



THE Reclaimer

SDLS in Birmingham Alabama Drawing Near



THE SOUTH EASTERN FABRICARE ASSOCIATION HAS PICKED A NEW LOCATION TO HOST ITS SOUTHERN DRYCLEANERS AND LAUNDERERS SHOW THIS YEAR, BUT ATTENDEES CAN EXPECT THE SAME IN TERMS OF A SOLID SCHEDULE OF EXPERT SPEAKERS LINED UP TO BE THERE.

The event will be held at the Birmingham-Jefferson Convention Complex located at 2100 Richard Arrington Jr. Blvd. in Birmingham, AL, from June 8 to 10.

Things will kick off on Friday afternoon with a special tour of the M&B Hanger manufacturing plant. Attendees will see the intricate processes involved in making hangers in the US. The tour will take place from 3 to 5 p.m. and is limited to the first 70 people who pre-register or reserve their spot by contacting SEFA.

Later that evening, SEFA will host a Welcome Cocktail Reception and a preview of the exhibits from 6 to 8 p.m.

Exhibit hours will run from 10 a.m. to 5 p.m. on Saturday, June 9 and from 10 a.m. to 3 p.m. on Sunday, June 10.

The educational programming will begin early on Saturday morning at 9 a.m. Check out the advertisement on page 10 for a list of all the key speakers including their topics and times.

In addition to the scheduled speaker programs each morning, there will be spotting demonstrations, live shirt and pants finishing clinics on the floor, as well as, other demonstrations taking place throughout the weekend.

All events are free to attend, and registration is now open. Visit www.sefa.org for all the latest show news including links for registration, links to hotel accommodations, and an up to the minute list of exhibitors.

Check out page 11 to learn how you could win a free membership!

MARCH/APRIL, 2018
VOLUME 17, NO. 2

IN THIS ISSUE

- President’s Message3
- Marketing: Adapting to Social Media Changes.....4
- SEFA’s SDLS is an Opportunity -- Don’t Miss Out7
- What to Measure: PPH or PPLH?8
- SDLS Educational Schedule10
- FREE Membership Offer at SDLS.....11
- Krista Clive-Smith Leads Strong Speaker Slate.....12
- SDLS Registration Now Live12
- Atlanta BootCamp Huge Success.....14
- Allied Trade Members15

fabricaremanager.com



EXPERIENCE THE SPEED OF TOUCH

The Fabricare Manager touchscreen terminal speeds up order intake with a touch of the screen.

Fabricare Manager knows dry cleaning. That's why we designed a point of sale solution to improve every aspect of your dry cleaning business.

The touchscreen terminal allows you to speed up order intake by logging garments, care instructions and more—right at your fingertips.

Feel the difference Fabricare Manager POS system makes in your daily work-flow.

POS FEATURES:

- User-Friendly Touch Screen
- Ultra-Secure Card Processing
- Customizable Pricing Controls
- Industry Leading 24/7 Support
- Targeted Text & Email Notifications
- Third-Party Integration Options
- Robust Route Management



FabricareManager
System Solutions for Dry Cleaners

(888) 299-9493

SEFA OFFICERS & DIRECTORS 2017-2018

CHAIRMAN

Russ Bullard

PRESIDENT

Don Holecek

V.P. SOUTH CAROLINA

John Johnston

V.P. ALABAMA

Mark Watkins

V.P. FLORIDA

Randy Parham

V.P. GEORGIA

Rhonda Eysel

SECRETARY

Julia Campbell

FINANCE CHAIRMAN/TREASURER

Mark Watkins

STATE DIRECTORS

ALABAMA

Mark Watkins
Jason Windham
Tim Morrow

FLORIDA

Randy Parham
Joe Lancaster
Kevin Johnston
Wash Respass

GEORGIA

Rhonda Eysel
Warner Wade
Julia Campbell

SOUTH CAROLINA

John Johnston
Coles Taylor
Perry Bullard

TENNESSEE

Don Holecek

ASSOCIATES

Frank Buckley, AL
John Neu, GA
James Peuster, GA
Frank Briercheck, FL
Ken Holder, FL
Rusty Daniels, SC

ASSOCIATE DIRECTORS

AT LARGE

Jim Groshans
Mack Magnus
Steve Pedelty

DIRECTOR EMERITUS (HONORARY)

Buster Bell,
Gary Dawson,
Lang Houston,
Rick Miller,
Jim Parham,
Ed Robinson,
Milton Magnus

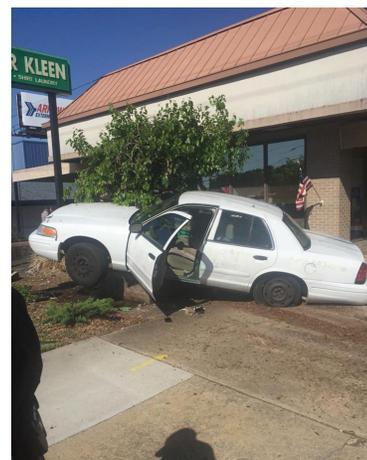
PRESIDENT'S MESSAGE...

Better Days Ahead!

BET YOU CAN'T TOP THIS ONE! OR SHOULD I SAY SOMETHING LIKE "SO, HOW IS YOUR DAY GOING?"

