



Sidney Chelsky, Executive Director, Canadian Fabricare Association.

Membership Renewal:

I know that many, if not all of you are trying to cope with the COVID 19 crisis. It is important to remember that only as an association of partners, which you all are, can we get through this difficult time. Now, more than ever, we must unite as one voice to ensure that the federal and provincial governments understand the difficulties that we face as an industry, and the need to work together to find solutions to return our businesses to the health it had prior to the outbreak of the pandemic.

CFA as an association is important to be a member of. Not only is it a wise financial decision to maintain your membership, but the benefits far out way the costs. You will continue to have access to the DLI website, along with the CFA website, which will allow you to keep up to date technically on providing quality service and instructions on how to deal with new and old textiles, but your membership includes membership in DLI, a \$499.00 U.S. international membership fee. One claim alone could cost you much more

that your CFA membership fee. CFA, along with DLI continue to grow and maintain our relationships with garment manufacturers and distributors. CFA is also a member of CINET, the largest global professional textile care association in the world and allows us access to information from other members in over 100 countries.

On December 1st, I will be mailing out your 2021 membership renewals. I trust you will realize the importance and the benefits of being part of our association. Please remit your membership payment asap, and I will send you your 2021 membership certificate, as well as your new CFA and DLI decals, so that your customers will recognize your company as a respected fabric care specialist. If you have additional depot locations or vehicles and would like to have an additional CFA decals, the cost is \$10.00 plus H.S.T. each, which just covers our cost of acquiring them.

Some changes may have occurred this year in that you may have closed some locations or taken over some additional locations. If so, please advise me of any new or closed depots, so that I may update our website.

CFA members have always been and continues to be the leader in quality cleaning, pressing, and customer service and are made up of the best textile care professionals in the industry. I am looking forward to serving you now and in the future.

Sidney Chelsky,
Executive Director,
Canadian Fabricare Association.

PTC = The Ultimate Sustainability

Outsource the Laundry! Currently, about 5% of all laundry is washed by Professional Textile Cleaners (PTC). This means that in mature countries 95% is still washed at home in the normal washing machine. In a recent study, it was shown that a professional washing process uses significantly less energy and the outsourcing of washing leads to a high savings in terms of drinking water (35% to 80%) as, well as major reduction in CO2 emissions (more than 24%), compared to domestic washing.

The savings in water consumption are much greater. Research shows that when outsourcing, in an average wash cycle a saving of more than 15 liters (more than 35%) of water can be achieved. This water saving is realized using advanced technology for reusing water. With the use of the most modern technology, water consumption can be reduced to just 2 liters per kg of textile, even a water saving of more than 80% is possible soon. To illustrate it, an average person could save nearly 3500 liters of water annually by outsourcing the home laundry

The Benefits of Belonging to an Association

I would like to discuss and share some important information for the future of your dry and / or wet cleaning business. Almost all successful businesses belong to a trade association. This allows individuals to learn and share important information that they can use to grow their business.

Associations have stature in the community and with government agencies. They are your representative in expressing industry concerns to the various agencies and leaders in government, whether it is municipal, provincial, or federal.

Associations have the wherewithal and the ability to put on educational conferences and get the best speakers in areas of importance to the industry and to allow you to show your professionalism to your customers. Consumers have more confidence in a member of an association, then someone or a company going it alone, without any backup.

Where else can you meet and socialize with other members of the industry and share ideas that will help you grow your business, improve your productivity, and increase your profits.

Being a member of an association also has the admiration and respect of the allied trades. They realize that your commitment to being a member of a respected association deserves their respect and that if they can help you improve your operation, you will share your experience and tell others in your association about the individual and their company in how they helped you improve your business.

Speaking on behalf of the Canadian Fabricare Association, we extend an invitation to all dry and wet cleaners to join with us and be part of a great experience. I personally am immensely proud of the members that I deal with on a regular basis. Our association and its members are continuously informing other members of potential problems or solutions.

