



Newsletter

April 2021



Sidney Chelsky, Executive Director, CFA

Welcome to the CFA Team

A “team” is not just people who work at the same time in the same place. A real team is a group of very different individuals who enjoy working together and who share a commitment to working cohesively to help the organization achieve its common goals and fulfill its purpose.

Being a part of a team and feeling support from your teammates is one of the best feelings one can have at work. There’s power in a group of people who work together toward a shared goal. This is what true support is all about. Supported teams are successful teams. Leaders are only as successful as their teams, and the great ones know that with the right team dynamics, decisions, and diverse personalities, everyone wins.

“We are not a team because we work together.

We are a team because we respect, trust, and care for each other”.

Building A Better Customer Experience

What, exactly, do customers expect when they contact a brand? "They want immediacy." "Whether speech or messaging or anything else, they want to be able to keep the conversation going" on the channel that suits their needs.

Especially for global organizations, each point of contact with a customer is an opportunity to create a good impression. Customer service, then, must be seen as more than putting out fires as quickly as possible.

"The opportunity is there to provide more personalized service to your customers that gets them more engaged and sticky with your brand," That's effectively how the big success stories have done it."

Notes on my participation in zoom meeting with DLI members on subject of "**What do your Customers care about and has it changed since the pandemic?**"

Report on meeting:

- 54% of consumers have purchased from a new business.
- 89% of consumers would stay with their current business.
- 56% of consumers would pay more for an excellent customer experience.
- 73% of consumers base their experience with you us based on their experience with other busines.
- 4 out of 10 customers look to your website to check out your COVID 19 policies.
- In dealing with customers – **Be Quick, Be Clear, Be Kind.**
- Exceed customer expectations.
- Respond to social media reviews - How you respond, Say it with feeling and conviction.
- Give great customer service – They want to know that you care about them.
- Promote customer safety awareness in your business.
- Lead by example when dealing with customers – your employees are watching
- Invest in your employees to invest in your customers.
- We are in the people business.
- We are in the customer service business.
- Build relationships with customers.
- We are here to take care of the customer.
- Hire for attitude – Train for skills.

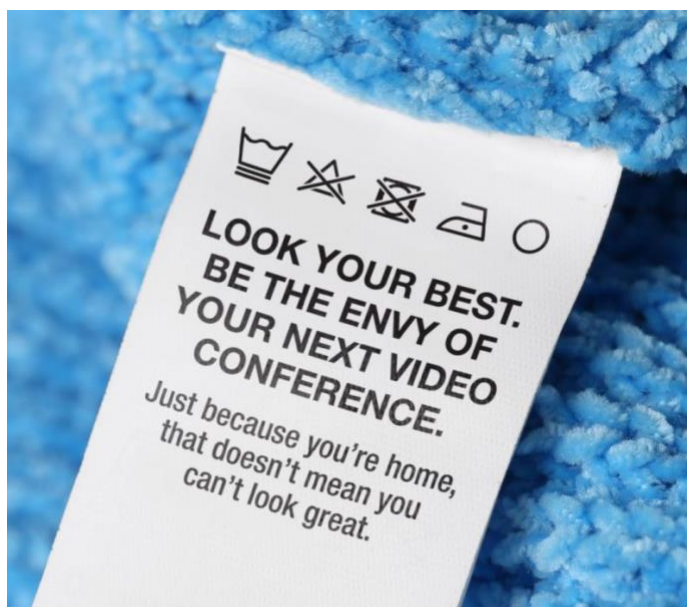
- Recruit great employees from other companies m- i.e. When you go to a grocery store and ask someone to help you find a product, if they go out of their way to assist you, thank them for their kindness and ask them to come visit you at your business for a coffee. Try to recruit them for your company.

Hire a social media marketing person and feature current employees working for you on social media.

Zoom meeting sponsored by DLI about **Smoke & Fire Restoration Services** with **FRSTeam**.

It was my intent to see how this service could be incorporated to our members. The information I garnered was that the average restoration job is approximately \$6,000 and you get coverage of about 500,000 households in your area. Response time is between 1 to 3 hours. You would be part of a preferred vendor program and partner with companies like Servpro and ServiceMaster, as well as insurance adjusters from companies like Allstate and Farmers. They discussed the use ozone and hydroxyl in your system to eliminate odors. Of those who responded to questions, 60% of the cleaners were interested and the remaining 40% were considering it.

This is not an endorsement of the company or the program but should be considered by enquiring from the company their requirements to participate.



YOUR DRY CLEANER IS READY TO HELP

Editorial Comment

I am challenging each of our members to call or visit your competitor in your area and invite him or her to join you for a coffee. I think that you should start out with the fact that rather than compete against each other, why not work together to help each other. You have both gone through a difficult time due to the pandemic and it is important that for the sake of both of your businesses, you portray a great image to the public.