As you can see from the picture, one of our fellow SEFA members, Master Kleen Fine Dry Cleaning in Columbus, GA had an interesting occurrence at their location on Macon Road when a car ended up nearly crashing into their front lobby.

No, it wasn't on April Fools Day although it did happen on April 5. According to Rhonda Eysel of Master Kleen, there were no injuries to any of her employees just a lot of gawkers from the cars passing by. The only casualty was the planters in front of the building which served as a barrier to the car crashing into her business. Thank goodness for landscaping in this case. By the way, have you noticed on Facebook through the posts of National Clothesline the number of cars that seem to be crashing into or near cleaners these days?



This could have been a tragedy

LOOKING AHEAD

On a serious note, we are heading into what should be a busy part of the year for cleaners. Spring Break should be about over for our customers and those clothes should be coming back to us and we need to be ready for the increase in production. My cleaner is a bit unique in that we close for Good Friday and the following week it is crazy busy.

Closing on Good Friday for me is a personal reason and I started doing it in 2002 when I purchased Crown Cleaners. It's a trade off for sure. It's nice for me and my employees to use that day to recharge and reflect on our personal beliefs but the amount of work that is waiting for us when we start back up is very taxing. I would also add that I receive a large number of emails and notes from customers who appreciate the fact that my business is closed that day. Closing that day isn't for everybody and I certainly go back and forth about the decision when my staff and I are at our wits end the following week. But we get through it and move on.

We are not that far away from our SDLS Show in June in Birmingham, AL. I know that the link for hotel reservations and registration for the show is on our website sefa.org. Please do not wait to make your plans because SEFA is always fielding calls with questions about the host hotel being out of rooms. Me and my fellow board members are always looking for top notch speakers and valuable seminar topics and I think everyone will benefit from the lineup that we have scheduled. Be sure to check things out on our web page and make your plans.

Finally, please stop by the SEFA booth at the show and introduce yourself to me or anyone else who is manning the booth. I love to network and exchange business cards with everyone. It's how I've gotten better at this business.

Don Holecek

Crown Cleaners

(865) 584-7464 / Don@crowncleaners.com

Adapting to Social Media Changes

Written by Jennifer O'Keefe, Glikstorm LLC



SOCIAL MEDIA CHANGES CONSTANTLY. IT SEEMS LIKE JUST WHEN YOU ARE THINKING YOU KNOW WHAT YOUR DOING -- THE RULES CHANGE. THE PLATFORMS CHANGE AND YOU ARE BACK TO THE DRAWING BOARD. YOU ARE NOT ALONE, AND WE ALL FEEL THAT WAY. I SPEND A GREAT DEAL OF MY TIME KEEPING UP TO DATE WITH ALL THE NEWEST CHANGES AND NEWEST OPPORTUNITIES.

Have you recently heard any of these rumors?

- Facebook is dead
- Twitter is on its way out
- Millennials are done with social media
- Paid ads are the only way to be seen

Let's stress the word, RUMORS. It's true that social media has seen some drastic changes so far this year, but there is no need for businesses to panic. Instead, these changes should be a wake-up call for businesses to be more thoughtful and strategic with their social media marketing. Let's look at each of these rumors one by one.

"FACEBOOK IS DEAD."

Due to recent changes to the Facebook platform, Facebook has seen a rapid decline in users so far this year. Many users were already irritated that posts don't show in chronological order, meaning people may see a post several days after it would have been relevant. The newest irritation is that Facebook is essentially hiding some of the things people WANT to see, like posts from people and brands they care about. Facebook built in a feature to allow users to manually select 50 people/brands that they would like to see content from, but it isn't very effective (and many people don't know how to use this feature).

So, sadly, it's true that there are currently fewer people using Facebook than there were 6 months ago. But keep in mind that there are still tons of people using Facebook. The truth is, Facebook is still alive and relevant for businesses who have developed the right strategy to be seen.

"TWITTER IS ON ITS WAY OUT."

Twitter announced some changes in February that were created to hamper the effectiveness of fake news, fake accounts, and fake popularity/trending of posts and topics. Twitter now only allows

a tweet to be posted to one account one time. For people who read Twitter daily like their favorite sections of the newspaper, these changes are a breath of fresh air. Their Twitter feeds will be less bloated with less duplication of content.

However, for businesses who market on Twitter, this necessitates a strategic marketing change. Businesses will now be posting fewer times each day and putting more work into finding creative ways to use variations of similar content. Tools that used to simplify, recycle, and automate business posts now take more time and effort to use effectively.

In the next issue, we'll tackle the last two rumors. Rest assured, social media marketing isn't going to disappear...it's just evolving. If you have questions or comments, please reach out to me at jen@glikstorm.com.

If Social Media Marketing interests you, I encourage you to reach out to me for a complimentary conversation. As a member of this professional organization you are also eligible for a significant discount on our fully managed social media services. It's time to look beyond Facebook—and prosper!

SMITH'S DRYGESTER PRE-SPOTTER

Removes stains better than any other product you use or we will refund your purchase price.

Smith's Drygester is an **all-purpose wet-side and dry-side pre-spotter** formulated to be used on all unidentifiable stains and designed to work with all hydrocarbon based drycleaning solvents and Perc.

Save time and money on unknown stains. Smith's Drygester Pre-Spotter will be your first and last pre-spotting option to tackle tough stains.