I am pleased that our association has grown both in numbers and stature and now has members in New Brunswick, Nova Scotia, Quebec, Manitoba, the U.S.A. as well as Ontario. I attempt to answer all questions and concerns that are posed by our members, and if I do not have the answer, I seek out the information from either our Board of Directors or other knowledgeable people. Many concerns and solutions are posted on our website at www.fabricare.org.



PRESS RELEASE

CINET, the global association for Best Practices in the world awarded the Best Practices Award for Canada to:

Gibson's Cleaners of Toronto, Canada

Congratulations to Rob and Nancy McConnell of Gibson's Cleaners and their team.

CFA would also like to congratulate all the members who also submitted entries for these awards. The only entries from Canada came from members of CFA. The following companies sent in their sub mission:

Fishman's Personal Care Cleaners in Calgary, Alberta
Premier Dry Cleaners in Ottawa, Ontario
TSC Wetcleaning in Mississauga, Ontario
North Park Cleaners in Vaughan, Ontario
Park Lane Cleaners Inc. in Toronto, Ontario
Trillium TLC in Toronto, Ontario
Fraser Hillary Ltd. In Ottawa, Ontario
Crouse's Cleaners in Grand Prairie, Alberta

The competition was extremely high from the 45 countries that submitted entries. I hope that the benefit of participating will improve your operations from the ideas that we learned from the other entries. Good luck in your future entries.

I had the opportunity to listen to several industry leaders and hear how they are coping with the COVID 19 crisis. This is a list of many things that they all agreed on and here we go.

- Empower your staff to perform to the best of their abilities.
- Decide what the culture of your company is and expand upon it.
- Communicate with your employees and have empathy for them.
- Be prepared to move or add from a brick and mortar location to a route operation.
- Diversify your products or services.
- Improve your marketing of your services.
- Focus on employee health and mental health.
- Stay connected to your employees.
- Help your employees to help each other and protect your business.
- Promote the use of social media.
- Keep up high professional standards to ensure that your company will withstand the shakeout.
- Allied trades are excellent partners to help you succeed.
- Rural markets are improving faster than urban markets.
- Indications of return to normalcy are the travel and entertainment, and fashion industry.
- Children returning to school indicates that the parents are back to work.
- Lead by doing.
- Have high morals and ethics and be consistent.

In another zoom meeting the following ideas were suggested:

- One of the suggestions was to take a photo with a customer (i.e. Valentines' Day presenting them with a rose, and then place it on social media. The chances are that the customer will share that picture with all her friends, etc. and you should receive some additional free publicity.
- As well, if the customer has done something of importance (i.e. recognized teacher) Do a video a picture and present him or her with a certificate as Teacher of the Month. This photo will probably be circulated across the media.
- If you have some customers that are highly visible as stars and have large followings. This will also have a presence on social media.
- Look at cross promotion with other businesses in the area.
- Dress up your pet (i.e. a dog) in some formal wear and show it as being cleaned by your company. This should be videoed and will probably end up on YouTube.
- We talked about the outdoor restaurants during the COVID 19 Pandemic and the new slogan for the winter is BYOB meaning Bring Your Own Blanket.

Comments from members:

Those are great ideas Sid!

I have done similar for a few years now; we just don't post them online. I made both a Halloween tree and a Remembrance Day tree for our store and handed out candy and poppies! This year. I give customer Sympathy cards if they have a funeral to attend. And that suit is done on the house! If it is disclosed in conversation. Not advertised of course. We have celebrity radio personalities and CTV news hosts that frequent the location I Am currently at and on the counter daily, when time allows, we take pictures. Mostly they like to just blend in and be " normal" without the attention.

The little things have a big effect and people will always talk about how you made them feel! In a time of such uncertainty it's important to just remember kindness.

Regards
Kim
Wright's Cleaners, Barrie, Ontario

I received reports from several of our members about the assistance they received from GreenEarth Cleaning and reached out to them to acknowledge our appreciation for their help to our members.

The biggest thing that we have tried to do for our Affiliates is be patient with licensing fees. We know that revenue has been hit hard and so we work on a case by case basis to create a solution that works for them. About 50% of the Canadian Affiliates have seen revenue recover and are able to make payments normally. They have benefited from the association with GreenEarth and the competitive differentiator that it represents. We have seen some retirements and a couple of closures. Affiliates who are on a payment plan still have full access to the suite of services we offer. Here is a list of examples from both Canada and around the world.

