



Newsletter

November 2019

News from our Members

Just wanted to say, "GREAT WORK!" You and Rob along with all the members make the industry a very respectable industry. I love reading about the industry in all the information you send me. I miss my friends and it's great to see that Gino is still Gino - very young at heart. Pass along my congrats to Rob and keep up the good work. I miss you guys and the industry. - Randy Bridge

CFA Conference Pictures

There are over 70 pictures taken at the conference. If you would like to see them, click on the address below to view them. As you will see, everyone who were present had a great time and were glad they attended. The next issue of Fabricare Canada Magazine will have an article written by Linley McConnell reporting on the conference.

<https://www.facebook.com/602019783184466/photos/a.2475730205813405/2475731462479946/?type=3&theater>

I have included the abridged version of the winners of the Best Practices Submissions in this newsletter.

Article by Craig Campbell, President of the Southwest Drycleaners Association

To Be or Not to Be"

We grew up remembering that phrase from English classes. Today I'm referring to customer service and how we would rate our company, our teams, and even ourselves. **A recent study I read performed by American Express stated that consumers are willing to spend 17% more with companies that exemplify great customer service.** With this statistic in mind and the constant challenge of profit margins, maybe an increase in perceived value through service can help us price our services more favorably for profit.

I'm a big believer that every now and then we just need a refresher course in customer service. We all understand the impact of poor customer care from a general understanding. Let's dive in and highlight four action steps that can help us get back on track to excellence.

Be positive (Super Positive) Positivity is addictive. Top salespeople are almost always energetic and full of compliments. If you have a positive attitude, your customers will want to be around you and spend their money on your services. When you have a phone conversation with your customer, can they sense in your tone that you are smiling while talking? I think they can. Be as upbeat and focused as possible on what they are saying. Be eager to help your customer even if it doesn't mean an increase in sales today. Build the relationship first and, hopefully, the business will follow.

Be a follow-up specialist We have all had scenarios where we have had a problem with a product or service and find ourselves having repetitive (frustrating) dialogue with person after person and seem to get nowhere. Often, it's a repeat phone call with the same person where you have to re-explain everything you discussed up to that point. Good customer service is the exact opposite of that. Be a follow-up Ninja. Wow them with a callback or email faster than they were expecting. Zappos is a company I wrote about in a past

article. Zappos responds to every email it receives, even if it's to the CEO. Great follow up shows you value your customer and care about their needs. Be patient Patience might be one of the most important customer service skills. It's extremely important when dealing with an irate customer. How long should you challenge yourself to be patient with an angry customer? The longest customer service call I heard about is 10 hours and 43 minutes ([www.businessinsider.com/ Zappos-employee-sets-record-for-longest-customer-service-call-2016-7](http://www.businessinsider.com/Zappos-employee-sets-record-for-longest-customer-service-call-2016-7)). How is that for endurance to retain a customer?

I'm not saying that staying patient through a 10-hour conversation is essential. But you should ensure that you and your staff are not rushing them off either.

Be solution minded. How many cleaners are out there that have not made a mistake? ZERO! Mistakes happen. It is what you do next that makes a difference. Take responsibility for the mishap and own it. Don't pass the buck. Work on a solution until your customer is content. Do your best to come up with an action plan to solve it. Once resolved, it's not a bad idea to follow up just to make sure that the negativity is gone.

"Customers don't expect you to be perfect. They do expect you to fix things when they go wrong." Donald Porter.

Having your businesses stand out in this competitive market means taking service to the next level. Being patient with customer issues way beyond your competitor. It's not easy to provide that level of service, but if done right, the reward can be a lifetime of endless business and profits. When you provide legendary service, customers will care less about what you charge because your services will also provide tremendous value for them.

Coat failure- Greg Haddad of Uptown Cleaners received a Mouse Knuckles coat. They look great. They followed directions but the elastic sleeves which were black, and the black lining ran on the white. If anyone else has received these coats, please let me know.

Annual Holiday Dinner & Dance

Please make your reservation early for our annual holiday dinner honouring our President and the Board of Directors. There is limited space and you will not want to miss the great evening that we have planned. This event is great time to celebrate the holidays with your key staff and show them what a great group of people that are CFA members.

Our President Rob McConnell and First Lady Nancy McConnell. Rob and Nancy and the Board Members are looking forward to seeing as many of you at the dinner and dance as possible.





*Invites you to our Annual Holiday Dinner & Dance
celebrating the accomplishments of the Association and Directors*

Date: *Saturday, November 30, 2019*

*Cocktails: 6:30 p.m. – 7:30 p.m. *Cash Bar – (no credit cards)*

Toronto Golf Club, 1305 Dixie Road, Mississauga, Ontario

Cost: \$75.22 + H.S.T. (\$9.78) = \$85.00 per person

RSVP by November 9, 2019

*Please mail cheques payable to Canadian Fabricare Association at the address
below or email this form to: chelsky@sympatico.ca*

Names of attendees: (for additional names please copy this page)

<u><i>Sample fill in your request</i></u>	<u><i>salad</i></u>	<u><i>beef</i></u>	<u><i>apple</i></u>
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Card #.....Exp.date.....Code.....