The original All-Purpose Pre-Spotter for use on all unidentifiable spots and stains

► **Removes wet-side and dry-side stains**

Unique formula allows Drygester to perform equally well on both sides of your plant.

► **Safe on all colors and fabrics**

Drygester is not affected by steam or water and is safe to use on all colors and fabrics.

► **Reduce time scrubbing stains**

Triple detergent formula digests stains with unmatched power.

► **Improves cleanliness of the entire load**

When used for pre-spotting, Drygester works as a charge soap improving the cleanliness of the entire load.

► **Rinses with solvent or water**

Our all-purpose pre-spotter formula is designed with your efficiency in mind. Use Drygester on both sides of your plant for no hassle spot removal.

► **Effective Leveling Agent**

Safely reduce or eliminate disposition on your finest fabrics.

Removes:

- Albumin
- Egg
- Gravies
- Blood
- Grass Stains
- Oil
- Ink
- Odors
- Tar
- Shoe Polish
- Makeup
- Medicines
- Gum
- Food Stains
- Red Clay
- Perspiration Salts
- Animal Waste
- Human Waste
- Glues
- and more....



POSEIDON
TEXTILE CARE SYSTEMS[®]

**Call for a
Demonstration
Location Near You**

**A NEW KING OF THE SEA
IS HERE... True WetCleaning!**

DISTRIBUTED BY:

Laundry Pro
of Florida inc.

ON-PREMISE & COIN OPERATED LAUNDRY SYSTEMS

**3920 Holden Road
Lakeland, FL 33811
(800) 232-5736 (863) 701-7714**



**99 Fully
Programmable Cycles**

Available Sizes:

Washers:

EH030 - 30lb (4.4 cu ft),
EH040 - 40lb (6.1 cu ft),
EH060 - 60lb (8.4 cu ft),
EH090 - 90lb (13.9 cu ft)

Dryers:

ED260-(30lb)
ED340-(40lb)
ED460-(60lb)
ED660-(85lb)

Engineered to exceed the professional fabricare industry's highest standards, the Poseidon Textile Care System delivers unrivaled programmability for undisputed and superior wetcleaning results.

Poseidon harnesses high-performance Soft-Mount Wetcleaning Machines and Intelligent - Fully Programmable Moisture Control Dryers for results and efficiencies that outshine traditional Dry Cleaning.

Visit ... poseidonwetcleaning.com ~ laundryproofflorida.com



Reap the benefits of social media marketing *without wasting* valuable time & money!

You're busy running your business & doing the tasks that **YOU** do best!

Don't let your social media presence fall to the wayside.



in



We'll help you post consistently, with engaging content that your customers will **ENJOY** reading! We'll also expand your social media presence to include platforms you may not be taking advantage of—with Twitter being #1!

G+

f

We do all the creative work and heavy lifting, while you stay in full control with 100% approval of all posts *before* they post.

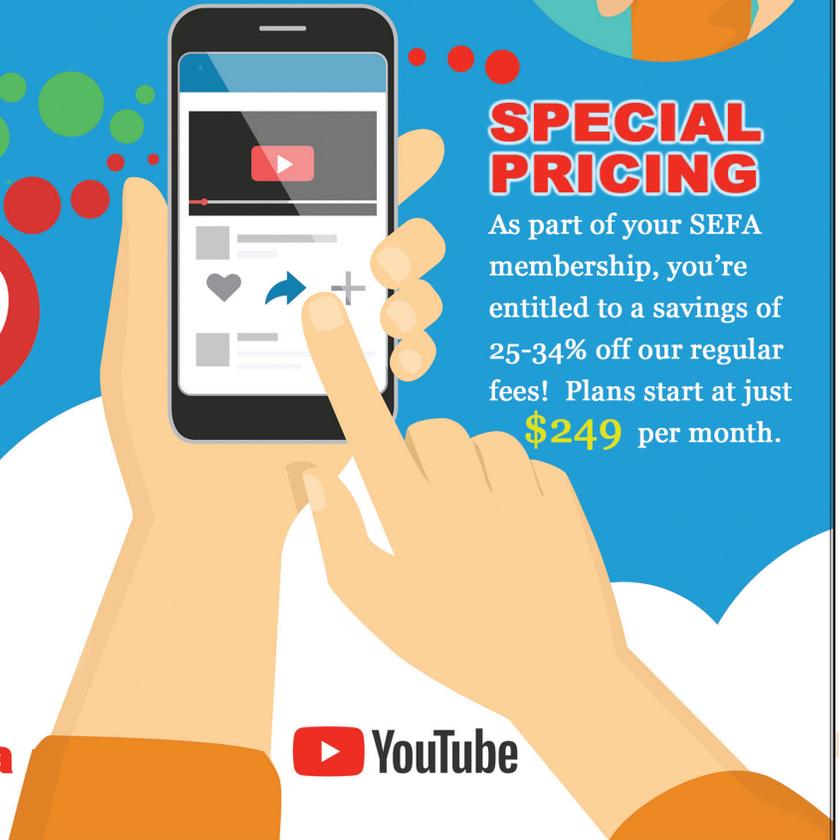


SPECIAL PRICING

As part of your SEFA membership, you're entitled to a savings of 25-34% off our regular fees! Plans start at just **\$249** per month.