Business Support

- Over 25,000 direct contacts with Affiliates over the last 6 months providing support
- Orchestrated and Assisted Affiliates in filing the necessary paperwork for government stimulus programs
- Introduced banks to Affiliates for Government stimulus programs
- Assisted landlords in discussions with Affiliate Tenants
- Assisted Affiliates with Landlord/Property Manager representatives in mediation
- Provided network updates regarding pandemic of various geographical areas.

Technical

- Formerly instituted virtual visits to assist Affiliates with technical support.
- How to revamp operational maintenance procedures for limited machine and plant operation
- Contracted with international research agency for process modifications deactivate COVID 19 virus

Marketing

- Provided social media content
- Customized appropriate collateral marketing materials for pandemic
- Introduced trials of Nine to Five and Alexa Skills

Robert Kuenzlen
President GreenEarth Cleaning Canada
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Congratulations to Crouse's Cleaners in Grand Prairie, Alberta for showing it cares.

Crouse's Cleaners

We are incredibly excited to be supporting the United Way Alberta Northwest's United Week this year!


On November 19 only, bring in all of your items that need cleaning because \$1 from all items dropped off that day will go towards the United Way, helping support community programs and services from poverty to mental health.

We love supporting programs that have such an impact on our community, so make sure you show your local love and come visit us. We'll clean your clothes, coveralls, household items or wedding gowns and you'll make an impact on those who need it the most.

ON NOV 19, 2020

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CROUSE'S
cleaners

 **United Way**
Alberta Northwest

#UNIGNORABLE

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 2021



Bruce Miller
Sparkle Solutions



John Regan
Fabritec



Jim St. Pierre
TLC



Clark McDaniel
Fabricare Cleaning Centers



Shelley Clair
Orr Cleaners



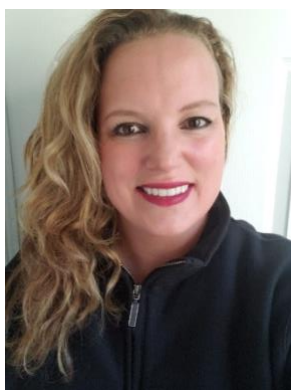
Rob McConnell – President
Gibson's Cleaners



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 |



A Great Lesson on stress... 💡

A woman confidently walked around the room with a raised glass of water while leading a seminar and explaining stress management to her audience.

Everyone knew she was going to ask the ultimate question, 'Half empty or half full?' She fooled them all. "How heavy is this glass of water?" she inquired with smile. Answers called out ranged from 8 oz. to 20 oz.

She replied, "The absolute weight doesn't matter. It depends on how long I hold it. If I hold it for a minute, that's not a problem. If I hold it for an hour, I'll have an ache in my right arm.

If I hold it for a day, you'll have to call an ambulance. In each case, it's the same weight, but the longer I hold it, the heavier it becomes."

She continued, "and that's the way it is with stress. If we carry our burdens all the time, sooner or later, as the burden becomes increasingly heavy, we won't be able to carry on."

"As with the glass of water, you have to put it down for a while and rest before holding it again. When we're refreshed, we can carry on with the burden - holding stress longer and better each time practiced.

So, as early in the evening as you can, put all your burdens down. Don't carry them through the evening and into the night. Pick them up again tomorrow if you must.

