



WISHES
ALL OUR MEMBERS, THEIR FAMILIES,
EMPLOYEES, AND CUSTOMERS
HAPPY NEW YEAR
MAY IT BE FILLED WITH
HEALTH, HAPPINESS, AND PROSPERITY

Message from the Executive Director

As Executive Director of this great association, I look forward to the time that we can get together and enjoy each other's company. This has been a difficult year for all of you and will provide you with the information that will assist you in regrowing your businesses to the pre COVID 19 period. I am working together with the management of DLI and CINET to bring you the latest information that is available to us to assist you in this endeavor.





Sidney Chelsky, Executive Director, Canadian Fabricare Association.

Advice to Members:

I attended a zoom meeting with several successful members of DLI in the United States and wanted to report on the discussions we had.

- If you reduce prices, you must have an end game
- Offers special prices for (i.e. comforters) if sent in on a regular basis (i.e. every 2 to 3 months).
- Concentrate on marketing to your existing customers
- Use a catch slogan (i.e. **Relax, Be Clean, Be Safe**)
- Attend a webinar
- When marketing, concentrate on a customer area (look for a certain lifestyle)
- Conduct a live ZOOM webinar for your customers – have them invite a friend (discuss what you are doing to keep them safe and the quality and service you provide – offer a draw for a gift card for attending)
- You need to advertise a minimum of 3 times for any results to occur
- If you are a cleaner providing high quality cleaning and service – advertise the fact and let others know about it

In addition, I participated in a zoom meeting of America's Best Cleaners and report the opinions and recommendations:

- How are you making your business and the industry better?
- Growth through constant marketing
- Build relationships during these difficult times
- Dedication of staff a result of good leadership
- Involve staff in decision making
- Stay positive and stay focused
- Difficult getting some staff back due to Government handouts
- It feels great to get out of the house and back to work
- Future planning – Be flexible and fluid
- When planning, use data from 2020; build for smaller growth
- Future planning – Course correct; Plan - course correct
- Keeping some stores open for future strategic reasons (location, future sales, etc.)
- Wash and Fold has shown substantial increases
- Converted closed store to route delivery
- Smaller cleaners closed stores and converted to pick up and delivery and took cleaning to another plant
- Amalgamated some businesses into one plant and shared expenses according to each company's volume
- Help other cleaners get through the difficult time

Future predictions

- Less owners
- Industry will lose the bad apples
- We are in the convenience industry
- We will have higher quality
- Better profit margins
- Focus on delivery
- Focus on current clients
- Industry survivors will be better able to pivot to change

Dalex extends its gratitude to all their loyal customers throughout the years and wishes them a healthy and rebounding 2021

Canadian Apparel Federation

I attended a webinar on the future of the apparel industry titled “Fashion in Focus”. This information will assist you in deploying your resources to the areas that might affect your sales growth.

First, the apparel sales are down by 18% in Canada. The purchasing that is taking place appears to go for quality over quantity. There should be a gradual return to brick-and-mortar stores over ECommerce. In October, the brick-and-mortar stores did 63% of the business and online purchase were 37%. Online purchases are being triggered by and the purchase process starts on social media and grows through consumer reviews.

The current and future growth in apparel is going to be through the work leisure market. In a recent survey, 54% of the respondents said that they missed getting dressed up and 55% indicated that they will wear what they own already. Among the conclusions of the webinar was that the future will begin a return to the Joy of Dressing Up, Feeling Good, and Looking Good.

It is important that we harness the strength of social media and use it to grow your business. If you are not able to do it yourself, get a professional to help you.

Association of Wedding Gown Specialists

A highlight of the meeting was the presentation of the tenth annual Jack Barth Memorial Award of Excellence. Initiated by Linda Stokes-Barth in remembrance of her late husband and his achievements in the dry cleaning industry, the award recognizes a member of the Association for advancement, promotion, and development of industry standards for wedding gown care and for outstanding contributions and service to the Association and the community.





Gary Fine (center) receives Jack Barth Memorial Award of Excellence from Kermit Engh and Sally Conant.

The award presented in Santa Barbara went to Gary Fine of Parkers Custom Clothing Care in Toronto. Fine joined the Association in 2004, has served as the Association’s vice president since 2009, and ably represents the Association in a city filled with wedding gown designers, including many who sew the Association’s care labels into their gowns. Fine is justly proud of his company’s long history in Toronto. From the late 1800s until the present day, Parkers has been at the forefront of changing technology including environmentally beneficial technologies such as 100% wetcleaning. Parkers was also the first company in Canada to install machines using silicone. Noted for his support of small tech start-up companies as well as for his philanthropic activities, Fine is the immediate past Canadian president of Ben Gurion University in Israel.