Learn more today:
Glikstorm.com/sefa



SEFA's SDLS is an Opportunity- Don't Miss Out

Written by Peter Blake, SEFA Executive Director

HAVE YOU MADE YOUR PLANS TO ATTEND SEFA'S SDLS SHOW YET? IF NOT... STOP RIGHT NOW AND START MAKING THEM IMMEDIATELY. SIMPLY PUT, THIS IS AN OPPORTUNITY YOU CAN'T AFFORD TO LET PASS BY.

Too frequently when I talk to people about the SEFA show and trade shows in general, their first thoughts are "I am not looking at buying any new equipment", or "I am not in the market for any new services". This drives me crazy because they just don't understand the tremendous opportunity they have to invest in their business -- and I am not just talking about equipment, I am talking about the entire experience.

This is THE chance to see all the industry has to offer. This is your chance to expand your mind and learn what is out there. What potential new services you can offer, or use to enhance your business.

DO IT ALL

SEFA has put together an entire weekend chock full of educational sessions, social events, and great vendors.

Some computer vendors are having user groups on Friday. Take advantage of them. Most people who use point of sale systems use only 10% of their capabilities.

This is the first time we are in Birmingham, and the first time in almost 10 years the SDLS has been outside of Florida. Take advantage! If you haven't gone in the past -- go this year. SEFA is kicking off the weekend with a free tour of the M&B Hanger Manufacturing Plant just outside of Birmingham. This is a terrific tour, and it is amazing the high tech equipment they use.

We always talk about the educational classes and the on-floor demonstrations and they are really great opportunities to learn, but beyond the classes though. There are unique learning opportunities for you and your key managers throughout the show. Experience what other industry professionals throughout the country are in Birmingham to share. Visit every booth and learn what people do. Ask questions. Visit me at the SEFA Booth and learn better ways we can help you grow and prosper.

NETWORKING IS VITAL TO A SUCCESSFUL TRIP

Don't make the mistake of thinking the only thing of value is the show floor. Every contact and every gathering is a chance for you to learn and grow. The educational sessions, the booths on the



(Scenes from 2016, From top left, clockwise) Attendees are treated to first-class refreshments at SEFA's Cocktail Receptions, live demonstrations on the show floor, an entire exhibit hall dedicated to the best the industry has to offer, and a chance to learn from top notch speakers exploring timely topics

floor, the cocktail receptions, and fellowship with your peers in the industry -- they all provide opportunities for you to learn. Soak it in, immerse yourself in all possibilities.

If you can, bring your key staff members. They will often see things and learn things that you might not pick up on. They could provide you valuable insight into the industry by pointing out things you may not have thought of. Don't overlook the benefit your managers will gain from being involved. Don't underestimate the job satisfaction employees feel when you invest in their future and in their education.

This opportunity only comes around every two years, don't waste it. Make your plans to attend, and plan on making the most of the investment. Come by the SEFA Booth and I would be glad to help you make the most of your investment.

FOR MORE INFORMATION

Registration information is up on www.sefa.org. We keep the website updated with all the vendors, sponsors, and education opportunities. We have also included a link to make your hotel reservations.

What to Measure: PPH or PPLH?

Written By Don Desrosiers, Tailwind Systems -- Management Consultant



I OFTEN TALK ABOUT PIECES PER LABOR HOUR (PPLH). THIS IS THE TOTAL NUMBER OF PRODUCTION LABOR HOURS DIVIDED INTO THE NUMBER OF PIECES PRODUCED. THIS IS DIFFERENT THAN WHAT IS SOMETIMES REFERRED TO AS PIECES PER HOUR (PPH). THIS

MEASURES A PRESSER'S PRODUCTIVITY - SO IN THIS CASE, THE MATH IS SIMPLY THE NUMBER OF PRESSER HOURS DIVIDED BY THE NUMBER OF PIECES.

Both numbers are important and there is one other number that has relevance.

THE PPH VS. PPLH DEBATE

First, PPLH. This is the most important number. It is the true measure of labor, regardless of revenue per piece and hourly pay rate. The thing that makes PPLH so important is that it shows that productivity is only part of the issue. Let's say that your double buck unit, capable of 100 shirts per hour, only produces 50 shirts per hour. You have 1 presser and 2 other people to wash, touch-up, assemble and bag. That is a PPLH of 50 divided by 3; 17.5 PPLH.

This isn't very good, of course, but suppose that you put all of your energy into boosting production and somehow raised it to 80 PPH. But now you had to add another post-press person for touch-up (or whatever). Now you have 5 people to produce 80 shirts per hour for a PPLH of 16. Your production went up, but your cost went up too!

So you can see that it's important to measure PPH and PPLH. But there is a third number and I get asked about it all the time. Let's say that, as in the example above, your pressers press 80 shirts per hour. (You can pretend that we are talking about drycleaning if you like. The principle is the same.) You are disappointed in the 80 shirts per hour, in spite of the improvement, because your peers talk about 90-100 shirts per hour on the same machine.

You analyze it and note that in the two hour period that begins the day, there is a 15 minute (read: 20 minute) break in there. So you didn't press 160 in two hours, you pressed 160 shirts in 1 hour and 40 minutes. That is 91 shirts per hour! You realize that you're already where you want to be. Now it makes sense to you why your friends boast 90 shirts per hour. Or does it? The PPH number of 91 - the one with break time excluded - is only valid if you don't

pay for breaks, otherwise the number has little value. 80 is your PPH; slicing it a different way doesn't change the fact.

