



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

**Report on Annual Meeting held on Sunday, October 25, 2020 at 8:30 a.m. Virtual Conference**

## **President's Report**

Good morning members and guests. Welcome to our 1<sup>st</sup> and hopefully the only virtual CFA Conference. I'm Rob McConnell, President of the Canadian Fabricare Association. It has been my honour to have served as president of this great association for the last number of years.

Originally, we had prepared a full weekend program like we've had in the past, however, due to the COVID 19 pandemic found it necessary to switch to a virtual conference to protect the health and safety of all who would have attended our regular conference. Although we're disappointed, we cannot meet in person we're glad we can continue the tradition of having professional speakers update our membership on timely and relevant topics.

Before hearing from our guest speakers, we need to address the business issues that are required by our articles of incorporation. I would remind you that CFA is a not-for-profit organization and is able to provide our members with services and benefits solely based on members' dues and sponsorships by our allied trades and others.

Due to the nature of this virtual meeting, we have sent out and requested proxies from our voting members to be cast by the President.

The first order of business is the minutes of our last annual meeting held on October 5, 2019 at the Holiday Inn Hotel (Yorkdale). The minutes have been circulated prior to this meeting. The minutes have been accepted as circulated based on the proxies received.

The next order of business is the statement of income and expenses for the year ending October 31, 2019. The statement has been circulated prior to this meeting. The statement of income and expenses have been accepted as circulated based on the proxies received.

As well, the auditing firm of Sabounji LLP | Chartered Accountants will continue to prepare our annual statements.

Lastly, I would like to announce that our current board of directors have agreed to remain on the board. The following individuals have been nominated to the board:

Rob McConnell of Gibson's Cleaners, Toronto  
Brad Maxwell of Suedemaster, Toronto  
Michelle Krulicki of Newtex, Kitchener  
Dino Kantzavelos of TSC Wetclean, Mississauga  
Jim St. Pierre of TLC Love Your Cleaner, Toronto  
John Regan of Fabritec, United States  
Artur Keyes of Exttox Industries, Mississauga  
Sergio Gossio of Parklane Cleaners, Toronto  
Clark McDaniel of Fabricare Cleaning Center, Gravenhurst  
Shelley Clair of Orr Cleaners, London  
Bruce Miller of Sparkle Solutions, Vaughan  
Kim Sekleski-Polley of Wright's and Cameo cleaners, Barrie

Based on the proxies received, the slate of nominees for the board of directors is accepted.

As we all know, this has truly been an exceptional year. One filled with many difficult decisions that had to be made by your board. We started out the year filled with high hopes of continued growth of our association. We had a plan to add new benefits, especially in the creation of a new insurance policy specifically for members of the CFA. Unfortunately, this plan was delayed due to the COVID crisis however we were able to investigate our options and were successful in finding a partner in Marsh Insurance. Details of the program will follow in the future months.

We were successful in petitioning the government of Canada and the Premiers of the provinces to designate our industry as an essential service. This was followed by letters from the Prime Minister and many Premiers acknowledging the contribution that our members have made to their customers, communities and those in need during a time of crisis.

We even had members who converted their sewing rooms to making PPE such as masks, many of which were donated to front line care workers. We reached out to government agencies responsible for providing training and funding to meet the requirements of members of our industry. Originally, we had requests from 17 companies and were in the process of putting a program together with the government, but this changed dramatically with the crisis hitting our industry. The request dropped dramatically making it unfeasible for the association to participate in the program.

Our executive director was asked to join the Advisory Council of the Technical Standards Safety Association (TSSA), who are responsible for regulating the boiler and pressure vessels in our plants. As a result, many of his recommendations were acted on, including allowing the boiler inspectors from the insurance companies to do the inspections rather than TSSA inspectors, which often can result in a large fee.

There were a number of new programs that were to be acted on this year but had to be delayed to a later date. These included the Allied Trades Person of the Year Award and a new program that would encourage customers to recognize and promote their cleaner and its employees.