On behalf of the Board of Directors and the membership of the Canadian Fabricare Association, Sid Chelsky, Executive Director presents the President, Rob McConnell with Certificates acknowledging his service to CFA and a donation was made in his honor to Camp Ooch, the camp for children suffering from Cancer. CFA is indebted to Rob for his tireless and selfless guidance to CFA for the past 4 years.

A photograph of a person in a canoe on a lake, wearing a green helmet and an orange life vest. The person is looking towards the shore. The background is a lush green forest under a blue sky with clouds. A large blue overlay box contains text about a donation to Camp Ooch & Camp Trillium in honor of Rob McConnell. Logos for Camp Ooch, Camp Trillium, and CFA are also present.


 

A donation has been made to Camp Ooch & Camp Trillium in honour and appreciation of:

Rob McConnell

For his service as President of the Canadian Fabricare Association

We thank you for your dedication, leadership and generosity.





To realize the value of a sister/brother; Ask someone who doesn't have one.
To realize the value of ten years: Ask a newly divorced couple.
To realize the value of four years: Ask a graduate.
To realize the value of one year: Ask a student who has failed a final exam.
To realize the value of nine months: Ask a mother who gave birth to a stillborn.
To realize the value of one month: Ask a mother who has given birth to a premature baby.
To realize the value of one week: Ask an editor of a weekly newspaper.
To realize the value of one minute: Ask a person who has missed the train, bus or plane.
To realize the value of one second: Ask a person who has survived an accident.
Time waits for no one. Treasure every moment you have.
To realize the value of a friend or family member: LOSE ONE.

Hold on tight to the ones you love!

***For those of you who wear glasses, put some wide scotch tape across the top of the mask and on your skin below your eyes. This will stop your glasses from fogging up.

T 'was a month before Christmas, And all through the town,
People wore masks, that covered their frown.

The frown had begun, Way back in the Spring,
When a global pandemic, Changed everything.

They called it corona, But unlike the beer,
It didn't bring good times; it didn't bring cheer.

Contagious and deadly, this virus spread fast,
Like a wildfire that starts, when fueled by gas.

Airplanes were grounded, Travel was banned.
Borders were closed, Across air, sea and land.

As the world entered lockdown, to flatten the curve,
The economy halted, and folks lost their verve.

From March to July, we rode the first wave,
Stayed home, they tried to behave.

When summer emerged, the lockdown was lifted.
But away from caution, many folks drifted.

Now it's November, and cases are spiking,
Wave two has arrived, Much to our disliking.

Frontline workers, Doctors, and nurses,
Try to save people, From riding in hearses.

It's true that this year, has had sadness a plenty,
We'll never forget, The year 2020.

And just 'round the corner - The holiday season,
But why be merry? Is there even one reason?

To decorate the house, and put up the tree,
When no one will see it, no one but me.

But outside my window, the snow gently falls,
And I think to myself, let's deck the halls!

So, I gather the ribbon, The garland and bows,
As I play those old carols, my happiness grows.

Christmas is not cancelled, and neither is hope.
If we lean on each other, I know we can cope.

(Unknown author)



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
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





Congratulations to Fishman's Personal Care Cleaners in Calgary for a Successful coat drive

Charity Coat Drive
November 15 - December 15

We're accepting new and gently used coats, scarves and gloves of any size. Donations can be dropped off at any Fishman's location.

In support of
WINS
WOMEN IN NEED SOCIETY

Lexophile:

- Venison for dinner again? Oh deer!
- How does Moses make tea? Hebrews it.
- England has no kidney bank, but it does have a Liverpool.
- I tried to catch some fog, but I mist.
- They told me I had type-A blood, but it was a Typo.
- Jokes about German sausage are the wurst.
- I know a guy who's addicted to brake fluid, but he says he can stop any time.
- I stayed up all night to see where the sun went, and then it dawned on me.
- This girl said she recognized me from the vegetarian club, but I'd never met herbivore.
- When chemists die, they barium.
- I'm reading a book about anti-gravity. I just can't put it down.
- I did a theatrical performance about puns. It was a play on words.
- I didn't like my beard at first. Then it grew on me.
- Did you hear about the cross-eyed teacher who lost her job because she couldn't control her pupils?
- When you get a bladder infection, urine trouble.
- Broken pencils are pointless.
- What do you call a dinosaur with an extensive vocabulary? A thesaurus.
- I dropped out of communism class because of lousy Marx.
- I got a job at a bakery because I kneaded dough.
- Velcro - what a rip off!