However the PPH number of 91 does tell you something. It tells you what your pressers are capable of and is very important for planning purposes. Got 350 shirts today? It's important to know that that is less than 4 hours work!

LOOKING AHEAD

Don Desrosiers is a Management Consultant with over 30 years of experience in the industry. He recently toured the country doing a series of Management BootCamps like he did most recently in Atlanta last month.

He is a columnist for National Clothesline, DLI's Fabricare, and contributes to SEFA's The Reclaimer. Don can be contacted directly at www.tailwindsystems.com. He has worked with many SEFA members in the past.

If you are interested in attending a BootCamp, contact Peter Blake at the SEFA Office.

America's Most Recommended Specialty Cleaner

OVER 1,200 DRY CLEANERS, MANUFACTURERS AND RETAILERS
DEPEND ON ARROWS SKILL AND PROFESSIONALISM

- Leather & Suede Cleaning & Refinishing
- Leather & Suede Handbags
- Leather & Suede Repairs
- Designer Leathers
- Shearlings
- UGGs
- Fur Trim Cloth & Leather
- Fur Lined Leathers
- Professional Fur Cleaning
- Wedding Gown Cleaning & Preservation
- Reweaving & More

Arrow
LEATHERCARE SERVICES

Call Bruce Gershon, President

800.542.7769 // www.arrowcare.com

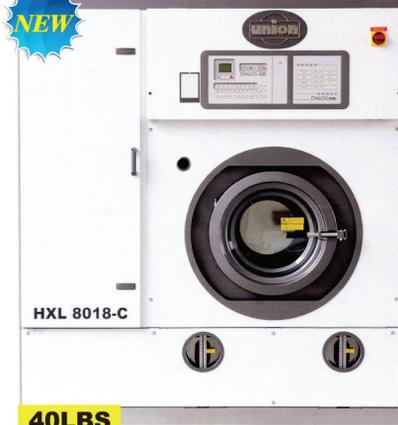
Equipment-Parts Warehouse Sales Event!

Alternative Solvent Machines

▶ Dry-Cleaning Machines Great Pricing



▶ UNION HL-860



40LBS



60LBS

New model available for K4(40/lb and 60/lb) with new low price.

UNIPRESS

▶ Up to 90 + Shirts/HR



HURRICANE HS2

Huebsch

▶ Galaxy™ Washer-Extractors Tumble Dryer



www.gslaundry.com



Fulton Fulton Boilers

▶ Wet-Cleaning Machines



FB-F

www.GSLAUNDRY.com



UNIPRESS

Fulton

Forenta
Murfreesboro, TN U.S.A.

Ajax

Cissell

IR



Huebsch

SMC

LajMac

White

DRY-CLEANING-COIN LAUNDRY-OPL www.gslaundry.com

Toll Free : 1-800-875-4756 Tel: 770-343-8455

DRY-CLEANING-COIN LAUNDRY-OPL www.gslaundry.com

benprema@gslaundry.com

4035 Nine Mcfarland Drive, Alpharetta, GA 30004

GS **GULF STATES**
LAUNDRY MACHINERY COMPANY

Register Today!
www.sefa.org
FREE Registration includes
 Seminars and Exhibit Hall



Southern DryCleaners and Launderers Show

June 8 - 10, 2018

Birmingham-Jefferson Convention Complex
 Birmingham, Alabama

**Enter to Win
 SEFA Sweepstakes**

Silver DLI Membership*
 1 Non-member from each
 SEFA State will win!

Attention: Current Members*
 Win 1 of 4 \$300 credit towards any
 SEFA or DLI service or program
 (including classes).

**Must be preregistered & present to win*

SDLS is sponsored by



• Friday, June 8 •



Special Event:
*Tour the State-of-the-Art
 M&B Hangers Factory*

• Limited to the first 70 people
 3:00 - 5:00 pm



Welcome Cocktail Reception

Preview of Exhibits
 6:00 - 8:00 pm

• Saturday, June 9 •



9:00 am
*Smart Social
 Media Spending*
Brian Rashid
 CEO of A Life in Shorts



10:30 am
*Breaking the "I can't find
 good people" Myth*
James Peuster
 The Route Pro

• Sunday, June 10 •



9:00 am
*Achieving Customer
 Service Excellence*
Jim Groshans
 FabriCoach, LLC



10:00 am
*Get Noticed.
 Be Remembered*
Krista Clive-Smith,
 CEO of Clutch

Don't Miss the Clinics on the Show Floor
Saturday: Shirt Finishing • Stain Removal
Sunday, presented in Korean: Stain Removal • Pants Finishing

**See Live
 Demos**

Show Highlights

- Drycleaning Machines • Pressing Equipment
- Coin Laundry Equipment & Supplies • Computers and more!