On a positive note with the help of Richard Ponsonby of Ponsonby Creative we have continued to revise and update our website and I'm sure you will agree it has become more interesting and meaningful. We're currently working on some new ideas for it and will advise you of the changes as they occur.

Unfortunately, due to the COVID 19 crises, like many other special events, we were left with no choice but to postpone our annual President's Dinner in November.

This will be my last year serving as your president of the CFA. I look forward to continuing on the board as Past President and supporting our incoming President Dino Kantzavalos who I know will do a great job.

The value of being a member of the CFA shone brightly this year with members openly sharing what they were doing to keep their doors open. I congratulate and thank the members of the CFA for continuing to be the leaders of our industry especially during such challenging times.

I would like to acknowledge and thank the board of directors for their dedication and commitment to the CFA. I would also like to thank our Allied Trade Partners who continue to play a huge role in the success of the CFA.

In closing, I would like to express my thanks and gratitude to our Executive Director Sid Chelsky for his passion and dedication to the CFA. He is truly the driving force behind the CFA and is the reason it is one of the most successful associations in the industry. I feel fortunate for his friendship and for his ongoing support during my time as President of the CFA. Richard Ponsonby and Sid have worked together on to produce today's virtual program. I'm sure you will find it relevant and informative.

### **Executive Director's Report**

Good morning members and guests

I would like to thank our members for having confidence in me and continuing to contact me for information and assistance in dealing with the complicated COVID 19 regulations and for advice on dealing with landlords and government regulations. It is always a pleasure for me to help our members and I appreciate the thank you I receive from them.

Thank you to our board of directors who unselfishly contribute their time and money to ensure that our association remains relevant and provides a forum for our members to share ideas and grow their businesses.

Thank you to our allied trade and associate members who support the work of our association. I would like to single out our legal associate members. Jordan Cohen and Christine Jonathan of MacDonald,

Sager, Manis LLP and Jaquelyn Stevens of Willms & Shier Environmental Lawyers. All these people answered my calls for legal assistance not only for our association, but to help our members.

Thank you to all the allied trade and associate members, as well as our regular membership who provided the financial funding to sponsor the important events that we bring to our membership.

Over the past years, I have been fortunate to have been able to work with two great CFA presidents. First, it was Brad Maxwell, who was a pleasure to work with and was always there when I needed advice. Then I was even more fortunate to work with Rob McConnell, who quickly became a friend and close confidant. He provided me with the professional knowledge and assistance to make my job easier. Always taking my phone calls, replying to my emails (and there were many of those), and making time for meetings in his office. As well, a thank you to all his management and staff who always made me feel at home when I visited Gibson's Cleaners.

### **Responses to the CFA Webinar**

**I have taken the liberty of publishing the following emails I received. Those of you who missed our virtual conference missed an opportunity to grow your business during this pandemic.**

"Thank you for always going over and beyond for the CFA! This year's virtual conference was history in the making and it would not have been possible without your leadership.

I'm so happy that in these unprecedented times our industry (CFA in particular) rises to the challenge to make learning still possible for it's membership. So amazing to connect from the comforts of our home this year! Hosting a virtual event for the first time can be challenging, however you all hosted with such grace!"

Stay Safe, Nadine



1 (416) 264-2535

[info@drapemaster.ca](mailto:info@drapemaster.ca)

3678 St. Clair Avenue East

Toronto, Ontario, CA M1M 1T2

"Thank you for all the work you have done to ensure this Conference was a seamless success. The webinar made me think of other ways to keep us connected as an industry. Could we not maybe think on having our Board meetings this way as well for those who have to travel longer distance especially with Winter approaching.

And perhaps our members would benefit from the odd invite to obtain help from the board to guide them through this pandemic and the change it brings with it. Just a thought. Please pass on my email to any member looking to reach me through this conference. I Hope to be able to help educate and offer my experience to those who may need it. I look forward to talking with you soon."

