



Sidney Chelsky, Executive Director, Canadian Fabricare Association.

Editor's Comments:

As Executive Director of the Canadian Fabricare Association, I have had and continue to have numerous phone call discussions with our president, Rob McConnell. In addition, it was and continues to be necessary to visit his plant and have one on one discussions regarding important issues that arise, develop agendas for board meetings, review government correspondence, etc.

A successful business must have respect and treasure their customers, respect, and honour their employees, and respect and protect their families, among other criteria. I have viewed the operation at Gibson's Cleaners and found all these important criteria present in their plant. From the top down, including Rob, Nancy, and Linley McConnell as well as their management and staff, all these criteria are present. Congratulations to Gibson's Cleaners. We all should strive to emulate this great company and its' people.

Sidney Chelsky,
Executive Director,
Canadian Fabricare Association

News of our members:

I am asking all our members to submit an email to me on what membership in the Canadian Fabricare Association has and continues to mean to them. I would like to share these stories with the membership in our next newsletters, and would like to include them in promotional material I am preparing for the CLEAN SHOW in June to hand out to all Canadian cleaners and allied trades who are not members yet of our great association. If any of your comments are negative, I will attempt to right any concerns that you may have.



CFA Canadian
Fabricare
Association
Announcement

Attention: Dry cleaners, Wet Cleaners, Allied Trade, etc.

The Canadian Fabricare Association is excited to announce a strategic alliance with Marsh Canada Insurance to provide an enhanced insurance policy specifically created for fabricare industry professionals in mind. Marsh, a global leader in insurance broking and risk, continues to recognize CFA members as leaders in the fabricare industry and has offered all members at least a 10% discount on this policy. This competitive offering will be available effective October 1, 2020 with more details to come at the CFA virtual conference on October 25th, 2020.

For further information or a quote, please contact Ross Smith at Marsh Insurance 416-432-3223 or rosssmith@marsh.com

For membership information, contact Sid Chelsky, Executive Director , CFA at 416-573-1929 or canadianfabricare@fabricare.org

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I felt we need something unique to create enthusiasm and increase sales. I recalled the Canada Post offer (1- 833-307-0743), which I believe is still in play of 5,000 postcards in your immediate area for \$600. What about putting my draft below on a post card and sending out to your neighbours? The other alternative is to create a full-page invitation and place in an envelope and have it delivered in bulk mail to the neighbourhoods you select.

Sidney Chelsky

INVITATION SPA DAY FOR YOUR CLOTHES

Remember the feeling that you had after being shut in for so long and then got to spend a day at the spa. Well, why not treat your clothes to the same feeling. Just as you experienced a bath or shower along with the accompanying pampering, Fabricare Cleaners will treat your clothes to the same careful treatment.

Beginning with special attention for any stains, followed by a wonderful bath in our cleaning system with detergents and additives that will remove all grime and dreariness out of the clothes. This will be followed by a caressing pressing of the garments to remove all those old wrinkles caused from wear and aging, Then they will be carefully inspected before they are dressed in one of our garment bags to return home to you. Unfortunately, we do not have a limo to pick you up and take you home, but we can provide valet service to arrive at your door to pick up your clothes and later return them to you.

If you wish, you can bring your clothes with you to our location and both you and your clothes will receive a joyous welcome by our customer representatives.

When your clothes look good, you look good. When your clothes feel good, you feel good. They say that clothes make the person, so why not find out.

Call us at for a spa appointment and pick up of your clothes or visit us at (no appointment necessary).

*If you wish, you can offer an additional spa day discount if brought in on a certain day (pick a slow day for this)

*If you sent out 5,000 cards or envelopes, and only got a 5% response, you would receive cleaning from 250 customers. Now it is your job to provide quality and service to encourage them to come back each week.

I wish to thank Kim Sekleski-Polley of Wright Cleaners in Barrie, and a member of the board of directors of CFA for sharing the following ideas and suggestions for our members to increase their business.