Exhibit Hours
 Saturday: 10 am - 5 pm
 Sunday: 10 am - 3 pm

THINGS TO DO WHILE VISITING

BIRMINGHAM



HOTEL INFORMATION



Sheraton Birmingham Hotel
 800-325-3535 • 205-324-5000
 Single or Double \$129.00

*Must mention
 Southern Drycleaners and
 Launderers Show
 Log onto the website for
 the reservation link*

Exhibiting Companies

21DC / The Route Pros	DLI	Gulf States Laundry Machinery, Co.	Parker Boiler Co.	Stry-Lenkoff Co.
A-1 Products Inc.	East Coast Dry Cleaning	Huebsch	Poseidon Textile Care Systems	Tri-State Laundry
A.L. Wilson Chemical Co.	Equipment	Kleerwrite Chemical	R.R. Street & Co. Inc.	Union Drycleaning Products
Air World Pads and Covers	Eazyclean Germany	KR Products	Radiant Leather	Unipress Corporation
Cates Laundry Equipment /	Equipment Sales Corp.	M&B Hangers	Realstar	Wedding Gown Preservation
Electrolux Professional	EzProducts International Inc.	MARUSO USA Inc.	Sanitone By Fabritec	White Conveyors, Inc.
Comca Systems, Inc.	Fabricare Systems, LLC	Memories Gown Preservation	Sankosha USA, Inc.	Willco Forms, Inc.
CompassMax / Maineline	FabriClean Supply	Metalprogetti	Seitz, The Fresher Company, Inc.	Yamamoto Japan
Computer Systems	Faultless Starch	Mustang Enterprises	Sigma Garment Films	
Computer Connections, Inc.	Firbimatic	National Clothesline	SNA Manufacturing LLC	
D&K Equipment, Inc.	GreenEarth Cleaning	New York Machinery / Unisec	SPOT Business Systems	

As of April 20

Thank you to our sponsors!



For more information visit our website: www.sefa.org or contact Leslie Schaeffer, Show Manager at Leslie@sefa.org • 215-830-8467

FREE Membership Offer at SDLS



SEFA IS INVESTING IN YOUR FUTURE. AT IT'S RECENT BOARD MEETING, SEFA ANNOUNCED IT WILL BE GIVING AWAY A MINIMUM OF 5 FREE MEMBERSHIPS -- ONE FROM EACH STATE. FOR THOSE WHO ARE MEMBERS ALREADY, SEFA

WILL BE DRAWING 5 CURRENT MEMBERS WHO WILL RECEIVE A \$300 CREDIT FOR ANY DLI/SEFA SERVICE.

SEFA will select winners at random from all pre-registered attendees for its Southern Drycleaners and Launderers Show. Members will be separated by state, and one winner will be pulled from each pool. The winner will receive a \$300 credit for any SEFA or DLI Program or service -- courtesy of SEFA. This could include classes, certification or even membership upgrades.

Non-members who pre-register for the show will also be separated by state, and one winner will be chosen from each state to win a FREE, Silver membership for a year, also courtesy of SEFA.

"We are excited about this raffle" offered Mark Watkins, SDLS Chairman, "and we sincerely hope it will attract more people to the show -- and will reward them for being there. We believe the SDLS is an incredible opportunity to learn ways to improve your business, and it is a perfect opportunity to see all that is new in the industry."

MEMBERSHIP GIVE-A-WAY & UPGRADE RULES

It is really very simple. Every drycleaner or launderer that registers for the show by 5:00 p.m. on June 5 will automatically be placed in the raffle. Winners will be chosen at random on Friday, June 8th prior to the Friday Night reception.

Winners will be listed at the SEFA Booth. In order to qualify for the free membership or credits, you have to attend the show and visit the SEFA Booth to claim your membership, or your credit. If for some reason, the winner that was chosen does not attend the show, or fails to check in at the SEFA Booth, the membership and/or the upgrade will be awarded at random to someone that had not won, but did stop by the booth.

Visit www.sefa.org today and register -- you could be a winner!

custom solutions for all budgets

Toll Free
877.906.1818
www.ezpi.us

These Products are Recommended by the Consultants You Trust!

Heat Seal Presses, Heat Seal Labels and Genuine Rope-Ties

You Deserve the Best!
The Ultimate Heat Seal Machine
Proudly made in the U.S.A. • Built to OSHA standards

Choose from 3 models, 7 different interchangeable lower platens and single or dual heated platens

- Eliminate paper tags with text and barcode labeling solutions
- Operator Error Detections
- Automatic fabric thickness adjustment
- Only weighs 15 lbs
- Small footprint
- Ideal for retail countertops
- Lifetime Free Technical Support

2 YEAR WARRANTY

Genuine MBH Rope-Ties
Stop Shaking Out Shirts.
Save time. Save money.
Don't be fooled by cheap inferior ones!

SDLS EDUCATION...

Krista Clive-Smith Leads Strong Speaker Slate for SDLS



SEFA HAS COMPILED ONE OF THE BEST CONVENTION SPEAKER SLATES IN THE COUNTRY. WITH QUALITY PROGRAMS ON FRIDAY THROUGH SUNDAY, IT IS A WEEKEND OF OPPORTUNITY.

Leading the slate is celebrated author, Krista Clive-Smith.

Krista will draw on her experience both as a consumer and as a branding expert to help attendees find new ways to increase profitability. She will also be available in the SEFA booth on Sunday during the exhibit.

Krista will be joined by Brian Rashid, CEO of A Life in Shorts, who will present “Smart Social media Spending”. Rashid is a popular speaker and most recently was a presenter at DLI’s 5-Star program over the winter. Attendees who were able to attend highly recommended him to the SDLS Committee and expressed their desire to learn more.

In addition to Krista and Brian, James Peuster of 21DC will be presenting “Breaking the ‘I Can’t Find Good Help’ Myth”. This

program is designed to answer the most prevalent question posed to SEFA -- where can I find new employees. The job market has become a battlefield with companies fighting over the few decent applicants to any job. With minimum wages rising, we need to expand the ways we search for team members. This program will help.