Kim. [kim@wrightcleaners.ca](mailto:kim@wrightcleaners.ca)

“Success !!!

All great presentations and I hope there was a great participation If you missed this you missed a lot of great information and ideas Well done everyone “

Bruce Miller, Sparkle Solutions , 647-308-2625

[Jacquie Stevens](#) mentioned you in a post LinkedIn

“Great presentations so far at the Canadian Fabricare Association Virtual Conference! Excellent work Sidney Chelsky! ...” Lots of learnings on growing your business, dealing with difficult customers, marketing, and the state of the industry!”

I received the following email from Bill Hay. Many of you will remember that Bill was the Street’s representative in Canada. His knowledge and expertise helped many of us in the industry. He is now the Executive Director of Western States Dry Cleaners & Launderers Association. So, getting a positive review about our webinar is much appreciated.

“Great conference. I wasn't too keen about getting up at 5:30 AM my time, but I'm glad I did. I enjoyed your speakers and learned a lot. I see you recorded the conference. Will you be making it available to view in the future on your website”?

Best regards, Bill Hay; Email: [ed@wsdla.org](mailto:ed@wsdla.org); Cell: 602-524-0023

“I would like to start off by saying what a tremendous job Rob and Sid did yesterday orchestrating our virtual conference. It went very smoothly, and the speakers did a great job in being able to perform their segments with PowerPoint presentations. Very proud of everyone on the Board. This shows that even during the toughest of times the CFA was able to pivot and stay ahead using all the tools at our disposal to get the positive anecdotes and information out to our members. Bravo!!!”

Wishing everyone a great day and week ahead. Stay safe.

Sincerely,

Konstadin Dino Kantzavelos

**TSC WETCLEAN**

[tscwetclean.com](http://tscwetclean.com)

**From:** Gary Fine <[gary@parkersdrycleaners.com](mailto:gary@parkersdrycleaners.com)>

**Sent:** Monday, October 26, 2020 9:15 AM

“Enjoyed yesterday's program. Well done!”

“I would also like to congratulate Rob and Sid for an excellent virtual conference. It was interesting and very timely for everybody who needs help dealing with the new normal. It was a tough situation for the CFA and it went very well. Thanks for your hard work,”

Brad Maxwell, SuedeMaster

Dear Sid, Rob, and Richard,

“I was able to attend the complete Virtual Conference yesterday and I wanted to tell you all what a great job you did producing this “CFA 2020 Virtual Conference”. No doubt, it would have been great to see, talk and be with everyone in person, but I must say that you have done a great service for the CFA and our industry by making this

wonderful effort to produce and host the Conference. It would have been easy and very acceptable to cancel the annual conference due to the Pandemic, but you all chose to take the time and put in the hard work to make this event possible.

I want to "Thank You" for your efforts and I want to say that I am so proud to be able to call you my friends."

See you all in person next year,

Dick  
RICHARD RIVARD  
[richardrivard@aol.com](mailto:richardrivard@aol.com)

"Thank you, Sid and Rob, for making this conference a success."

Artur J Keyes. 416 918 5207. [www.extox.com](http://www.extox.com)

"I echo the sentiments of other board members on the success of the 2020 OFA conference.!

Several of our team were able to join in and learn more about how we can move forward and continue to grow and flourish in our markets. It's sure comforting to see sales approaching pre Covid levels and we are confident that this momentum will continue. Thanks again to everyone that contributed to the success of this conference."

Best regards  
Clark McDaniel  
Fabricare Cleaning Centers

"Great conference line-up yesterday! Although not the same as seeing everyone in person, it was a job well done"

Thank you!, Samantha, **Samantha Tkachuk, Fabricare Canada magazine, Tel: [905.616.3498](tel:905.616.3498)**  
[www.fabricarecanada.com](http://www.fabricarecanada.com)

"I was ready with my pen, paper and tea. I filled my pages and have notes to share with my assistant who is responsible for our social media. I took notes on all the speakers, so well-done Sid and Rob. Of course, wish we were together, but yes, this went very well."

