I believe that our membership will benefit from this partnership. Below is information on the association.

**CINET Comité International de L'Entretien du Textile** P.O. Box 10, NL-4060 GA Ophemert, Tel.: +31 344 65 04 30 Fax: +31 344 65 26 65 e-mail: [cinet@cinet-online.com](mailto:cinet@cinet-online.com), [www.cinet-online.com](http://www.cinet-online.com) CINET is a non profit organisation

### **CINET Effective Membership Info:**

**CINET**, stands for "**the International Committee of Textile Care**", who embodies over 100 national associations, (franchise) textile cleaning and industrial laundry textile service companies, suppliers and Research & Technology institutes worldwide.

**CINET objective is to** be a well-structured, strong and reputed international umbrella organization for the global professional textile care, cleaning, laundry, and textile service industry, for consumer as well as business-to-business applications.

**CINET Effective membership** offer National Associations access to a global network of industry contacts with professionals in Textile Care. CINET provides regular E-newsletters, brochures, reports, etc. as well as an extensive website with extensive information on market trends and developments, new technologies, legislation, environmental issues, business cases, logistics, ICT, etc. Additionally CINET organizes:

- Research & Technology programs
- The World of PTC Business School
- CERCLEAN® International Certification
- The Global Best Practices Awards
- The World of PTC Community "WOPCOM"

**CINET Effective membership** provides national associations full voting rights about strategy, activities, directions and services of **CINET**.

**CINET** organizes an annual General Assembly and Global Info Square meetings, combined with international conferences/exhibitions where specialists in the Professional Textile Care industry, present the latest activities and news on market trends and technology. **CINET** informs and does lobby work on (environmental) legislation and is active in bodies as ECSA, CEN and ISO.

## ***Clean 2019***

**World Educational Congress for Laundering and Drycleaning**

Morial Convention Center, New Orleans, Louisiana USA

June 20-23, 2019

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FOR IMMEDIATE RELEASE

November 7, 2018

### **Registration Opens for Clean 2019**

Registration is open for Clean 2019 being held June 20-23 in the New Orleans Morial Convention Center.

The Clean Show is the world's largest exhibition of equipment, products and services for commercial laundry, drycleaning and textile services. Attendees can see and compare working equipment in live demonstrations and can learn from more than 25 hours of classroom education covering all segments of the industry.

People planning to attend Clean 2019 are encouraged to pre-register by June 10, 2019. Members of the any of the show's five sponsoring associations can register for \$119 a person. The non-member fee is \$149. After June 10 all member and non-member registration will be on site and the fee increases to \$169. Sponsoring associations are Association for Linen Management (ALM); Coin Laundry Association (CLA); Drycleaning and Laundry Institute (DLI); Textile Care Allied Trades Association (TCATA); and TRSA, the association for linen, uniform and facility services.

Attendees can visit the show's website, [www.cleanshow.com](http://www.cleanshow.com), to register online or to download a printable form for registering my mail or fax. Click on Attendee Information, then scroll down to Register Now. Each registration includes entrance to all four show days as well as access to all educational sessions.

"Clean 2017 in Las Vegas drew more than 12,500 people from around the world and featured 481 exhibiting companies," said John Riddle, show manager. "We hope all textile care professionals will take advantage of this great opportunity to work together, learn together and succeed together."

For more information about Clean 2019 visit the show's website, [www.cleanshow.com](http://www.cleanshow.com), or contact show management, Riddle & Associates, 2751 Buford Highway, Suite 100, Atlanta, Georgia 30324 USA, telephone 404-876-1988, email [info@cleanshow.com](mailto:info@cleanshow.com).

## Important Information

I want to assure our members that I keep their email address private and you cannot see other email addresses I send you because I hide your email address by BCC them. Companies that want to send you information send it to me and I forward it on to you.

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## The Retired Doctor

An old physician, Doctor Gordon Geezer, became very bored in retirement and decided to open a medical clinic.

He put a sign up outside that said: "Dr. Geezer's clinic. Get your treatment for \$500 - if not cured, get back \$1,000."

Doctor Digger Young, who was positive that this old geezer didn't know beans about medicine, thought this would be a great opportunity to get \$1,000. So he went to Dr. Geezer's clinic. Dr. Young: "Dr. Geezer, I have lost all taste in my mouth. Can you please help me?" Dr. Geezer: "Nurse, please bring medicine from box 22 and put 3 drops in Dr. Young's mouth."

Dr. Young: "Aaagh! -- This is Gasoline!"

Dr. Geezer: "Congratulations! You've got your taste back. That will be \$500."

Dr. Young gets annoyed and goes back after a couple of days figuring to recover his money.

Dr. Young: "I have lost my memory, I cannot remember anything."

Dr. Geezer: "Nurse, please bring medicine from box 22 and put 3 drops in the patient's mouth."

Dr. Young: "Oh, no you don't -- that is Gasoline!"

Dr. Geezer: "Congratulations! You've got your memory back. That will be \$500."

Dr. Young, after having lost \$1000, leaves angrily and comes back after several more days.

Dr. Young: "My eyesight has become weak --- I can hardly see anything!"

Dr. Geezer: "Well, I don't have any medicine for that so, "Here's your \$1000 back" (giving him a \$10 bill).

Dr. Young: "But this is only \$10!"

Dr. Geezer: "Congratulations! You got your vision back! That will be \$500."

**Moral of story** -- Just because you're "Young" doesn't mean that you can outsmart an "old Geezer"

Remember: Don't make old people mad. We don't like being old in the first place, so it doesn't take much to piss us off.

**Written in large print for old Geezers. and submitted by Becca Anderson**



Bill Hay sent this to me – Back to basics

"Washing Clothes Recipe" -- imagine having a recipe for this!! !

Years ago a Texas grandmother gave the new bride the following recipe:

This is an exact copy as written and found in an old scrapbook, spelling errors and all.

## **WASHING CLOTHES**

Build fire in backyard to heat kettle of rain water. Set tubs so smoke wont blow in eyes if wind is pert.

Shave one hole cake of lie soap in boiling water.

Sort things; make 3 piles

1 pile white,

1 pile colored,

1 pile work britches and rags.

To make starch, stir flour in cool water to smooth, then thin down with boiling water.

Take white things, rub dirty spots on board, scrub hard and boil, then rub colored don't boil just wrench and starch.

Take things out of kettle with broom stick handle, then wrench, and starch.

Hang old rags on fence.

Spread tea towels on grass.

Pore wrench water in flower bed. Scrub porch with hot soapy water.

Turn tubs upside down.

Go put on clean dress, smooth hair with hair combs. Brew cup of tea, sit and rock a spell and count your blessings.

## **Important Lesson**

The wedding ceremony came to the point where the minister asked if anyone had anything to say concerning the union of the bride and groom.

The moment of utter silence was broken when a beautiful young woman carrying a child stood up. She starts walking slowly towards the minister.

The congregation was aghast - you could almost hear a pin drop.

The groom's jaw dropped as he stared in disbelief at the approaching young woman and child.

Chaos ensued.

The bride threw the bouquet into the air and burst out crying.

Then the groom's mother fainted.

The best man and the ushers started giving each other looks and wondering how to save the situation.

The minister asked the woman, "Can you tell us, why you came forward? What do you have to say?"

There was absolute silence in the church.

***The woman replied, "We can't hear you in the back."***

**And that illustrates what happens when people are considered guilty until proven innocent.**