On Sunday morning, Jim Groshans, FabriCoach, is presenting “Achieving Customer Service Excellence”. He looks at Customer Service from a team perspective and explores the relationship between the front of the house and back of house as it pertains to customer service. This is a vital program for all owners, front counter managers, and counter personnel. Attendees will learn ways to improve their customer service as well as ways to enhance the over-all consumer experience.

“We are very fortunate to have such a strong cadre of speakers,” offered Peter Blake, SEFA Executive Director. “They are really incredible speakers with really meaningful topics. I am really excited to provide our members a tremendous opportunity to learn. These speakers alone should be reason enough to travel to Birmingham. The industry is so competitive right now, and so many drycleaners and launderers look to be struggling -- that programs like these can be vital to your success. When you have these opportunities to learn and grow -- you have to take them.”

SDLS REGISTRATION...

SDLS Registration Is Now Live

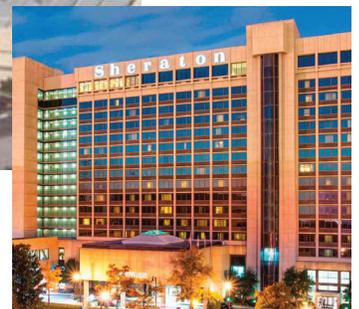
THE SEFA WEBSITE IS UP AND RUNNING AND REGISTRATION IS ENABLED, SO REGISTER NOW AND TAKE ADVANTAGE OF OUR FREE MEMBERSHIP DRAWINGS.

SEFA has decided to include all SDLS Programs and activities as part of your membership, so there is no cost to attend any of the Friday workshops, Saturday & Sunday Seminars, the exhibit, or even the membership reception on Saturday Night.

To register you and your key personnel, just visit www.sefa.org. If you have any questions, or issues registering, call the SEFA Office at 877-707-7332.

MAKE YOUR ROOM RESERVATIONS BEFORE IT IS TOO LATE

The Sheraton Birmingham Hotel is set to serve as SEFA Headquarters for the association’s Southern Drycleaners & Launderers Show. The hotel is connected to the Birmingham-Jefferson Convention Center so it is extremely convenient for all attendees.



The full service hotel features four restaurants bars and cafes. A full fitness center and a heated indoor swimming pool.

SEFA has secured a discounted room rate of \$129 nightly for single or double occupancy at the hotel. For reservations, call (205) 324-5000 and mention the Southern Drycleaners Show, or you can use the registration link found on www.sefa.org.

For more information on the show, call SEFA, (877) 707-7332, or www.sefa.org.

What does your business need to do to become EMV[®] compliant?

Avoid Liability.

Starting October 2015, if your business does not use EMV equipment and a data breach or a counterfeit transaction occurs, you may be held financially liable if you have not upgraded.



Increase Security.

New credit and debit cards will use a chip that generates unique data for each transaction, making it much harder for criminals to duplicate card information and steal data.



Save Money.

Using EMV-compatible equipment may help lower your processing expenses by potentially reducing compliance fees.



**LET TRANSFIRST[®] HELP YOU
NAIL DOWN YOUR
EMV STATUS TODAY
WITH A \$199 TERMINAL OFFER.*
(\$495 VALUE)**

**Upgrade your equipment. Call 800.613.0148
or email DLIStatements@TransFirst.com today!**



Drycleaning & Laundry Institute
international

*\$199 terminal purchase offer valid for new TransFirst customers only. Terminal offer expires May 31, 2015. All accounts subject to credit approval; some restrictions or exclusions apply. EMV is a registered trademark in the U.S. and other countries, and an unregistered trademark in other countries, owned by EMVCo. TransFirst is a registered ISO/MSP of: Wells Fargo Bank, N.A., Walnut Creek, CA, and Synovus Bank, Columbus, GA, for Visa[®] and MasterCard[®] transactions only.

TF3893a_DLI0315AD

Atlanta BootCamp Great Success



SEFA HELD IT'S SECOND MANAGEMENT BOOTCAMP RECENTLY IN ATLANTA, GA AND ATTENDEES ALL GAVE IT GREAT REVIEWS. THE

PROGRAM WAS HELD MARCH 9 & 10, AND WAS ATTENDED BY 12 MANAGERS FROM THROUGHOUT THE REGION.

The program, "How to Run a Drycleaning Plant Easily, Efficiently, and Profitably" is a unique program that provides an in-depth look at production numbers, output, and employee accountability. The 2-day workshop was presented by Management Expert Don Desrosiers of Tailwind Systems.

"This was a great program," observed Rhonda Eysel, SEFA Education Committee Chair -- and attendee. "It reinforced many of the thoughts and ideas I had, but gave me some solutions to many problems I have when implementing them. I learned where we need to be a little more proactive and where we can make some changes that could really make a difference. The class really helped me focus on where we need to go."

The course explored the necessity of monitoring labor and production. Attendees learned the basics of why you need to track information, and then they explored how to put that information to use. Included in the discussion was methodology for calculating cost per piece, boosting productivity, managing labor costs, and interpreting information.

"Management training is one of the most requested topics we receive," offered Pater Blake, SEFA Executive Director, "and this was a great opportunity. I wish more people had been able to take advantage of it. People need training like this, and need to prioritize it when it is available. Unfortunately, there is never a guarantee the program will be repeated in an area. If you are interested in this class -- or other programs, contact me at the SEFA Office."