**Michelle Krulicki**, Newtex Limited, Kitchener, ON N2G 3T1, 519-744-4411, [mkrulicki@newtex.ca](mailto:mkrulicki@newtex.ca)

## **Fabricare Canada Magazine**

I encourage you to read the article by Linley McConnell in the October issue of Fabricare Canada magazine. It is filled with great information on building your pickup and delivery service. Linley is the daughter of our president Rob and Nancy McConnell, and we are all proud of her work for the magazine, the industry and for her family's company. As well, Samantha Tkachuk has written a report on the conference and I urge all our members to read it. Thank you Samantha for a great review.

Click on:

<https://fabricarecanada.com/cfas-virtual-conference-a-resounding-success/>  
<<https://fabricarecanada.com/cfas-virtual-conference-a-resounding-success/>



**GBPAP2020: Virtually from Amsterdam NL November 4<sup>th</sup> and 5<sup>th</sup> 2020**  
**FINALIST**  
**GLOBAL BEST PRACTICES AWARDS 2020**  
**CONGRATULATIONS!**

Dear Mr. McConnell,

Your company was selected by The International Pre-selection Committee as an official finalist of the Global Best Practices Awards Program 2020 being one of the 15 most extraordinary nominations for the **RETAIL TEXTILE CLEANING Cat. A.**

I am pleased to see that CFA members **Crouse's Cleaners in Grand Prairie, Alberta** and **Gibson's Cleaners of Toronto, Ontario** are finalists in the Professional Textile Care Awards categories. The presentations and judging take place on November 4<sup>th</sup> and Ceremony on November 5<sup>th</sup>. On behalf of our fellow members, we wish them success in the contest. Although, I have been asked to serve as judge for these important entries, I am not allowed to judge Canadian entries.

**Below is my report on the fabricare industry in Canada to CINET**

- Corona update from Sidney Chelsky (Executive Director, Canadian Fabricare Association)

The reports that I received at the beginning of the crisis was that sales were down by at least 70%. The reports that I am getting now is that there is some recovery and that some cleaners have reported that they are doing about 70% of their previous sales.

Canada with a population of around 36 million persons has mostly gone to stage 3, which allows most businesses to be open providing that they follow the protocol of 2 meters (6 feet) distancing and wearing of face masks while inside a business or a condo or apartment building. The major concern at this time is the amount of social distancing required for students returning to school. Most province have elected to provide both attendance in class and on-line home schooling. Our country is constantly on vigil for a second wave and monitors the situation on a day by day basis.

If PTC stands for Personal Tax Revenue, then our country will be dealing with a long time deficit and will have to come up with ways to recover financially.

To keep your business open, you must adhere to the recommended guidelines of social distancing and wearing of personal protective equipment such as face masks and gowns when required.



I kept our members up to date on a daily basis as to what new regulations were being called for and made recommendations on how to cope with them. I investigated various ideas to help them comply and deal with the dramatic loss of sales. I reached out to all our members and asked them to advise me of any novel ideas that they have come up with to help build their sales back up and shared these ideas with the rest of our membership. With some of these ideas, I found it necessary to investigate further whether we would be complying with Health Canada regulations.

We shared information regarding converting our sewing departments to manufacturing face masks and gowns which were in short supply. We reached out to medical and dental clinics to offer them the hygienic cleaning of gowns for their offices and were successful in competing against the large rental companies which required 3 year contracts and charged a minimum whether you used as many gowns or not in a week. I partnered with Canada Post to offer our members a promotion of providing 4 x 6 printed postcards delivered to 5,000 households in the immediate area of each business to let their local customer know that they are still in business. I recommended that they accept the government grants to pay 75% of wages providing they kept their employees on the payroll, to use them to improve the appearance of their operations and to reach out to their customers by phone or email to check on them and offer pick up and delivery service to help them get through the crisis

I advised our members to speak to their landlords and ask them to take the offer by the governments of Canada to pay 50% of the rents, providing the business paid 25% and the landlord accepted only 25% of the rents. This was a fair deal so that the premises were kept rented and if the businesses were forced to close, then it would be difficult to lease the empty premises during this COVID 19 crisis. Many landlords took the deal, while some refused.

