



THE Reclaimer

SEFA Education Schedule In Full Swing



SEFA'S 2018 EDUCATIONAL SCHEDULE IS A COMBINATION OF MANAGEMENT PROGRAMS, TECHNICAL TRAINING, AND BUSINESS IMPROVEMENT WORKSHOPS. BEGINNING IN JANUARY, SEFA WILL BE HOSTING WORKSHOPS AND CLASSES THROUGHOUT THE SEFA TERRITORY, AND SEFA'S MAIN GOAL IS TO VISIT EACH OF ITS FIVE STATES WITH PROGRAMMING.

First up will be Jim Groshans of FabriCoach.com who will be presenting “A Team Approach to Enhancing the Customer Experience”. The class will be held from 6:00 - 8:00 on Tuesday January 9 in Orlando, and Wednesday January 10 in Tampa, FL. The program is an in-depth look how team building and an understanding of the entire fabricare process is a key to delivering customer service excellence.

On February 10, Groshans will be returning to SEFA to lead “Spotting Magic” a hands-on, full-day spotting class in West Palm Beach Florida, and “Professional Wetcleaning for the Everyday Drycleaner” on Sunday, February 11th. These programs will each demonstrate ways to increase productivity while improving quality.

“Good coaching and training is key to developing a quality team,” observed Jim Groshans, Head Coach. “We design all our programs to be coaching experiences whether it is at the counter or in the back of the house. Under our expert guidance, attendees learn ways to increase performance which leads to higher quality -- and efficiency.”

SEFA INTENSIVE MANAGEMENT BOOTCAMP IS BACK!

On March 9 & 10, SEFA will be holding another Management BootCamp, featuring Don Desrosiers, in the Atlanta, GA area. The course will explore the necessity of monitoring labor and production. Attendees will learn the basics of why you need to track information, and then will explore methodology to put that information to use. Included in the discussion will be calculating cost per piece, boosting productivity, managing labor costs, and interpreting information.

“We are really committed to education,” expressed SEFA Education Chair Rhonda Eysel, “and this is a great start. We have the SDLS in Birmingham this June, and we are looking at workshops in Columbia, SC and Nashville later in the year.”

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PRESIDENT'S MESSAGE...

How It's Made: SEFA Style

GREETINGS TO ALL IN SEFA LAND! I HOPE EVERYONE IS DOING WELL AND THAT PIECE COUNTS HAVE STARTED TO RISE. I KNOW THAT MY PIECE COUNTS GENERALLY RISE ONCE SCHOOLS START THEIR ACADEMIC YEAR HERE IN KNOXVILLE, TN.

Things started off a bit slow here I think because of the warmer weather we're experiencing here in the southeast but with the cooler mornings upon us, things have slowly started to pick up.

Piece counts should be going up until the first of the year and then we will have a small drop so individuals can pay their holiday bills and then it should pick back up for a bit. I love a business that is so unpredictable that it is predictable.

Do you ever watch the cable TV show, How It's Made? My children and I love watching that show and on occasion there is something that relates to us – hockey sticks, bicycles, sporting equipment and such. I was fortunate enough to get my own version of How It's Made recently when I was given a tour of the M & B Hanger factory in Leeds, Alabama. M & B Hangers are members of SEFA and is a great American success story that now has a fourth generation person in the company.

Mac Magnus is following in his father Milton's footsteps and learning how to steer the company through the thick and thin of a family owned business. Mac was kind enough to show me around their plant just outside of Birmingham when I stopped in on my way to a college football game in Tuscaloosa, AL. It was really eye-opening to see the manufacturing aspect of how the hangers we use on a daily basis get made by both man and machine. M & B Hangers has a plant in Alabama and one in Mexico, not far from San Antonio, Texas. The company is one of the few hanger manufacturing companies left in the United States and even though they are fortunate to run three shifts a day, it wasn't always like that as Mac told me. The company has re-invested heavily in technology as to make sure the people they employ in Leeds and northern Mexico can continue to run three shifts a day. I'm expecting one day for me and my children to turn on How It's Made and see how hangers are made. I'll then say to them that I know all about it.

Speaking of road trips, SEFA will be at it again with some upcoming educational seminars. There are a few scheduled in Florida and Georgia that are mentioned on the front page of *The Reclaimer*. Attendance has been good at past seminars but we always welcome more! Remember, the association exists for its' members so take advantage of what we have to offer -- and if you don't see something you want offered, let us know and we will look into it!



Don Holecek, SEFA President, with Mac Magnus of M&B Hanger

Don Holecek

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Information at Your Fingertips: Have you Downloaded Your DLI Apps Yet?

