

New Members: Welcome to **Dave Troemel and Kate of Be Creative 360** of Annahein, California as a new allied trade member. This company is noted for providing marketing services to the dry-cleaning industry and works with the DLI.

News of our Members: Congratulations to **Harco Company** who received the following award at the annual meeting of **Maytag**. "Honoring achievements in the development and implementation of marketing and sales programs, and supporting overall Maytag® Commercial Laundry offerings, Harco Co. Ltd of Mississauga, Ontario, Canada, was given the **Marketing Excellence Award**."

Congratulations to **Wayne Curie of Dalex Co.** who was awarded the **Key Man Award 2017/18** from **Pellerin Milnor Corp.** Award was given out at the Clean Show.

Brian Chelsky sent me the following link from Popular Mechanics which describes the history of the washing machine. https://www.popularmechanics.com/technology/design/g28510912/history-of-washing-machines/?source=nl&utm_source=nl_pop&utm_medium=email&date=072619&src=nl&utm_campaign=17603235

Lavanett is proud to announce the appointment of **Brian Hatt** as Sales Director. Brian has served with distinction on the board of Canadian Fabricare Association and Environmental Certification teacher at Seneca College.

Congratulations to **Jan Huang of Ace Wet Clean & Laundry Limited** who have started the first wet cleaners in **Newfoundland**. Good luck and success.

Allied trades representatives do not receive enough appreciation that those of us in the industry who have listened to their advice and have benefited from it. Next time one of these representatives come into your plant, greet them warmly and give them the time to talk about their products and services.

MPP Thornhill with Executive Director of CFA Sidney Chelsky. Working together for environmental solutions. Thank you for listening to our concerns. As well, CFA is working with representatives of the Federal Government to be proactive in finding solutions that affect the dry cleaning and laundry industry.





Ask Sid?????

Sidney Chelsky, Executive Director CFA

I have received numerous calls and emails from membership with questions regarding garments, care labels, employment concerns, environmental concerns, etc. This is prompting me to reach out to you to email me your questions or concerns and I will attempt to answer them. If I do not have the answer, I will reach out to my contacts and get the answers for you. I will share information that I learn with all our membership if it is of importance and value to them.

I just received the following inquiry: If you are selling a dry-cleaning business in Ontario are there licenses required for the new owner to acquire? The HWIN generator number would stay the same just the people responsible would change and the new name of the Cleaners? Anything else needed to be transferred from current owner to new? Appreciate your comments.

Answer:

To the best of my knowledge, whoever replaces the current owner must have Environmental Certification from Seneca College (online correspondence currently only method available). As far as licenses, each municipality may have its own regulations regarding the requirement of a license. Depending on the type of solvent used, your solvent reports to government agencies must have the new information. To make sure you are in accord with whatever regulations must be adhered to, I suggest that you call Jacquelyn Stevens of Willms & Shier Environmental Lawyers LLP to make sure what liability, if any will still be your responsibility. An ounce of prevention is worth a pound of cure. She can be reached at 416-862-4828 or jstevens@willmsshier.com.

Canada: Making The Case For A Zero Plastic Waste Economy: Canada Moves To Ban Single-Use Plastics In An Effort To Reduce Plastic Pollution

There is no doubt that plastics provide unparalleled functionality and durability across a range of products in our everyday lives. The production and use of plastics is growing faster than any other material due to their many practical uses. However, certain characteristics that make plastics so valuable can also create challenges for their end-of-life waste management. In particular, the low costs of producing and disposing of plastics have increased the amount of disposable plastic products and packaging entering the consumer market. According to the Canadian Council of Ministers of the Environment (CCME), over half of these disposable plastic products and packaging are designed to be used once and thrown away. CCME [reports](#) that an estimated 95% of the material value of plastic packaging (or between \$100 and \$150 billion dollars annually) is lost to the global economy after only a single use.

In recent years, plastic pollution has emerged as a critical environmental issue, one that must be addressed globally. To reduce plastic waste in Canada, the federal government [announced](#) in June 2019 that it will ban single-use plastics as early as 2021. The ban is expected to include items such as plastic bags, straws, cutlery, plates and stir sticks. The federal government will also work together with the provinces and territories to introduce Extended Producer Responsibility (EPR) programs, which would seek to establish standards and targets for companies that manufacture plastic products or sell items with plastic packaging.