I recommend that you encourage the person to join our association, which has proven that as a team, working together, has overcome many obstacles. Let them know how CFA has advocated on your behalf with government to consider your industry an essential service and the pride and notoriety that this has given you and your company to your customers. Let them know that CFA is and continues to advocate on your behalf to the insurance industry to continue to make available affordable insurance with ample coverage. The fact that being in an association of like-minded individuals allows you to call or email your fellow members to help solve any problems that may arise and not fear any ridicule and get constructive criticism.

There are so many more reasons that individual should join the association and all they must do is contact another member and ask them about their experience. We all adhere to a code of conduct which enhances our image with the public and our allied trade members who deal with us.

As far as any of our allied trade members, I encourage them to convince their customers to join our association. After all, a knowledgeable customer is a good customer. Our members trust our allied trade members for their sincerity and honesty in serving our businesses with great service and great products.

Show them our mission statement which I have included in these comments. Remember, a strong association is recognized by government and consumers as well. If you need any assistance from me to talk with this individual, do not hesitate to contact me. Growing our association is a most important responsibility of myself and the board of directors. We are all available to support you and other members of our association.



MISSION STATEMENT

- Foster and encourage professionalism, ethical conduct and ongoing development within the fabricare industry in Canada.
- Promote the interest of professional cleaners and fabricare specialists in Canada.
- Provides representation before legislative bodies and lobbies on behalf of the cleaning industry regarding industry issues and professionalism.
- Provide regular news releases and technical bulletins issues and ensure that members are kept aware of both legislative and industry developments.
- Provide a forum where all members of the Canadian cleaning industry can discuss and review mutual concerns and issues.
- Provide education and training for members and develop appropriate training and certification programs.
- Develop high standards for environmentally sound practices to protect our employees, our neighbourhoods, and ultimately, our planet. as well as waste management and occupational health and safety legislation.
- Maintain the highest professional standards and conduct in providing documentation and explanations to our customers when questions are asked.



Insurance Report

Over the last months Rob McConnell and I have met with insurance representatives to determine if there was an opportunity to create a program specifically for members of the CFA. The goal being a customized program for CFA members with comprehensive coverage and competitive premiums. Unfortunately, we've recently learned that the minimum premium requirements for "association programs" have increased significantly over the past 2 years. Based on the new minimum premium requirement levels we have determined a CFA program is not possible at this time.

COVID -19 has impacted insurance coverage and premiums across numerous industries with ours being one of them. As a result, I have received numerous calls from members asking for assistance because of their increased renewal premiums as well as the request for additional information not required in the past. As I'm not an insurance expert I do not feel comfortable advising members on their specific program however I do feel comfortable passing on the contact information of a CFA member who owns a Dry Cleaning company and is also in the insurance business. Bruce Boivin of Douglas Cleaners in Owen Sound is a representative of Desjardin Insurance. Through Desjardin he provides coverage for several dry cleaners in Ontario and would be happy to speak with any of our members about their specific insurance needs. His contact information listed below.

Please feel free to contact me should you have any questions or require additional information.

Stay safe and healthy.



Bruce Boivin. Owner/Manager
bruce,boivin@desjardins.com
Office: (519)-376-3772



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 |
| Exttox Industries Inc. | (905) 670-7738 | Artur Keyes |
| EZ Products | (877) 906-1818 | Diane Rue / David Brown |
| Fabritec International | (905) 807-3579 | John Regan |
| GreenEarth Cleaning Canada Inc | (519) 636-9282 | Robert Kuenzlen |
| Harco Co Ltd | (905) 890-1220 | Rob Jackson |
| M & M Matting | (800) 665-5336 | Anthony D'Angelo |
| MacDonald, Sager, Manis LLP | (416) 364-1553 | Jordan Cohen |
| Miele Canada | (705) 717-9884 | Scott Wallis |
| 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 | Ray Cheshire |
| Techstar Plastics Inc. | (905) 985-8479 | Bill Barnes |
| Willms & Shier Environmental Law LLP | (416) 862-4828 | Jacquelyn Stevens |



This page reserved for our sponsors for the CFA Conference to be held at the
Crowne Plaza Toronto Hotel (Airport)
Friday, November 19th, Saturday, November 20th, Sunday, November 21st

Thank you to all our sponsors for this event. Without your financial assistance, we would
have to increase our registration cost dramatically.



Clark McDaniel and Fabricare Cleaneing Centers – Saturday Luncheon



GreenEarth Canada – Coffee Breaks

This space is reserved for other sponsors.
Contact the Executive Director to be a sponsor.

I couldn't resist. 😊



***They sing because
they can.***

Employees want relatable boss who's unafraid to roll up sleeves.

Thoughts from a consultant - A while ago, I consulted a prospective buyer of a dry-cleaning establishment. He was cocky and confident, the former manager of a large software company. In fact, he was so sure of his abilities that he hardly listened to my advice, despite the money he paid for my services. He wound up buying the dry cleaner.

