

Membership



President of CFA Rob McConnell & First Lady Nancy McConnell

This month I have decided to feature our President and First Lady (Rob and Nancy McConnell). I cannot express the gratitude that I as Executive Director have for the hands-on approach, Rob has taken to furthering the future of our association. He continues to have an open door for me whenever I need to meet with him to discuss the many important issues that we as an industry and association face on a day to day basis. Both he and Nancy have opened their hearts and minds to both myself and my wife Brenda. He never fails to respond to my many phone calls to him, even when he is very busy running his own business.

I am listing the many things that Rob and Nancy are involved in. Not only do they run a successful business (Gibson's Cleaners), but they give of their own time for association and charitable work. 2019 is a year to celebrate at Gibson's Cleaners! This year marks not one, but two incredible milestones for the Toronto based company. Founded in 1929, Gibson's is celebrating its 90th birthday while owners Rob McConnell and Nancy McConnell (Hopkins) are celebrating 30 years of marriage. It's rare to find two people who can strike a successful work life balance, yet Rob and Nancy have grown Gibson's into an industry and community leader all while balancing work with their own hobbies and community projects.

Nancy's interest in the dry-cleaning industry was a natural fit - after all, she grew up in the business, accompanying her dad Tom Hopkins on weekend visits to the plant before formally joining the company in 1980. Today, she continues to strengthen Gibson's neighbourhood visibility as VP of Community where she has successfully formed partnerships with local charities and organizations.

Starting his career at London Life in group benefits and pension division, Rob's story is slightly different. He didn't fall in love with the industry, but someone in it – Nancy that is. Rob joined Gibson's in 1989 as a Uniform Rental Sales Manager and overtime became president of the Company. Under his leadership and along with Vice President Rui Valente the uniform business grew to become 65% of Gibson's total sales.

Rob was also instrumental in introducing Gibson's to several business groups including Canadian Association of Family Enterprise (CAFÉ), The Executive Committee Canada (TEC), The Round Table of Dry Cleaners and Launderers and the ApparelMaster Uniform Cost Group. He graduated from the University of Vermont in 1984 and played hockey on the varsity team. He continues to play pick up hockey twice a week and is valuable member to the Chiefs!

In tune with Gibson's vision statement, "Being the Thoughtful Cleaner," Rob and Nancy have made community leadership and involvement a priority. Gibson's has helped organize and fundraise for the McConnell Classic golf tournament for 26 years which has raised over one million dollars for Camp Oochigeas – a camp for kids with cancer. They've also partnered with organizations like Light Patrol and New Circles clothing drive collecting over thousands of coats for the homeless and cleaned and collected prom dresses and suits for graduates in need.

Nancy and Rob sold the Uniform Division to Cintas in 2016. Today, they're thrilled to announce their children Linley (27) and Andrew (25) have recently joined the business and are looking forward working with them on growing the dry-cleaning and route business.

Below is information about Camp Oochigeas and the wonderful work they do for kids with cancer.



Dear McConnell Classic Supporters,

Space is limited so if you haven't already registered, please do so now!

We look forward to seeing you on June 6th!

Thank you for your continued support of Camp Oochigeas.

On behalf of the McConnell Classic Committee

Rob McConnell

If you are unable to attend and wish to make a donation please visit our webpage at:

<https://support.ooch.org/diy/the-mcconnell-classic>

Make sure you mark your calendar for Saturday, November 30th when we will honour our president and board of directors at the annual President's Dinner being held at the Toronto Golf & Country Club.

Congratulations to **Fabricare Cleaning Center** in **Gravenhurst, Ontario** which is celebrating it's 20th year in this location.

Shelley Clair of Orr Cleaners would like to thank all those members who sent her information on the proper handling of a weighted blanket. It seems that the care label instructions conflict with the suggestions and the material content of the blanket. The blanket was manufactured in China and the care label instructions do not reflect the way this item should be laundered. It is better to warn the customer ahead of time of the problem and if you proceed in processing, get a written risk from the customer.