Now is the time to switch to paperless!

Stay Connected

Get up to date technical guidance, download Safety Data Sheets, get easy access to events, helpful links and useful documents.

Stay in Control

Access your accounts payable, review invoices and monthly statements and pay electronically from virtually anywhere, anytime!

**GO GREEN
GO PAPERLESS**

Stay in Control, Connected and Informed digitally

With all of the tools available now
You can easily manage your account in one place
You do not need paper anymore!

Stay Informed

Have everything you need, all in one place, for easy reference, tracking and budgeting. Stay on top of your orders and payments by having an e-mail notification when they happen.

You'll wonder why you didn't do it sooner!

Thank you for supporting our initiative to

Go Green , Go Paperless

Contact us at info@fabricleansupply.com to enroll

By enrolling in FabriClean Paperless E-Communications, I agree to receive my statements and other documents electronically. I will receive an email when my statement or notice is available to view online.

A-1 PRODUCTS, INC

Birmingham, AL
(205) 787-1403
www.a-1products.com

A.M. CHEVY EQUIPMENT

Pompano Beach, FL
(844) 802-3247
drdrycleaning.com

APEX INSURANCE

Delray Beach, FL
(561) 272-9683
www.forthainsured.com

ARROW LEATHERCARE

Kansas City, MO
800-542-7769

CENTRAL EQUIPMENT COMPANY, INC

Columbia, SC
(803) 779-2390
centralequip.com

CLEANERS SUPPLY

Conklin, NY
(800) 568-7768
cleanersupply.com

COMPASSMAX

Falmouth, ME
(207) 781-5590
www.compassmax.com

CONSULTING BY LINDA

Nashville, TN
(615) 739-4765

ENVIRO FORENICS

Indianapolis, IN
(317) 972-7870
www.enviroforensics.com

EPSILON PLASTICS

Marietta, GA
(770) 578-4228
www.sigmaplastics.com

EZPRODUCTS INTERNATIONAL, INC

Wauchula, FL
(863) 735-0813
www.ezproductsinc.com

FABRICARE MANAGEMENT

Acworth, GA
(888) 299-9493
www.fabricaremanager.com

FABRICLEAN SUPPLY

Decatur, GA 770-981-2800
Columbia, SC 803-776-7988
Tampa, FL 813-623-3553
Jacksonville, FL 904-696-7688
Nashville, TN 615-254-5192
Knoxville, TN 865-689-1221
Birmingham, AL 205-251-7272

FABRITEC INTERNATIONAL, INC

Lutz, FL
(813) 990-7401
www.fabritec.com

FH BONN COMPANY

Lawrenceville, GA
(678) 472-6202
www.fhbonn.com

GULF STATES LAUNDRY MACHINERY

Alpharetta, GA
(770) 343-8455
www.gsalaundry.com

HEARTLAND PAYMENT SYSTEMS

Clarksville, MD
(352) 246-4600
www.heartlandpaymentsystems.com

INDUSTRIAL EQUIPMENT & SUPPLIES

Miami, FL
(800) 969-4766

INTERSTATE CHEMICAL

Lakeland, FL
(863) 607-6700
www.interstatechem.com

KREUSSLER, INC

Tampa, FL
(813) 884-1499
www.kreussler.com

LAUNDRY PRO OF FLORIDA

Lakeland, FL
(813) 300-7148

M&B HANGERS

Leeds, AL
(205) 699-2171
www.mbhangers.com

NIE INSURANCE

St. Louis, MO
(800) 325-9522
www.nie.biz

N.S. FARRINGTON & CO.

Winston-Salem, NC
(336) 788-7705
www.nsfarrington.com

R.R. STREET & CO., INC

Naperville, IL
(630) 416-4244
www.4streets.com

SMITH BROTHERS

Chapel Hill, NC
(252) 793-2579

THE ROUTE PRO

1-877-DR-ROUTE
www.theroutepro.com

SEITZ, INC.

Tampa, FL
(813) 886-2700
www.seitz24.com

STEINER-ATLANTIC CORP

Miami, FL
(800) 333-8883
www.steineratlantic.com

UNI CLEAN DIRECT, LLC

Clermont, FL
(321) 297-4286
www.unicleandirect.com

UNION DRYCLEANING MACHINES

McDonough, GA
(404) 361-7775
www.uniondc.com

W.A.G. EQUIPMENT LLC

Mount Juliet, TN
(615) 830-5959
www.wagnashville.com

WHITE CONVEYORS, INC

Cary, NC
(800) 524-0273
www.white-conveyors.com

WILLCO FORMS

Mike Fleming
(800) 375-3676
Golden City, MO

These suppliers support the work of SEFA as Allied Trades Members. When you need supplies, equipment or other goods or services, contact a SEFA Member first.

**WE FIND FUNDS.
WE CLEAN UP.
YOU STAY OPEN.®**



It can be alarming to learn that your dry cleaning business might be responsible for unintentional environmental contamination. This news doesn't have to ruin your reputation or your savings. Let us defend your business, clean up the contamination, and restore your property value at little to no cost to you. We take care of all of this, so you can stay open and run your business.

ENVIROforensics®

866-888-7911
enviroforensics.com/
stay-open