Written by Peter Blake, SEFA Executive Director



ARE YOU PUTTING YOUR MEMBERSHIP TO GOOD USE? ARE YOU MAXIMIZING YOUR RETURN ON INVESTMENT FOR YOUR MEMBERSHIP DOLLAR?

I sincerely hope you are, but if you are like many members you get too busy

and things seem to slip through the cracks and before you know it a year has passed and you haven't used your membership as much as you intended. This new series of articles are designed to make sure you get the most from your membership. Six times a year we will highlight one member service for you to use this month.

PUT DLI TECHNOLOGY TO WORK

Free download for all Members: DLI's Garment Analysis App

Free download for all Silver, Gold and Premier Members: Stain Removal App & Encyclopedia of Drycleaning App

DLI remains the leading expert of drycleaning and laundry. They are the premier source of information for all things drycleaning, and have been providing members with information and guidance crucial to their success.

They continue to publish great information in Fabricare Magazine, their e-blasts and services, and on their website, but now you can access it all through their series of Apps and fully-searchable Member Only section of DLIONLINE.org.

DLI ENCYCLOPEDIA APP

This app is free to members in Silver level and above, and features main topics you can browse including: Fibers & Fabrics, Customer Service, Laundry, Management & Marketing, Not-In-Vogue, TABS, Technical Operating Information, Wet Cleaning, and Regulatory & Legislative.

Or you can type in your subject matter in the search line at the top of the initial page. All results are downloadable and can be printed in full color.

One caution, you do need an active internet connection to access use the app.

"This is a great tool for owners, managers, and even counter sales personnel", offered Blake. "I know cleaners that have placed I-pads at the front counter so if there are any questions from consumers, you can look up information instantly. Can you imagine the reaction from the customer that sees you have all this information available at the touch of a button? It really shows your professionalism."

DLI STAIN REMOVAL APP

This app was DLI's initial venture into the digital world back at the Atlanta Clean Show in 2015 -- and it has been getting better and better ever since.

The app is an easy to use, step by step guide to removing even the toughest stains. The initial screen comes up and you identify the type of stain: beverage, food, pets, oils, cosmetics, personal, or household. Then you are brought to a second screen where you identify the type of stain (wine, ketchup, mustard, etc.). Lastly, you are brought to a third screen where you identify the fabric (cashmere, angora, ramie, etc.).

Then you are brought to a page featuring step-by-step instructions on removing the stain. It is as simple as that: effective, easy to use, and accurate. You do not need an active internet connection to use this app, but you do need to update the information periodically.

But that is not all.. on the initial start-up screen, there is a red button "SP" in the top right hand corner. If you hit that button, it changes the language from English to Spanish! Just click the EN to put it back in English.

DLI GARMENT ANALYSIS APP

This app is free to download for all members, but there is a cost to use the service. All levels of membership can use the analysis services, and some levels have a number of free analysis included as a part of their membership investment.

This new service has been working very well. With the quality of images that can be taken with cell phones and other technology today, DLI can effectively analyze up to 75% of all issues through pictures and information without having to send in the garment. The process is much quicker, and saves on shipping costs of garments to and from the Institute.

Even after using the app, there is still the possibility of further testing required, so some garments will still have to be sent in for evaluation.

DOWNLOAD THEM NOW-- HERE'S HOW!

For android devices, visit "Play Store" and type in "DLI" and search. Both the "Stain Solver" and "Garment Analysis" apps will show up for free download. Download them both and when you open them, you will need to enter your 6-digit membership number to access them and begin use. You may need to search: "DLI Encyclopedia" to locate and download the last app.

On Apple Products, visit the APP store, and search for "DLI" and all three apps will come up. You may have to scroll down to find them all, but they are there for free download. Once installed, you will need your member number to activate them.



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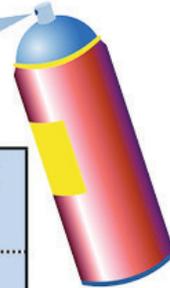


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- You review and approve all images & posts before they run.
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FAQ About Images:

- Industry-related images may be used for other clients who are further than a 20-mile radius from your location.
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- Images we create from your own photos (ex: staff, customers, building, before/after work) will only be used exclusively for YOUR business



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What's the Point?

Written By Don Desrosiers, Tailwind Systems -- Management Consultant



MOST PLANT OWNERS OR MANAGERS DO SOME SORT OF RECORD-KEEPING. SOME TRACK SALES, SOME TRACK PIECES, SOME TRACK LABOR AS A PERCENTAGE OF SALES, SOME TRACK PIECES PER LABOR HOUR. BUT WHY? WHAT DO YOU DO WITH THE INFORMATION YOU COLLECT? DO YOU KNOW WHAT IT

ALL MEANS TO YOUR BUSINESS AND YOUR BOTTOM LINE?