Clean Show 2019 New Orleans

Remember to visit with me at the Fabricare Canada Magazine booth on Friday and Saturday. Bring any questions or concerns with you and I will try to answer them. Also, please wear your CFA member buttons at the show. It will help you identify some of your fellow members. Let us show all the Canadians attending the show that we are the leading professional fabric care association in Canada. I will be handing out membership information as well as the upcoming conference program to any Canadians attending the show.

Rudsak

Previously, I emailed out warnings about the misleading care label attached to a white or black jacket with black leather trim. The label said **dry clean** and was incorrect. It should not have been attached to the garment. (The black leather trim bleeds into the rest of the garment).

I received a phone call from Rudsak admitting the error and apologizing for attaching the wrong label to the garments. The label should have read **leather clean only**. They are making restitution to those customers that were affected by the problem. They believe the problem arose when they purchased their leather trim from two different suppliers. I mentioned that some leather cleaners were removing the trim and resewing it back on after cleaning. They said that this should not happen as the customer should not be subject to the higher cost of cleaning due to this method in cleaning the garment. Their garments sell for over \$1,000 each. They assured me that in the future that they will make sure that the proper care label is attached.

The contact person that I spoke with was extremely helpful and knowledgeable about the dry-cleaning industry. She agreed to work with CFA in the future and after I told her about the professionalism of our members, she will be recommending that their garments be cleaned by a CFA member. She has a list of members and locations from our website. I have attached her response.

Hello Sidney,

Thank you for taking the time to speak with us yesterday.

As mentioned on the phone, we sincerely apologize for any inconvenience that our Rudsak customers have experienced (and the dry cleaners that were affected by it). With regards to the one in question from Wright Dry Cleaners, we will be replacing this customers coat. Overall we are looking into getting this corrected for future production. In the meantime, all garments with a genuine leather trim should be "Dry Clean by Leather Professional" as discussed.

Best Regards,

Ali

Spécialiste

Quality

en

Control

contrôle

qualité

Specialist

RUDSAK

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Further to the above information, I received an email from Moores Clothing that they were instructing all their stores to check the care labels on garments they were selling.

Highlights of upcoming CFA Conference Saturday, October 5th & 6th, 2019

We are fortunate to have **Karen Maxwell of Green Earth Cleaning** to be a major speaker at our upcoming conference in October. Many of you who attended last year's conference will remember how well she spoke and the many ideas she shared with us to grow our businesses. Many were disappointed when her time was up, and we could have listened to her speak for hours on end. She will be continuing her talk with many ideas for our members to continue to grow their sales and maintain good customer relationships. Karen will also be conducting a workshop on Sunday morning for a select few (space limited to 12 persons).

We live in a very litigious society and even though we are doing everything possible to run our businesses properly and by the book, we continue to face new regulations that effect our responsibilities to our employees. To this end, we are again privileged to have **Christine Jonathan and Chris West of MacDonald, Sager, Manis LLP**, our corporate lawyers to speak to us and bring us up to date on how we should be dealing with employment issues. This is also an opportunity to ask questions that may affect your company directly.

Jeff Jordan of Fabritec (Sanitone) will be speaking to us about How to Retain and Motivate Valuable Employees. The reports that I have heard are that he was well received by other associations and provides great incite to help us maintain good relations with our employees.

With all the latest rulings that have come down from the Supreme Court of Canada, we are fortunate to have **Jacquelyn Stevens of Willms & Shier Environmental Lawyers LLP**, to bring us up to date on the latest rulings and answer specific questions about our own use and responsibilities in handling chemicals in our plants. Jacquelyn has been sought out as a guest speaker at many legal panels and is well versed on environmental law.

Bob Edwards of A. L. Wilson Chemicals will be speaking to us on getting the most efficiency in stain removal. Many of you will remember a previous talk and demonstration he did at a conference in which he highlighted the use of environmentally safe stain removal products. Bob is well known for his knowledge and has been featured at a number of association conferences in the U.S.A.

Jason Wiesner of Wiesner Insurance will be speaking about Environmental Insurance. With the onset of many situations regarding fines and lawsuits by owners and neighbors of adjoining properties to our dry-cleaning plants, there is a company that will provide the proper coverage, which up until now, was not available. I had the opportunity to listen to the representative of this insurance company at a seminar for a legal group at which Jacquelyn Stevens also attended.