Hello Sidney,

Always a pleasure to speak with you. As per our discussion. Here is what I have been working on.

Each dry cleaner is aware of "old stock" well, I decided to jump ahead of that and called each of my customers with a call to action. They could come in and see me, meet the "independent and locally operated business owner" and see firsthand how COVID has had an impact on us. I offered them a personal invitation by phone for 35% off anything they wanted on 1 day. I then went to each of my other local business owners in my established plaza including a Starbucks, Shoppers, A dentist, an Optometrist, Meridian, and a few others. I offered them my counter space to help promote their business for that sale day. Starbucks offered free coffee to each of my customers that day! The pet store gave out samples and an investment broker provided pamphlets and pens. Some businesses just brought in cleaning as support but advised interest on another sale date! I watch people in my plaza from 10 to 6 each day. And far often they are coming for one service and leaving. If we grow locally one plaza at a time, we just may all recover from COVID together instead of slowly watching business' close around us.

This week! Not as a business or write off. I personally have bought and given out 60 smile cookies (Tim Horton's) to my customers and strangers. Just because we are so consumed by negativity in the media, we forget to take a moment to smile and appreciate what is in front of us. Plus, it helps support local. Which I am all about!

With respect to the "clothing rental" I have been interviewing and conducting surveys with women whom enter my store and have discovered a large interest in the possibility of high end dresses for weddings etc. Perhaps that is the direction we take. And approach Hudson Bay? Just a thought.

Perhaps these ideas may help others! I am also happy to provide any customer service assistance to our membership.

Regards
Kim Sekleski-Polley

As you can see, Kim has tried many things, which it appears are working for her and her company. During our discussion, some other ideas came to mind. Because of the self-isolation for the COVID, it has become necessary for many people to alter their clothes and as well the children going back to school has resulted in an increase of alterations for her customers.

Previously I suggested taking advantage of the Canada Post offer to send out 5,000 post cards in your immediate area around your location for \$600.00 to let your neighbours know that you want their business. I suggested that possibly she could reduce the cost by partnering with other neighbouring businesses in the same area to share the postcard.

Congratulations to Willms & Shier, Members of the Canadian Fabricare Association



Willms & Shier Environmental Lawyers LLP is named "Law Firm of the Year" for Environmental Law in *The Best Lawyers™ in Canada*, 2021 Edition.

Thank you to our member Suzanne Aboud of Le Maitre Nettoyeur in Montreal who advised me of the requests of hotels that required certification regarding handling of COVID 19. In discussions we had, she advised them that other than hospitals, there was no certification available, but provided them with the information that CFA has accumulated including a list of protocols and following of WHO and CDC recommendations on handling items during this pandemic. As well, the fact that her company was a member of an association which is actively providing health care information to its members and their employees, was accepted by them as adequate certification. If you are planning to do hotel and valet business, you may be asked to provide this type of assurance. CFA will do all we can to assist you to let your customers know that you are prepared to handle items safely during this pandemic.



'I'm not going to be caught out again by lockdown. I'm moving in with my hairdresser'

Below is a list of the many sponsors who provided the funding to allow us to produce our upcoming virtual webinar. CFA thanks them for their continued support. If you have not registered as yet, please do so ASAP. No charge to members of CFA.

Clark McDaniel of Fabricare Cleaning Center – Title sponsor



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In memory of Art Rivard, Tom Hopkins, and Bill Renaud (The three amigos)



On behalf of the members of CFA, Welcome to the return to the board of directors of our association. These people contribute their time and travel with no compensation to ensure the future of our association