Cheque enclosedCompany Name.....

Menu

Cocktail Hour including hors d'oeuvres

Starter

Salad - Choice of Local burrata, grilled sour dough, roasted grapes, balsamic, frisee

Or

Soup - Curried cauliflower soup, fried chickpeas, cilantro cream

Entrée

Braised beef short rib, creamy grits, green beans, sautéed mushrooms, re wind jus

Or

Seared Organic Chinook salmon, potato gratin, green beans, dill hollandaise

Or

Mushroom risotto, mushroom puree, sautéed mushrooms, parmesan, white truffle oil

Dessert

Warm apple crumble a la mode

Or

Chocolate mousse, sour cherries, candied pecans, mint

Coffee or tea

(Dietary substitution allowed)

Wine served with dinner

The chef has requested that you indicate your choices on the invitation RSVP

Overall Best Practices Award Submission Winner

GIBSON'S CLEANERS. A continuous focus on excellent customer service

Gibson's is recognized by its customers as the most responsive and highest performing dry cleaners in the Greater Toronto Area. Gibson's service concept is grounded in its values of thoughtfulness, accountability, and responsiveness.

Gibson's is an international leader in the dry cleaning and fabricare industry. The company continues to anticipate the needs of the current and future customers to offer the most responsive and superior customer service experience. Last year, Gibson's leadership team created a three-year strategic plan and aligned on business goals. With this top of mind, the leadership team is currently implementing key business objectives. Examples include launching a pick-up and delivery mobile app for customers on the go, offering customers the option to have no plastic on their order, partnering with non-for-profit organizations like Dress for Success, and organizing team education and training sessions. Gibson's continues to build on its business model through expanding its B2B services, providing cleaning services for fashion rental companies and private social clubs. Over the next year Gibson's will focus on enhancing its digital strategy to capture customers by creating unique campaigns related to specific service offerings (wedding dresses, alterations, etc.).



Serving the modern consumer

For over 85 years, Gibson's has been part of the west end of Toronto. To the locals, the name Gibson's means so much more than quality dry cleaning. It represents an involved and responsible community member that is incredibly committed to giving back to the neighbourhood. Whether it is collecting and cleaning prom attire for students in need, distributing clothes to the homeless, or fundraising for a summer camp for children with cancer, local initiatives can count on Gibson's to play its part.

Gibson's has three Gibson's locations, operates two Gibson's routes, and white labels for two other local cleaners in the Greater Toronto Area where customers can make use of a wide range of services. However, it is not only modern services that make up Gibson's resume: they also offer shirt laundry service, cleaning of formal wear, wedding gowns, leather, suede, bedding, carpets, draperies and even all kinds of handbags. As befits a Canadian dry cleaner, another special service goes under the name of 'Hockey Clean'. As the name suggests, the process sanitizes hockey gear and gets rid of the hockey smell. In addition to the dry cleaning of pretty much any kind of material, Gibson's employs talented seamstresses, for whom no alteration or repair is too much trouble.

Fully automated barcoding system

Gibson's was the first dry cleaning company in its region using a fully automated barcoding system, a technology that can track garments in the process based on unique barcodes. The innovation does not stop there; for sorting and packaging, the company uses an automated system that is integrated with the SPOT POS System, which also includes a system for invoicing, the possibility to view the history of garments per customer, and the production of reports for the Production, Accounting and Marketing departments.



Educated, happy and safe employees

The fact that Gibson's gets to present awards for 5, 10, 15 & 20 years of service, should say enough about how the company takes care of its employees. Another award is the "Presidents Award", presented annually to a team member for thoughtful and exceptional service. Through a weekly communication program, every manager is kept up to date. Managers are also asked to write semi annual self-evaluation performance reviews and to participate in the annual goal setting. Thereby, they are encouraged to follow courses that contribute to their personal or professional growth, paid for by the company. Gibson's offers several training programs; next to an Orientation Training Program, there are a Customer Service Representation program and workshops. Employees of the plant follow a Production Training Program and in addition there is the opportunity to take part in the Ontario Environmental Dry Cleaning Certification Program and the DLI Dry Cleaning Certification Program.



Gibson's Team Member Spiros Zindros



Gibson's Team Member Nalini Rashid has been with Gibson's for 30 years



Gibson's Team Members Sofia Mendonca and Rachel Miller

Another important training is the Workplace Hazardous Materials Information System (WHMIS) training. Equally as important is the WHMIS compliance, and there is more in place to ensure the safety of the employees. The company has a Joint Health and Safety Committee (JHSC) and there are four team members with First Aid Certification. Every month the JHSC has a meeting and conducts audits at the plant and stores. Furthermore, there is a board for communication on Team Health and Safety Issues. Plant employees also receive an annual Safety Shdresoe Allowance.