As many of our members are looking to increase their business, **Nick Chapeau of Starchup** will be speaking on how to grow our sales through starting or improving route sales. His company is well known for their achievements in this field and we look forward to hearing from him.

Mark Jones of SPOT Point of Sales Systems will be also conducting a workshop on Sunday morning (space limited to 12 persons) on utilizing point of sales systems. SPOT has a unique position in this marketplace as they are leading supplier of POS systems. They recently purchase and amalgamated Max Business Systems.

For the first time, we will be able to hear from **Peter Wennekes, President and C.E.O. of CINET**, our partner association which has membership in over 100 countries. Peter is privy to what is happening in our industry throughout the world and will be speaking on the Changing Market Demand. He is also responsible for overseeing the Best Practices Awards, which we are encouraging members of CFA to send in their submissions for an opportunity to share their knowledge with others and possibly be chosen as an overall winner. The best submission from Canada may have his travel costs paid for by CINET to participate in the ceremonies in Frankfurt, Germany in 2020. Peter will also be conducting a workshop on Sunday on the Changing Market Demand.

CFA acknowledges and thanks the following companies and individuals who are sponsoring the upcoming conference on October 4 -6, 2019:

Fabricare Cleaning Centers (Clark McDaniel) – Luncheon on Saturday
 GreenEarth Cleaning Canada (Robert Kuenzlen) – Coffee Breaks (2)
 Willms & Shier Environmental Lawyers LLP – Saturday Night Cocktail Hour
 Harco – Saturday night Cocktail Party
 SPOT Business Solutions – Friday night Cocktail Party
 Sparkle Solutions – Saturday morning Breakfast
 Sparkle Solutions – Speakers Gifts
 Dalex Canada – Overall Conference Support
 Rivard Investments, Newtex Cleaners & Gibson’s Cleaners – Saturday night wine at dinner
 Cleaners Supply – Gift Certificates



RMBC LIMITED & RIVARD INVESTMENTS

If you would like to participate as a sponsor, please contact Sid Chelsky to reserve your choice of sponsorship.

The following companies and individuals will be displaying their products and services at the upcoming conference on October 4-6, 2019:

Extox Industries (Artur Keyes);
 Green Earth Cleaning Canada (Robert Kuenzlen)
 Harco (Rob Jackson);
 Sparkle Solutions (Bruce Miller);
 Braun (Gary Ostrum)
 Ontario Laundry Systems (Craig Gibson);
 A.L. Wilson Chemicals (Bob Edwards)
 Starchup (Nick Chapeau);
 CINET (Peter Wennekes),
 Wiesner Insurance (Jason Wiesner)
 Environment Canada and Climate Change – Compliance
 EZ Products (Diane Rue)

Starchup





BEST PRACTICES AWARDS

The closing date for receiving submissions is August 31, 2019. The Best Practices Award will be selected from the submissions received and the winner(s) will be selected to be entered in the International Best Practices Awards in Frankfurt, Germany on June 20, 2020. The contest is open to retail and commercial textile cleaning companies. The winner(s) will be compensated for travel and hotel for the event (subject to CINET rules). All submissions will be recognized at the annual Canadian Fabricare Association Conference being held at the Holiday Inn Yorkdale Hotel on Saturday, October 5, 2019. Information on the conference can be viewed at our website www.fabricare.org or by emailing the Executive Director of CFA and on the CINET website <https://www.cinet-online.com/>.

Please send all submissions to the Executive Director of the Canadian Fabricare Association. **The inclusion of pictures, video and audio would be of great value to the presentation.** For more information regarding the Best Practices Awards, contact Sidney Chelsky, Executive Director of CFA.

Please find the below criteria that we use for the Global Best Practices Awards Program. Click on the word document below for submission form or go to www.fabricare.org and download the form.