PUTTING THE INFORMATION TO USE

The most important question you can ask is “Now what?” What are we going to do with the data we have collected? The first company that I worked with that kept daily records was meticulous about it. On a pre-printed form, they would jot down the number of drycleaning pieces and the number of labor hours used in that department. Similarly, they would collect and record the number of shirts and labor hours. Then, using a calculator, they would divide the number of pieces by the number of labor hours. The result was the number of pieces per labor hour. On the form, there was a space for these entries for each day of the week. I considered this to be quite impressive. But I soon changed my tune.

I asked the manager what he did with that data. He responded immediately with an answer that was both accurate and disappointing. He said, “We put it in a file and never look at it again.” He was 100% correct. That is exactly what they did. I cannot help but wonder why they kept records.

What purpose did this serve? I doubt that they had an answer. I guess that the boss asked for the data. Compiling this data sounds like the right thing to do. So, compiling and storing the data must be necessary, but it doesn't serve any purpose unless the compilers of these numbers use the data in the future.

DATA ACTS AS A “CALL TO ACTION”

Recording numbers is very important. The point is to tell management what needs attention. Data first acts as a call to action.... This is what needs a manager's attention.... And then it maps the progress of the remedial action. You cannot accomplish this if the paperwork is buried in a file cabinet!

For example, let's say that a manager finds that the drycleaning department pieces per labor hour (PPLH) is 14. He considers this to be unacceptable. The manager now has something to do; improve that statistic! The record-keeping is already on its way to

becoming invaluable. The data has pointed to and highlighted a problem area.

The manager sees this as a call to action. Now, the data becomes a monitor. Assuming that the manager works on the problem at hand, the daily reporting reports back to him/her. It says “This is how you're doing.” If the statistic improves, the manager is on the right path. If it does not, they a different tactic is in order.

That's what record-keeping is for!

MANAGEMENT BOOTCAMP

SEFA is hosting a second “2-Day Intensive Management Boot-Camp on March 9 & 10 in the Atlanta, GA area. The program was first presented in Orlando, FL over the summer and the attendees all raved about it.

“This was a a terrific program,” observed Nancy Hatchett, Manager of Mango Cleaners and Laundry in Tampa, FL. “It reinforced many of the thoughts and ideas I had, and gave me some practical solutions to many problems I have when implementing them.”

For more information on upcoming programs, visit www.sefa.org.

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Start Creating Your Social Media Strategy

Written by Jennifer O'Keefe, Glikstorm LLC



IN LAST ISSUE'S ARTICLE, WE TALKED ABOUT THE STRATEGY OF DEFINING WHO YOU'RE TRYING TO REACH. NOW THAT YOU'VE IDENTIFIED YOUR TARGET CUSTOMERS, LET'S FIGURE OUT THE BEST SOCIAL MEDIA PLATFORMS YOU CAN USE TO REACH THEM. THE DEMOGRAPHICS ARE DIFFERENT FOR EACH SOCIAL MEDIA PLATFORM, AND

PEOPLE EXPECT DIFFERENT TYPES OF CONTENT ON DIFFERENT PLATFORMS.

WHAT TYPE OF PEOPLE ARE YOU LOOKING FOR?

Starting broadly, is your target customer male or female? While all social media platforms are used by both genders, men are likely to be active on Twitter, LinkedIn, and Facebook. Women are likely to be active on Facebook, Pinterest, and Instagram.

There's an age differentiator, too. The average age of users on the social media platforms from youngest to oldest is generally: Snapchat, Instagram, Facebook, Pinterest, Twitter and LinkedIn. Some platforms have a wider age-range of users than others. Snapchat is popular with the under 20 crowd, but also has an audience of 40-60 year old females (mothers of college kids using Snapchat). Facebook's main audience ranges drastically from 25-70 years old.

WHAT ARE THEIR INTERESTS & CAREERS?

You can find CEOs and upper-level business professionals on LinkedIn and Twitter. Mothers with young children can be found on Facebook, Pinterest, and possibly Instagram. College students can be found on Instagram, Facebook, and possibly Snapchat. Creative people who are artists, photographers or crafters can be found on Instagram, Pinterest, and possibly Facebook.

IS GOOGLE+ DEAD?

You may have noticed that Google+ hasn't been mentioned. While Google+ is not currently a very popular platform where people go to consume information, it's still important to your online marketing strategy. If used properly, Google+ can help the SEO (search engine optimization) of your website.