Your Board of Directors for 2020



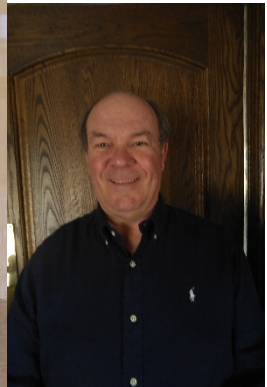
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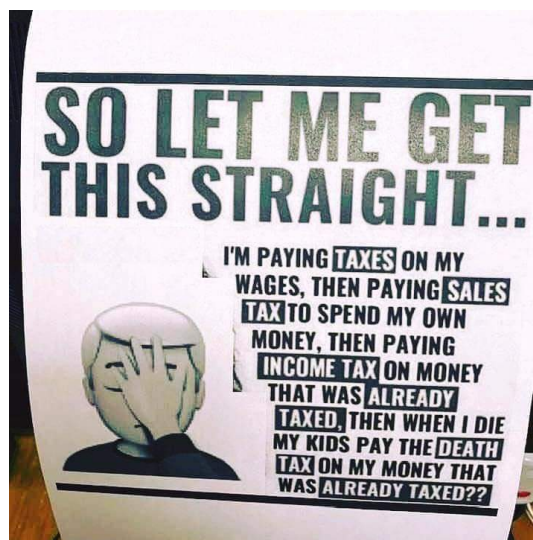
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Support our sponsors, they support the Canadian Fabricare Association

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Logic from an uncluttered Mind

A little girl was talking to her teacher about whales.

The teacher said it was physically impossible for a whale to swallow a human because even though it was a very large mammal its throat was very small.

The little girl stated that Jonah was swallowed by a whale.

Irritated, the teacher reiterated that a whale could not swallow a human; it was physically impossible.

The little girl said, 'When I get to heaven I will ask Jonah'.

The teacher asked, 'What if Jonah went to hell?'

The little girl replied, 'Then you ask him'.

A Kindergarten teacher was observing her classroom of children while they were drawing. She would occasionally walk around to see each child's work.

As she got to one little girl who was working diligently, she asked what the drawing was.

The girl replied, 'I'm drawing God.'

The teacher paused and said, 'But no one knows what God looks like.'

Without missing a beat, or looking up from her drawing, the girl replied, 'They will in a minute.'

A Sunday school teacher was discussing the Ten Commandments with her five and six-year-olds. After explaining the commandment to 'honour' thy Father and thy Mother, she asked, 'Is there a commandment that teaches us how to treat our brothers and sisters?'

From the back, one little boy (the oldest of a family) answered, 'Thou shall not kill.'

One day a little girl was sitting and watching her mother do the dishes at the kitchen sink. She suddenly noticed that her mother had several strands of white hair sticking out in contrast on her brunette head.

She looked at her mother and inquisitively asked, 'Why are some of your hairs white, Mum?'

Her mother replied, 'Well, every time that you do something wrong and make me cry or unhappy, one of my hairs turns white.'

The little girl thought about this revelation for a while and then said, 'Mummy, how come ALL of grandma's hairs are white?'

The children had all been photographed, and the teacher was trying to persuade each of them to buy a copy of the group picture. 'Just think how nice it will be to look at it when you are all grown up and say, 'There's Jennifer, she's a lawyer,' or 'That's Michael, He's a doctor.'

A small voice at the back of the room rang out, 'And there's the teacher, she's dead.'

A teacher was giving a lesson on the circulation of the blood Trying to make the matter clearer, she said, 'Now, class, if I stood on my head, the blood, as you know, would run into it, and I would turn red in the face.'

'Yes,' the class said.

'Then why is it that while I am standing upright in the ordinary position the blood doesn't run into my feet?'

A little fellow shouted, 'Cause your feet ain't empty.'

The children were lined up in the cafeteria of a Catholic elementary school for lunch. At the head of the table was a large pile of apples. The nun made a note and posted on the apple tray: 'Take only ONE. God is watching.'

Moving further along the lunch line, at the other end of the table was a large pile of chocolate chip cookies.

A child had written a note, 'Take all you want. God is watching the apples....'



Re-Building Relationships During the COVID 19 Crisis”

CFA Virtual Conference Sunday, October 25, 2020

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Registration fee for members of CFA No charge

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Once we receive your registration, we will send you the codes to access the webinar.