It was an old, established operation, but five years later it went bankrupt. I never exactly found out why, but I wondered if it was something he told me: As memory serves, he said, "I'm a manager of people. That is my primary talent. I don't have to know what they do as long as I can motivate them. In other words, I'm not a nitty-gritty operator; I'm a guy with the big-picture outlook. I let my people do the work, so I can concentrate on wider horizons. That's why I'll grow this business. The last thing I want to do is waste my time." I disagreed with him then, and I disagree with him now.

It is vitally important that the boss can do everyone's job. Not that he/she will have to perform the work when the worker is absent. Rather, knowing each person's job is important to manage the operation well. Here, knowledge is power.

It is mandatory to grasp what is required of each staffer so the person can be motivated and made to do his/her best. It is necessary to understand everyone's job and how it fits in with the overall performance of the operation. It is important to grasp what each individual in the chain has to do so that the next person can do that work without impediment. It is critical to understand the overlap of work to untangle bottlenecks. It is valuable to be able to make changes with full knowledge of the implications of the change.

My advice is, if you are entering the industry fresh, learn all jobs to the point where you understand what the worker does. That doesn't mean that you have to be an industry veteran. That does not mean you attend dry cleaning school and work at each position for a month. That doesn't even mean that you spend several months learning everyone's job. Rather, spend some time each day with staffers.

Say the magic words, "Teach me your job." The operator will not be offended. He will not be concerned that you will take over his position, eliminating the need for his employment. Rather, he will be pleased that you are taking an interest in what he does.

The basics of teaching a process apply: The operator tells you how to do it, you actually do it, then the operator tells you what you did right and what you did wrong. Then you do it again. This getting your hands on the equipment is very important. Otherwise, it is cursory learning, and that's insufficient.

For instance, the inspector walks you through her work, talking about what she is looking for and how she spots the problems and what procedure she uses to make sure the problems are fixed to her satisfaction. Then she watches you inspect garments and adds pointers as you go from one outfit to another.

For another example, the presser discusses his presser machine, how to work it, how to lay down the different garments, what to look for to see that the outfit is properly placed, what motions he makes, how his moves change with different types of clothing, what could go wrong, and what to look for to see that the garment is done properly. Then you do the work for a few hours or so. The presser offers suggestions, until you become comfortable with the work. He suggests when to use steam and how Suzies help mold outfits. That should be sufficient time for you to understand the basics.

A few examples will illustrate the need to be able to perform everyone's job:

- The cleaner can't remove a stain from a delicate fabric, and he is afraid to proceed further. He approaches you with his concern. Because you have bothered to learn about stain removal, you have some ideas. Together, you knock around the problem and come up with a new approach. It works, and the stain is removed. The cleaner is a hero, and you made this possible. Plus, the cleaner knows he can come to you for advice in the future.
- You're bringing in a lot of commercial work that is creating bottlenecks with the regular cleaning processing. Because you understand each job, you can reconfigure each position in the assembly line to churn out the commercial volume without delay to the regular workload. You do this by setting up a second processing line and positioning bins besides machines for storage. Also, you reconfigure staffing needs to spread out over longer shifts. You can solve the problem because you understand everyone's job and how each position interacts with the overall process. This is called balancing the production process.
- You think your driver/delivery person is not doing his job. His speediness leaves something to be desired. He says that he is moving as fast as he can, but the neighborhoods are too far apart. But you have accompanied drivers and observed the delivery process. You know that a driver who is not hurrying will take a much longer time than one who is hurrying. So, you break down the route into four segments and

assign time completions for each and monitor the driver to get the work done in a timely manner. Furthermore, you assign him extra tasks because you know that a busy worker will push harder to complete his chores. Because you understand route delivery, you can force the driver to increase his effort.

- One daytime counter person says her replacement is not completing her shift assignment. When you confront the night counter person, she insists that the daytime counter person isn't doing her job. Because you understand the counter procedures, and have a good sense of how each person completes his shift without burdening the replacement, you can investigate the claims of each person and adjudicate a decision. Your decision will be based strictly on the facts, and no one can accuse you of playing favorites.
- Due to a location move, you are setting up a new plant. Because you understand the needs of every staffer, just what he/she requires to do his job well, you create efficient workstations. Because you understand the need for communication between the departments, you create an effective flow for communication. Because you understand where bottlenecks could arise, you can design a floor plan that will minimize the chance of problems occurring.

There's another reason that you should learn all jobs. On a motivational level, nobody likes a boss who sits in his "ivory tower" office and monitors business from computer reports and manager meetings. Employees want a boss who can relate to them and is not afraid to roll up his/her sleeves and get involved with the work. Become a man of the people and find out how your staffers do their work.

The former dry cleaner said that the last thing he wanted was to waste his time. Possibly, if he had taken the time to learn jobs—to "waste time"—he would

When NASA started sending astronauts into space they quickly discovered that ball-point pens would not work in zero gravity.

To combat this problem, Congress approved a program and NASA scientists spent a decade and over \$165 million developing a pen that writes in zero gravity, upside down, on almost any surface and at temperatures ranging from below freezing to over 300 C. The Russians used a pencil . . .

Your taxes are due again in April.