DIFFERENT PLATFORMS = DIFFERENT FOCUSES

People expect to find different types of content on the different platforms. On Instagram, Pinterest and Snapchat people expect to see pictures as the focus and main point of each post. On Twitter,

posts are expected to be simple and concise. Twitter is also used heavily for breaking news and politics. Facebook users are tolerant of the widest variety of posts, including short videos and Facebook Live. On LinkedIn, posts are expected to be links to business/professional articles, press releases, job postings, or industry-related news.

ALL SOCIAL MEDIA PLATFORMS HAVE TWO THINGS IN COMMON:

#1 Obnoxious, blatant promotional posting is frowned upon. On all platforms, promotional messages should be infrequent, gentle, subdued, and not screaming at readers.

#2 Posts are expected to have a picture or video. Posts that contain only words tend to be skipped over by the reader's eyes. Don't post anything without a picture, unless it's an emergency...like "the building is on fire!!!"

KEEP YOUR END GOAL IN MIND

When trying to decide which social media platforms to use, you also need to refer to your strategic plan and the results you hope to achieve. Different goals may require very different tactics. If your

continued on page 14

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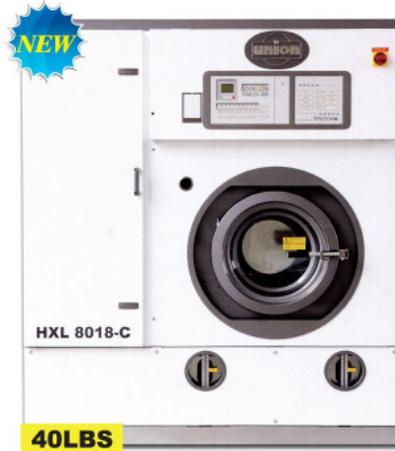
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2018 SDLS Booth Sales Open Strong



PLANS ARE WELL UNDERWAY FOR SEFA'S 2018 SOUTHERN DRYCLEANERS AND LAUNDERS SHOW (SDLS) WHICH IS BEING HELD IN BIRMINGHAM, AL.

The SEFA Convention Committee has finalized the floorplan, and already sold the initial block of booths. SEFA will updating the SEFA.org website continuously as vendors are added to the exhibitor list.

“Moving the show to Alabama for the first time is really exciting,” observed Mark Watkins, SDLS Co-Chair. “For many of the people in the region this may be the first time they have ever experienced a live equipment show. One of the key reasons SEFA holds the SDLS is as a service to our membership. It is an incredible opportunity for people in the industry to learn from the best, explore all the industry has to offer, and experience the new and innovative

products, technology, and services that are available to them. I am proud that we have moved this opportunity to a new area, and I am really hopeful the industry sees what a value and unique opportunity they have.”

“For those attendees that will travel to the SDLS,” continued Watkins, “I know Birmingham has a lot to offer. I know everyone that comes is really going to enjoy an up and coming city. Great nightlife, great food, and a very friendly city.”

CONVENTION AND EXHIBIT PLANNING

Floorplans, and the complete vendor sales prospectus will be on www.sefa.org by the end of the month. Since this is a new venue, and with a large increase of first time attendees expected, SEFA is confident the show will be even bigger than the recent past events.

“We have a lot of work to do,” offered Don Holecek. “One of the key areas we are already looking at is the conference programming. We really want to build a strong educational component into the event. If there are any subjects our membership want to have us focus on, or any speakers you would like to see on the program -- now is the time to let us know. Call the SEFA Office with suggestions: 1-877-707-7332.

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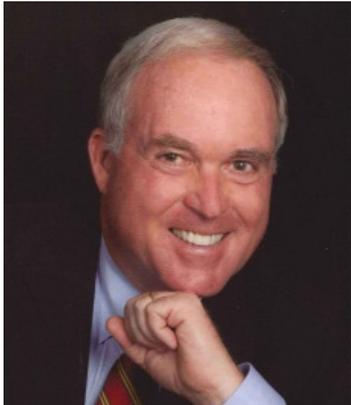
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“Moscow Rules”

Written By Raleigh F. “Sandy” Seay, Jr., PHD, Chairman of The Seay Management Consulting Firm



IF YOU ARE AN AFICION-ADO OF SPY NOVELS, YOU'RE FAMILIAR WITH THE WORK OF JOHN LE CARRÉ, THE NOM DE PLUME OF DAVID JOHN MOORE CORNWELL. HIS FIRST BEST SELLER WAS THE SPY WHO CAME IN FROM THE COLD.