The federal government has indicated that these measures will align with similar actions being taken in the European Union and other countries. In addition, these initiatives complement Canada's adoption of the [Ocean Plastics Charter](#) in June 2018, which lays the groundwork for ensuring that plastics are designed for reuse and recycling. In addition, the federal government's efforts to reduce plastic pollution includes ongoing work through the CCME to develop an action plan to implement the Canada-wide 2018 [Strategy on Zero Plastic Waste](#).

Policy Initiatives to Reduce Plastic Pollution

The specific policy initiatives announced by the federal government include:

- **Banning harmful single-use plastics as early as 2021 under the *Canadian Environmental Protection Act* and taking other steps to reduce plastic waste, where supported by scientific evidence and when warranted – and taking other steps to reduce plastic waste.** The ban would cover single-use plastic products and packaging (e.g. shopping bags, straws, cutlery, plates, and stir sticks); the specific products and measures included in the ban will be determined once a State of the Science assessment on plastic pollution in the environment has been completed. The assessment will include a peer review, public consultations, and socio-economic considerations. Additional regulatory actions could include requiring products to contain a set amount of recycled content, or be capable of being recycled or repaired.
- **Ensuring that companies that manufacture plastic products or sell items with plastic packaging are responsible for managing the collection and recycling of their plastic waste.** EPR programs are recognized as an effective mechanism to support the creation of a circular economy. Under an EPR program, companies making products are responsible for the end-of-life management of their products and packaging. Through the CCME, the federal government will work with provinces and territories to support the development of consistent EPR programs across the country. This will include setting targets for plastics collection, recycling, and recycled content requirements.

CFA is currently in the process of meeting with government officials to discuss the issues involved and finding solutions that will be acceptable to both the public and the cleaners. Gila Martow

Lessons in Communication Learned from Irate Customers

By: Joe Curcillo, *Adjunct Professor at Widener University School of Law*

Boss Deborah is sitting in her office reviewing monthly reports as she listens to routine bustling of her staff. Suddenly, she hears a single voice amidst the regular noise. It is Mary, her secretary, attempting to get a word in as she deals with a rather stubborn and authoritative customer. The call is placed on hold and is transferred into her office. Mary announces “*Mr. Money is on the phone; he is angry and is demanding your help.*”

As Deborah reaches for her phone, she recognizes that how she handles the next few seconds will determine whether Mr. Money will raise or lower the bottom line on the next monthly report.

In the time it takes to reach for the phone and say “Hello,” you must have the focus and knowledge necessary to take control and lead the caller back into your corner.

Preparedness comes by having the structure in mind that will allow your persuasive and reassuring abilities to control the situation. Maybe it was your staff, your management team or a salesman, but the buck stops with you. As you listen to the complaint, pay attention to how the caller became disgruntled, and match their words to the organizational structure and discipline that you have in place. Many times the caller has reached your desk because someone in the chain of command failed to listen and address their concerns.

Let’s begin with the approach; how you manage the window between the “ring” and the “answer” will define the experience as educational, confrontational or successful.

In the seconds before answering the call or meeting, keep in mind that the best way to initiate control is to take the high ground. Not just the high road of virtue and doing the right thing, but the high ground as a vantage point to observe the situation as a whole. Prepare to remove yourself from the fray and look at the big picture. The best means of accomplishing this is to remember 4 rules.

1. Do not speak until you have truly listened.

The opposite of speaking is not listening—it is waiting to speak. Listening is a separate task, and in fact is an art. If you're waiting to speak, you are preparing to address the other person with words.

The easiest of all customers to deal with in the world of irate customers ***is the one that just wants to be heard.*** Everyone has dealt with someone who expressed every detail of their complaint to every person in their organization. They have begun to tell their story to the parking lot attendant as they parked their car, and each person they encountered en route to the manager’s office.

Their repeated rehearsal of the story should be your first indication that all they need is understanding and reassurance. They want someone to listen; step up and make that person you.

2. Do not defend, until you have heard the attack.

Step back, and allow the speaker to talk. As you listen, do not formulate your responses, but follow the speaker with an eye towards understanding the nature of their accusations and allegations. The ability to effectively challenge someone's argument hinges upon your understanding of their argument, not on the merits of your own.

Taking control of a situation requires you to pay attention to what is being said so that you may take all you've heard and use it collectively as you map out your proposed solution. Adopting the other person's arguments in your solution will make it much more difficult for a person to logically rebuff your offer of resolution.