#### Future perspective

I expect that if the population adheres to the standard protocols, we will weather the storm. However, if some bad apples do not comply, this could lead to a recurrence of the problem and force us to return to stage 2 or stage 1 and lockdown, which would prove devastating to many.

#### News of our Members

### **Manor Cleaners Ltd.**

Manor Cleaners office manager Mary Jane McCallum has been with us 50 years! And is still going strong! Instead of a gold watch, she got the latest FitBit from founding owner Gino Marchionda. Congratulations Mary Jane! We couldn't do it without you.





Below is a list of the many sponsors who provided the funding to allow us to produce our virtual webinar. CFA thanks them for their continued support.

Clark McDaniel of Fabricare Cleaning Center – Title sponsor



RMBCL LIMITED & RIVARD INVESTMENTS



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 or 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**



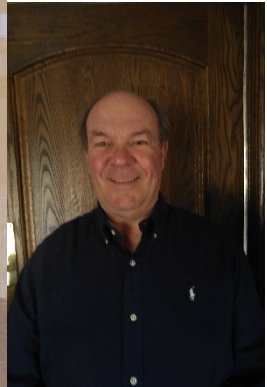
**Bruce Miller**  
Sparkle Solutions



**John Regan**  
Fabritec



**Jim St. Pierre**  
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 Kruliki**  
Newtex Cleaners



**Sergio Gosio**  
Parklane Cleaners



**Artur Keyes**  
Exttox Industries



### Allied Trade Members

Be Creative 360	(949) 270-1609	Dave Troemel
Cleaner's Supply Inc	(800) 531-2943	Jan Gary ext 199
Dalex Canada Inc.	(905) 738-2070	Ashlynn McConvey
East Coast Laundry Systems	(800) 565-1281	Peter Blunden
Exttox Industries Inc.	(905) 670-7738	Arthur Keys
EZ Products	(877) 906-1818	Diane Rue / David Brown
Fabritec International	(905) 807-3579	John Regan
Flomen Insurance Group	(416) 410-4155	Stephen Flomen
GreenEarth Cleaning Canada Inc	(519) 636-9282	Robert Kuenzlen
Harco Co Ltd	(905) 890-1220	Rob Jackson
Lavanett	(905) 402-3140	Earl Eichen ext. 210
Marsh Canada Ltd	(416) 349-4649	Ross Smith
MacDonald, Sager, Manis LLP	(416) 364-1553	Jordan Cohen
Miele Canada	(705) 717-9884	Corey Gaucher
Ontario Laundry Systems	(905) 673-1308	Craig Gibson
Richard Ponsonby Creative	(416) 578-8961	Richard Ponsonby
Sparkle Solutions	(905) 660-2282	Bruce Miller
Spot Business Systems	(801) 208-2231	Mark Jones
Techstar Plastics Inc.	(905) 985-8479	Bill Barnes
Willms & Shier Environmental Law LLP	(416) 862-4828	Jacquelyn Stevens





I'm not turning my clock back on Sunday. The last thing we need is an extra hour of 2020!!!!



**When you keep criticizing your kids, they don't stop loving you. They stop loving themselves. Let that sink in.**



There are 9 minutes during the day that have the greatest impact on a child:

- The first 3 minutes right after they wake up
- The 3 minutes after they come home from school.
- The last 3 minutes of the day before they go to bed.

*Make those minutes special and help our children feel special, loved, and accepted.*

~ Each day children need meaningful eye-to-eye conversations with a parent. It is especially important to slow down and look them in the eye. Listen and respond with love.

~ Hug your child, straighten her hair, pat him on the back and tell them how proud you are of him every day. A simple touch makes them feel connected to a parent in ways that words never will. Remember, actions speak louder than words!