Later, his stories about George Smiley, the master

spy of MI6 reached the top levels of the spy genre in terms of plot, character development, tone and setting, which is the Cold War. Two of the most prominent George Smiley novels are Tinker, Tailor, Soldier, Spy and Smiley's People. In these stories, le Carré's characters speak of the “Moscow Rules,” which are a set of principles that spies employ in order to survive. They are not written down anywhere and are not found in any spy's manual – they are the principles that all good spies know, recognize and use. Daniel Sylva picked up on this idea in one of his own spy novels called Moscow Rules. I thought it would be interesting to take a look at the Moscow Rules and see if any of them can be applied to management. We can call them “Management Rules.” Here they are, with our comments.

1. **Assume nothing** – we all know what happens when you assume something. You make an . . . well, you know. To assume means to accept a fact for which we don't have any evidence. Good Managers always get the facts, as many of them as you can, or at least as many as you need to make a decision.
2. **Never go against your gut** – Good Managers have good instincts. It's what makes you good at what you do. Listen to your instincts. You're going to be right most of the time.
3. **Everyone is potentially under opposition control** – Someone once told me, “Just because you're not paranoid doesn't mean they're not out to get you.” I suspect most everyone has been surprised when someone you trusted turned out to be a traitor, especially someone you've been good to, especially at work. Many of us get in trouble by being too trusting. I have often said that you can get into just as much trouble being too good to people as you can by being too harsh.
4. **Don't look back; you are never completely alone** – I believe it was Satchel Paige who once remarked, “Don't look back. Something might be gaining on you!” While we can't dwell in the past and we can't allow it to be a negative influence, we cannot escape it and must learn from it. William Faulkner once wrote, “The past is never dead. It's not even past.”

5. **Go with the flow, blend in** – Actually, I think to the contrary. To reach the highest levels of excellence, you have to do something to stand out, to separate yourself from the pack, to be different. “Now Casey, he was different. The good ones always are. They dance to a different music, they follow a different star.” Ian Tyson.
6. **Vary your pattern and stay within your cover** – I do think that variety is a good idea and is characteristic of good management. Good Managers like to do different things and enjoy handling multiple tasks at the same time. “Stay within your cover” might mean, always look the part – professional, sharp, confident, in control. Even when you don't always feel that way
7. **Lull them into a sense of complacency** – Here's another one we should probably leave in Moscow. Good Managers are never complacent but are always looking for ways to bring out the best in themselves and others. Walmart founder Sam Walton once wrote that most employees will perform up to expectation, and you can raise performance simply by raising expectations. Employers have the right to expect the best from their employees and from the management team.
8. **Don't harass the opposition** – Let's stick with the “Don't harass part . . .” on the basis of EEOC protected categories, like race, sex, religion, age, national origin, et. al. Protected category harassment, like sexual harassment, is illegal – non-protected category harassment, like acting ugly and rude, is bad management.
9. **Pick the time and place for action** – Ah! Good Managers have a sense of urgency. They run on a time schedule and are goal oriented in all they do. And Good Managers choose the most opportune time to offer new plans, ideas and suggestions. “Time,” Sophocles tells us, “is the arbiter of all things.”
10. **Keep your options open** – Good managers don't paint themselves into a corner but always have options. For example, when writing a reprimand, if you say, “If you do this again, you'll be fired,” then you have no options. But if you say, “If you do this again you'll be subject to further disciplinary action, up to and including dismissal,” then your options are open, depending on the circumstances.

FOR FURTHER ASSISTANCE

Please contact Sandy or your Seay Management Consultant if you have any questions or concerns when dealing with employment issues. Seay Management Consultants are under retainer by DLI to assist DLI/SEFA members in HR and Management issues. Members are invited to call 888-245-6272 when they have questions or need advise in dealing with employee relation issues. The cost of initial conversations are included as part of your membership!

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Choosing Social Media Platforms...

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strategy involves using sales and coupons, Facebook, Twitter and Google+ would work well. If you want to increase your public relations and highlight the work your company does within the community, Twitter, LinkedIn, and Facebook would work well. If you want to share before and after photos of your work, Instagram, Facebook and Twitter would work well. If you want to take advantage of trending topics to increase the number of people who read your posts, Twitter and Instagram would work well.

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Do you have a clear idea of where to find your target customers online or are you now thoroughly overwhelmed? A basic strategy we use with many of our clients is to start by using a combination of Facebook, Twitter and Google+, with a limited amount of relevant posts released on LinkedIn as well. This is a good general starting strategy for most small businesses. Here's a secret: if done correctly, you can use the same picture and most of the wording for each of these 4 platforms! The wording for Twitter just needs to be shortened a bit, but it can be done.

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