3. Identify the true nature of the complaint and the complainant.

There are many reasons why a person will complain. Dissatisfaction with a product or service is obvious, but some complaints are born and nurtured in environments outside of your control. Taking control of these types of complaints require you to listen and explore with questions the circumstances leading the customer to your door.

Some people are simply disappointed with your entire industry. Lawyers and mechanics will identify with this. It is necessary to set yourself apart from the herd and let the speaker know that you care.

Some complaints are born from a lack of clear expectations. Explore their concerns and guide them back to a more realistic path.

The most difficult of all complaints is the person who, due to their own shortcomings, has an inability to understand that the reason your products or service is failing, is their inability to follow instructions or guidance. It is essential that you speak to these people as you would to a friend. There is no need to use industry jargon or million-dollar words. Make sure that your vocabulary and speech is simple enough that they can follow your directions to the letter. But do not allow yourself to come across condescending. This can be avoided by remaining social and human as you address your customer.

4. Focus on areas in which you and your company can improve.

Learn. Even the most irrational or self-absorbed customers can teach you valuable tools to improve service. As you listen, pigeonhole some of their thoughts and complaints into the recesses of your mind. By looking for areas of improvement in each and every conversation, you will not only actively listen, but you will enjoy the opportunity to grow and become better.

Consider the following checklist as a starting point. Obviously, your industry may have specific questions or concerns that you should include. Allow these thoughts to operate as a springboard dive into your next irate customer moment.

- With whom have they spoken?
- What remedies have failed?
- Is the problem real or imagined?
- Is it related to a personality conflict with the representative with whom they have been working?
- What are their expectations?
- Are the expectations something you can address?
- Are their expectations reasonable?
- How many people have they spoken with at your company?
- Has everyone given them sound advice or bad advice?
- Is the disappointment with your company and you?
- Have they allowed their anger with the industry to fester?
- Have they been given sound advice but the problem rests with their inability to understand and listen?
- What can I learn from the situation to improve my bottom line?

Allied Trades Representatives (article written by Sid Chelsky)

None of us should be so smug that we believe that we know best how to run our businesses. There is a resource out there that can be relied on to provide constructive ideas and suggestions that would help improve our businesses and the bottom line of our statements.

I refer to the allied trade representative that visits our plants on a weekly or monthly basis. These men and women are privy to knowing what is going on in the industry and have visited many plant operations that are successful and thriving. They can spot problems in your plant that you either do not see or have accepted as normal.

You should ask them for their constructive opinions that may help you improve your plant, whether it is in production, cleanliness, image, or anything else that they can see that will help you improve your business. Remember that if you are successful, they will also be successful because their sales to your business will grow as your sales do as well.

The following individuals have been nominated as Allied Trade Member of the Year:

Steve Rickson of Dalex

John Regan of Sanitone

Patrick Mazolli of Dalex

Greg Blunden of East Coast Laundry Systems

Irv Wieser of Dalex

Lou Mignardi of Dalex

These individuals will be recognized during the CFA Conference and the winner will be announced at the Gala Dinner on Saturday night.

Lessons for Employers

- *High threshold for policing employee off-duty conduct:* Generally, an employer cannot dictate employee behaviour outside of business hours. To discipline an employee for off-duty conduct, the key factors to consider are: 1) the nature of the conduct; 2) the employee's employment duties; and 3) the nature of the employer's business. To discipline an employee or terminate employment for just cause, the employee's conduct must be egregious, render him or her unable to perform his or her duties satisfactorily, and seriously and negatively impact the employer's reputation.
- *Do not jump to conclusions:* Carefully consider about what is "offensive" and do not make rash termination decisions. What one individual might find personally shocking may not shock the community at large. Take a step back and consider whether the behaviour is actually harmful to the company's reputation.
- *Do your due diligence:* The threshold for policing employee off-duty conduct is high, and it is even higher when an employer attempts to discipline an employee for conduct which occurred before he or she was actually hired. If an employer is concerned about reputation, consider a more intensive interview and reference check process when hiring to screen out potentially unsavoury characters.

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.

Canada: CCTV Surveillance In The Workplace

Last Updated: July 29 2019, Article by [Ron Toledano](#); [Spiegel Sohmer](#) 

Employers are often tempted to monitor their business as well as their employees. There are often legitimate reasons to do both and with ample tools available in today's world (including monitoring software, surveillance cameras and various wireless recorders) the desire can go so far as to implement an environment of constant surveillance. However, caution is advised.