- 1 * Accept the fact that some days you're the pigeon, and some days you're the statue!
 - 2 * Always keep your words soft and sweet, just in case you have to eat them.
 - 3 * Drive carefully... It's not only cars that can be recalled by their Maker.
 - 4 * If you can't be kind, at least have the decency to be vague.
 - 5 * If you lend someone \$20 and never see that person again, it was probably worth it.
 - 6 * It may be that your sole purpose in life is simply to serve as a warning to others.
 - 7 * Never buy a car you can't push.
 - 8 * Never put both feet in your mouth at the same time, because then you won't have a leg to stand on.
 - 9 * Nobody cares if you can't dance well. Just get up and dance.
 - 10 * Since it's the early worm that gets eaten by the bird, sleep late.
 - 11 * The second mouse gets the cheese.
 - 12 * When everything's coming your way, you're in the wrong lane.
 - 13 * Birthdays are good for you. The more you have, the longer you live.
 - 14 * Some mistakes are too much fun to make only once.
 - 15 * We could learn a lot from crayons. Some are sharp, some are pretty and some are dull. Some have weird names and all are different colors, but they all have to live in the same box.
 - 16 * A truly happy person is one who can enjoy the scenery on a detour.
 - 17 * Have an awesome day and know that someone has thought about you today.
- AND MOST IMPORTANTLY :
- 18 * Save the Earth..... It's the only planet with chocolate!* ;))) 😊

AND REMEMBER TO REDUCE YOUR STRESS... BY RESTING OR BETTER, BY SHARING. Have a Great Day!

Why Some Parents Drink

The boss wondered why one of his most valued employees was absent but had not phoned in sick. So he dialed the employee's home phone number and was greeted with a *child's whisper*.

'Hello?'

'Is your daddy home?'

'Yes, he's out in the garden' whispered the small voice.

'May I talk with him?'

The child whispered, *'No'*

So the boss asked, 'Well, is your Mommy there?'

'Yes, but she's out in the garden, too'

& The boss asked; 'May I talk with her?'

Again the small voice whispered, *'No'*

Hoping there was somebody with whom he could leave a message, the boss asked,

'Is anybody else there?'

'Yes' whispered the child, *'a policeman'*

Wondering what a cop would be doing at his employee's home, the boss asked,

'May I speak with the policeman?'

'No, he's busy' whispered the child.

'Busy doing what?'

'Talking to Mommy and Daddy and the Police Dog Man'

Growing more worried as he heard a loud noise in the background, the boss asked,

'What is that noise?'

'It's a helicopter' answered the whispering voice

'What is going on there?' demanded the boss, now truly apprehensive.

'The search team just landed in a helicopter'

'A search team?' said the boss. 'What are they searching for?'

Still whispering, the young voice replied with a muffled giggle....

'Me'

Groaners - so you can brighten up!!!!

- An invisible man married an invisible woman. The kids were nothing to look at either.
- I did not think the chiropractor would improve my posture. But I stand corrected
- I took my new girlfriend out on our first date to the ice rink, and entry was half price. She called me a cheap skate.
- Studies show cows produce more milk when the farmer talks to them. It's a case of in one ear and out the udder.
- I used to date a girl with one leg who worked at a brewery. She was in charge of the hops.
- My cross-eyed wife and I just got a divorce. I found out she was seeing someone on the side.
- My wife claims I'm the cheapest person she's ever met. I'm not buying it.
- A raven has 17 rigid feathers called pinions, while a crow only has 16. The difference between a raven and a crow is just a matter of a pinion.
- I told my carpenter I did not want carpeted steps. He gave me a blank stair.
- What did the surgeon say to the patient who insisted on closing his own incision? Suture self.
- A man goes to the doctor. He has a stick of celery in one ear, a green onion in the other ear, and a carrot up his nose.
- He asks the doctor "What is wrong with me"
- The doctor answers "You are not eating properly".

The Haircut

A teenage boy had just passed his driving test and inquired of his father as to when they could discuss his use of the car.

His father said he'd make a deal with his son, "You bring your grades up from a C to a B average, study your Bible a little and get your hair cut. Then we'll talk about the car."

The boy thought about that for a moment, decided he'd settle for the offer and they agreed on it.

After about six weeks his father said, "Son, you've brought your grades up and I've observed that you have been studying your Bible, but I'm disappointed you haven't had your hair cut."

The boy said, "You know, Dad, I've been thinking about that, and I've noticed in my studies of the Bible that Samson had long hair, John the Baptist had long hair, Moses had long hair, and there's even strong evidence that Jesus had long hair." (I Love the Dad's reply!)

"Did you also notice that they all walked everywhere they went?"

Turns out it was a marble in the ashtray 😂😂