1. **Quality;** Skills and knowledge are important to maintain professional textile care quality. A continuous quality that meets customers' expectations is of the utmost importance. Training & education and labour policy are the basic of quality. Certification, if available, can enhance the quality approval of a professional textile care company.
2. **Sustainability;** Implementation of best practices is the key for safe & sustainable processing. Using modern equipment, operation, optimal working methodologies enhance safe and sustainable professional textile cleaning and/or laundering.
3. **Business model & Service concept;** Meeting customers' demands of specific markets requires a clear business model for textile cleaning & textile service companies to offer the best value proposition. The right services, contributing to the ease and convenience of customers / end-users and fitting into the chosen business model is therefore important. Marketing is required to communicate the key message of textile cleaning / textile services.
4. **Innovation;** The world is changing and so is the market demand, therefore innovations are important to cope with changing customer demands on quality and services, legislation and environmental requirements. What are the innovations of the textile cleaning / textile service company?
5. **Key-note;** Own presentations, explanation, visualization and substantiating why the company should win the award.

Sidney Chelsky,
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website: <http://www.fabricare.org>

I also cannot stress the importance of supporting our allied trade members of CFA. They are always there to support our association and our programs, and they deserve your patronage. Here is a list of our allied trade members. Keep it handy.

Allied Trade Members of CFA				
Cleaner's Supply Inc	5694 Hwy #7 East # 127	Markham	Ontario	(800) 531-2943
Dalex Canada Inc.	157 Adesso Drive	Concord	Ontario	(905) 738-2070
East Coast Laundry Systems	519 Herring Cove Road	Halifax	Nova Scotia	(902) 403-4484
Exttox Industries Inc.	6416 Netherhart Road	Mississauga	Ontario	(905) 670-7738
EZ Products	612 North Florida Avenue	Wauchula	Florida	(877) 906-1818
Fabricare Systems	4462 Bretton Ct. NW, suite 12	Acworth	Georgia	(770) 966-9323
Fabritec International	35 Bankfield Crescent	Stoney Creek	Ontario	(905) 807-3579
Flomen Insurance Group	600 Alden Road, Suite 610	Markham	Ontario	(416) 410-4155
Green Dolphins Systems Corp.	6305 Northam Dr., Unit 8	Mississauga	Ontario	(905) 673-0707
Green Earth Cleaning Canada Inc	23125 Nissouri Road	Thorndale	Ontario	(519) 636-9282
Harco Co Ltd	5610 McAdam Road	Mississauga	Ontario	(905) 890-1220
Marsh Canada Ltd	120 Brenner Blvd. Suite 800	Toronto	Ontario	(416) 349-4649
MacDonald, Sager, Manis LLP	150 York Street # 800	Toronto	Ontario	(416) 364-1553
Miele Canada	51 Daugaard Avenue	Paris	Ontario	(647) 298-6464
Monster Mechanical Ltd.	600 Woodlawn Road East	Guelph	Ontario	(416) 688-4115
Ontario Laundry Systems	7475 Kimbel Street Unit 5	Mississauga	Ontario	(905) 673-1308
Richard Ponsonby Creative	942 Jonathan Drive	Mississauga	Ontario	(416) 578-8961
Sparkle Solutions	100 Courtland Avenue	Vaughan	Ontario	(905) 660-2282
Spot Business Systems	12345 South 300 East	Draper	Utah	80 208-2231
Spot Business Systems	12345 South 300 East	Draper	Utah	(801) 208-2231
Starchup	80 Metropolitan Avenue 2P	Brooklyn	Ontario	(574) 360-7593
Techstar Plastics Inc.	15400 Old Simcoe Road	Port Perry	Ontario	(905) 985-8479
Willms & Shier Environmental Lawyers	1 Toronto Street, Suite 900	Toronto	Ontario	(416) 862-4828

It is never too early to register for the upcoming CFA conference in October. Please secure your spot at the conference by registering now. Do not forget to book your hotel room now also, as the number of rooms allotted to us at the reduced rate is limited. Registration number for the Holiday Inn Yorkdale Hotel is on the registration form and no payment is required until the date of the conference. Program and Registration Forms will be included in the upcoming DLI mailing, as well as accessible online at www.fabricare.org.

Register for the workshops as soon as possible as there are a limited number of spots available for each workshop. Much will be gained by attending and participating in these workshops.

I look forward to seeing as many of our members as possible at the conference and I can promise you a great event filled with information, knowledge, and camaraderie.

**Sidney Chelsky,
Executive Director,
Canadian Fabricare Association.**