In Quebec, while the law recognizes that employees have a reduced expectation of privacy in the workplace (with certain exceptions such as washrooms and lockers), the Courts continue to struggle to balance the employer's right to protect its business with laws that govern an employee's right to privacy. These right to privacy laws include:

- Articles 35-41 Quebec Civil Code
- Sections 5 and 46 of the Charter of Human Rights and Freedoms of Quebec ("Charter")
- *An Act Respecting the Protection of Personal Information in the Private Sector*

As a general rule, constant video surveillance of employees in the workplace during regular work hours will likely be deemed an infringement of their rights under sections 5 and 46 of the Charter. However, video surveillance may be allowed where it is carried out for a legitimate reason and by reasonable means, such that employees' rights are infringed to the least extent possible.

Established criteria includes:

- Surveillance is based on serious and reasonable grounds, for example:
 - following repeated occurrences of theft, fraud, vandalism or harassment

[The objective should not be disciplinary control or performance monitoring]

- Surveillance allows to solve a problem that other investigative means are/were unable to solve; and
- Surveillance is as non-intrusive as possible, for example:
 - a camera pointed at a precise work station should not record others or other areas unnecessarily.

To determine if there was an infringement of the employee's rights, Courts will look to balance the interests of the employer and the rights of the employees and will weigh several factors, including:

1. The location of the camera and the area it covers.
2. The duration of the surveillance.
3. The purpose for which the recording is used.
4. The person who accesses (or can have access to) the recording.

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.

Christine Jonathan and Christopher West, Employment Law specialists at MacDonald, Sager, Manis LLP will be speaking at our conference in October. They are prepared to answer any questions or concerns that you may wish to ask about at that time. They will be addressing WSIB questions as well. Please email me your questions and concerns now, so that I can prepare a list for them to address at the conference.

Why Employees Stay – An article by Craig Campbell, President , Southwest Drycleaners Association

It's article time again! I have been quite honored at the feedback and encouragement I have been given by all who have read my articles. The last article focused on why employees quit or the psychology of "the quit" so I thought it would be most fitting on studying and writing on why employees stay. After all, shouldn't we stack the cards in our favor to keep well trained, great employees? I think it should be a driving force within our daily routine.

Here is a list of why employees stay, according to my research.

- Pride in the organization
- Supportive management/good boss
- Meaningful work/engaged
- Recognition
- Work life balance
- Work with great people
- Part of something special
- Fair pay
- Exciting work and challenged
- Career growth and personal development
- Shown respect
- Great culture
- Personal contribution makes a difference

Now, let's concentrate on three.

1. Meaningful work / engaged In a Gallup study done in 2015, 32 percent of U.S. workers felt engaged in their jobs. Henry S. Miller defined engagement as a "desired outcome that occurs when workers feel a heightened mental and emotional connection to their jobs, their manager, their co-workers, and/or their organization and its mission."

Employee engagement, I believe, is extremely important in motivating staff to not only stay, but to also excel and achieve. When employees are engaged, they have an emotional connection to their work and organization that motivates them to put in the extra time, energy, and resources to meet their organizational goals. According to another Gallup study, employees who are "engaged and thriving" are 59 percent less likely to look for a job with a different organization.

2. Great environment / people When discussing new stores we say "Location, Location, Location." I believe with staffing the phrase should be "Culture, Culture, Culture." I have had the privilege over the past 10 years of traveling and speaking to different insurance groups. I recently visited one of the new offices for Liberty Mutual. They have created as much of a utopia for staff as possible. They had all the amenities you could possibly ask for to make you feel connected and important...beautiful office space, multiple dining options, Starbucks (of course, right!), and an in-house doctor in case you're not feeling your best.

Another smaller insurance carrier I visit frequently has standard office space and cubicles (functional, not fancy) but leads in great culture. They almost always have some kind of contest going among the staff that is non-work related, like the best dessert contest, fitness contest, fantasy sports contest, etc. This company is conservative on pay but many of the employees I have become friends with tell me it's the best company they have ever worked for and they can't see themselves ever leaving. Several have had job offers for significantly more money and have chosen to stay. Great employees stay because separating from the culture is a deeply personal and professional price to pay, and should they separate, they will yearn to be part of it once again.