Responsible community member

Gibson’s is a community leader through its partnerships with several non for profits in the Toronto area. For many years Gibson’s has been a significant supporter and helped to organize the McConnell Classic, a golf tournament which raises money for Camp Oochigeas – a camp for kids with cancer. The tournament has raised over one million dollars for the camp and sent over than 450 kids to camp. Exclusive partnership with “Dress for Success” – a well-known charity in the Toronto area - to collect gently used office wear to those in need. The company is also involved in an entrepreneurship program partnership with local schools to educate high school students on business education



Environmental initiatives

Gibson’s works with Extox, a certified provider of clear solutions for all waste disposal and dry cleaning supply needs to handle its recycling of waste.

Extox receives the waste at its facility and tests the waste to determine which process will be the most effective. The dry cleaning waste is sorted into three categories; solid waste, wastewater and filters. Filters are cleaned and processed within our facility using dedicated equipment. The wastewater is blended for energy recovery. The solid waste is physically separated allowing so that the maximum amount of residual solvent is recycled and the non-processable waste to incineration. This physical process provides a ratio of 80% liquids and 20% solids and semi-solids. The 80% liquids are blended and then shipped for energy recovery



Sidney Chelsky
Executive Director



Brenda Chelsky
Assistant to
Executive Director



Alexandra Chelsky
Assistant to the Assistant
of the Executive Director

Your Board of Directors for 2020



Bruce Miller
SparkleSolutions



John Regan
Fabritec



Jim St. Pierre
Trillium TLC



Clark McDaniel
Fabricare Cleaning Centers



Shelley Clair
Orr Cleaners



Rob McConnell – President
Gibson's Cleaners



Brad Maxwell
Suedemaster



Dino Kanzavelos
TSC Wetcleaning



Kim Sekleski
Wright Cleaners



Michelle Kruiliki
Newtex Cleaners



Sergio Gosio
Parklane Cleaners



Artur Keyes
Exttox Industries

Important Message

Next month, I will be sending out renewal invoices for 2020. You will notice an increase of \$35.00. This has become necessary due to increases from our partner associations. Looking forward to your continued membership and participation in CFA.

A laundry story:

Wouldn't it be great if we could put ourselves in the dryer for ten minutes; come out wrinkle-free and three sizes smaller.



CFA is fortunate to have as members, the finest allied trades as members of our association. They represent quality of product, integrity, and honesty in providing our members with the finest of equipment, products, and services. Support our Allied Trade Members.

ALLIED TRADE MEMBERS

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
Exttox 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	Stoney Creek	(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	Mississauga	(905) 402-3140	Earl Eichen ext. 210
Marsh Canada Ltd	Toronto	(416) 349-4649	Marek Malycha Senior V.P.
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 Law LLP	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

I could not resist adding this to our newsletter.

Canada: And Now For Something Completely Different: A Tongue In Cheek Look At Some Serious Legal Issues by [Duncan Marsden](#), [Borden Ladner Gervais LLP](#)

Quite often the concept of what constitutes "the workplace" or "work-related activities" is relevant in Canada in determining whether an employer has liability for the acts of its employees. If, for example, an employee misbehaves on a work trip, can the employer be held liable? Can the employee be disciplined? This concept was stretched to its thinnest in a recent case in France when a French court was asked to decide whether or not an employer should be liable for compensation to the estate of an employee who died while on a work trip — while having sex with a complete stranger.

The facts are unforgettable. An unnamed male employee (whom we shall call Monsieur X) worked for TSO, a railway services company located near Paris. TSO sent Monsieur X on a business trip, during which time he met a complete stranger and they ended up going back to her hotel room for sex. During the aforementioned activity, Monsieur X had a heart attack and died. The question then arose as to whether or not the death arose "in the workplace". If it did, then Monsieur X would have been insured for all professional activities or normal daily activities, in the workplace accident. If these were normal daily activities carried out in the workplace, this would have entitled Monsieur X's widow (who would presumably have been his ex-wife by the end of this, either way) to compensation of 80 per cent of his salary until his retirement age. (We pause to imagine the double-shock to Monsieur X's widow —"Your husband has died. But that's not the bad news...")

The ruling of the French courts, which has been upheld on appeal, is that this was a normal daily activity in the workplace and therefore compensation was due. TSO had argued that Monsieur X was not engaged in work-related activities at the time of his death, but the courts held that he was on a business trip and that sexual activity on the trip was normal — like taking a shower or having a meal.

Contrast the decision in France with a similar case in Australia. In the Australian case, a female employee, working for the government, received injuries caused by a light fixture coming loose and hitting her in the face during sex in her hotel room while she was on a work trip. In that case, the female employee sought workers injury compensation for facial injuries and depression.

Various levels of tribunals and courts reviewed the matter and came to differing decisions. The tribunal held that the sex was not an ordinary incident of an overnight stay and decided that she should not be compensated. On appeal, it was held that she should receive compensation because if she had been injured playing cards she would have received compensation, and that sex was no different (we are paraphrasing slightly!).

Naturally, the final decision went to Australia's highest court which decided that she should not be eligible for compensation. In coming to its decision, the court held that her employer did not encourage or induce her to participate in the sex and so should not be held liable.

So there we have it.

While none of the cases above are, of course, binding in Canada, we guarantee that they will be the ones you most readily remember this year.

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.