3. Great leadership / supportive management As owners and managers, we need to take our leader role very seriously. Our staffs look for I will leave you with a final quote from a conversation I had with James Peuster, a friend and respected consultant in our industry. “One retention strategy is to create a work-life balance atmosphere. Today's employees find that working for someone who cares about the external schedule will stay longer. Second one, keep your aces in their places. Find what your staff excels at and enjoys and keep them there. The number one mistake dry cleaners do is cross train everyone to work all departments.”

I had the pleasure of being at the New Orleans Clean Show. What a fantastic event! Thanks to all the vendors and speakers that make it so great. Of course, the constant conversation is employee hiring and retention. My challenge to you is this: evaluates whether the relationship connections your company has with employees is nurturing on all levels. Remember it is not just about the money, but what the company stands for and creating a bond with the hearts and minds of its employees.

CFA acknowledges the financial support for the Best Practices Awards from the following companies: Christeyns, Kreussler, Seitz, and Electrolux



The fresher company.



kreussler



DID YOU KNOW?

**HUGS THAT LAST OVER 20 SECONDS
RELEASES CHEMICALS IN YOUR BODY
CALLED "OXYTOCIN" THAT MAKES YOU
TRUST SOMEONE MORE.**

So, Hug your family and friends for over 20 seconds

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
- Green Garmento – Gift for every attendee to conference



RMBCL LIMITED & RIVARD INVESTMENTS

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

*Nominations are being accepted for the position of Director for the Board of Directors of the Canadian Fabricare Association for 2020. Please email me with your nomination. Nominations will be closed on September 10, 2019.

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

- SPOT Business Solutions
- Extox Industries (Artur Keyes);
- GreenEarth 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



We have sold out all our available Table Tops. Thank you to all our allied trade supporters. Remember to visit each table during the conference and ask how they can help you grow your business.

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.

Be Creative 360	Anaheim	(949) 270-1609	Dave Troemel
Cleaner's Supply Inc	Markham	(800) 531-2943	Jan Gary ext 199
Cleaner's Supply Inc	Markham	(800) 531-2943	Crystal Granish
Dalex Canada Inc.	Concord	(905) 738-2070	Ashlynn McConvey
Dalex Canada Inc.	Concord	(905) 738-2070	Lou Mignardo
Dalex Canada Inc.	Concord	(905) 738-2070	D'arcy McConvey
East Coast Laundry Systems	Halifax	(902) 403-4484	Peter Blunden
Extox Industries Inc.	Mississauga	(905) 670-7738	Arthur Keys
EZ Products	Wauchula	(877) 906-1818	Diane Rue/David Brown
Fabricare Systems	Acworth	(770) 966-9323	Brian Athens
Fabritec International	StoneyCreek	(905) 807-3579	John Regan
Flomen Insurance Agency	Markham	(416) 410-4155	Stephen Flomen
Green Dolphins Inc.	Mississauga	(905) 673-0707	Amie Hingston
Green Dolphins Inc.	Mississauga	(905) 673-0707	Nick Plesa
GreenEarth Cleaning Canada Inc	Thorndale	(519) 636-9282	Robert Kuenzlen
Harco Co Ltd	Mississauga	(905) 890-1220	Rob Jackson
Harco Co Ltd	Mississauga	(905) 890-1220	Malcolm Caldwell
Lavanett	Missiissaiga	(905) 402-3140	Earl Eichen ext. 210
Marsh Canada Ltd	Toronto	(416) 349-4649	Marek Malycha
MacDonald, Sager, Manis LLP	Toronto	(416) 364-1553	Jordan Cohen
Monster Mechanical Ltd.	Guelph	(416) 688-4115	Leo Bissonnette
Miele Canada	Vaughan	(705) 717-9884	Corey Gaucher
Ontario Laundry Systems	Mississauga	(905) 673-1308	Craig Gibson
Richard Ponsonby Creative	Mississauga	(416) 578-8961	Richard Ponsonby
Sparkle Solutions	Vaughan	(905) 660-2282	Bruce Miller, Ext 251
Spot Business Systems	Draper	(801) 208-2231	Mark Jones
Starchup	Brooklyn	(574) 360-7593	Nick Chapleau
Techstar Plastics Inc.	Port Perry	(905) 985-8479	Bill Barnes
Wiesner Insurance	Brampton	(905) 451-4205	Jason Wiesner (ext 26)
Willms & Shier Environmental Lawyers	Toronto	(416) 862-4828	Jacquelyn Stevens

Please print out this list and keep it available for when you need to call one of our allied trades