



# THE Reclaimer

## SEFA Management BootCamp a Big Success



SEFA HELD ITS FIRST EVER, MANAGEMENT BOOTCAMP TO RAVE REVIEWS. THE PROGRAM WAS HELD ON JULY 15 & 16 IN ORLANDO FLORIDA, AND WAS ATTENDED BY 10 MANAGERS FROM THROUGHOUT THE REGION.

The program, "How to Run a Drycleaning Plant Easily, Efficiently, and Profitably" was a first of its kind,

and was presented by Management Expert Don Desrosiers of Tailwind Systems. Plans are underway to bring this program to different regions of the country.

"This was a great program," observed Nancy Hatchett, Manager of Mango Cleaners and Laundry in Tampa, FL, "it reinforced many of the thoughts and ideas I had, but gave me some solutions to many problems I have when implementing them. It was great to have two people there, myself and the owner, so we could be on the same page moving forward and really understand 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."

Due to the feedback of the attendees, SEFA will be planning a second program this Fall in Georgia. For more information on all upcoming events, [www.sefa.org](http://www.sefa.org) where you will find the most up-to-date information on SEFA Activities. Please call the SEFA Office at 877-707-7332 or e-mail us at [peter@sefa.org](mailto:peter@sefa.org) if you would like to request a class or educational program in your area.

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## PRESIDENT'S MESSAGE...

# SEFA Board Report: Education is a Priority

HELLO TO ALL MY FRIENDS AND COMPATRIOTS IN THE CLEANING WORLD. IT IS AN OVERCAST DAY HERE IN KNOXVILLE, TN WHICH MEANS IT'S NOT AS HOT AS IT COULD BE WHICH IS A GOOD THING.

In my previous message I started out by describing me being in the "hot and sticky setting of a dry-cleaning plant" and I was correct. We seemed to have dodged a bullet with a good portion of the summer here in Knoxville being rainy and overcast.



*Don Holecek, SEFA President*

On Saturday morning, August 12, SEFA held its board meeting in Chattanooga, TN along with two educational seminars in the afternoon. The first seminar was put on by Mr. Charles Rowan, Program Manager from the Tennessee Department of Environment and Conservation. His presentation was on the state of the cleanup program here in TN. While his program was supposed to be for an hour, we had to extend it because of the topic and the engaging questions and answers that were given. Mr. Rowan discussed several topics including but not limited to the inception of the cleanup program, the declining revenue that the program is receiving, offering best management practices for cleaners, and what the future may hold for cleaners in TN. Mr. Rowan was in an unenviable position given that he was the messenger and had to deliver a message that was not all that rosy.

All in all, if you were in attendance, you at least have an idea of the coming challenges that we face in TN. If you missed it, this is another example of why every cleaner should be a part of SEFA and what the board members do in SEFA.

Our second seminar was presented by Jim Groshans whose company, FabriCoach, LLC is now a contractor with DLI. His topic focused on customer service and had the unique angle of discussing how all parts of the cleaner, from front to back, all impact the role of customer service. Jim has over 35 years in our industry starting as a young boy in the family business to working for a major chemical company for over 20 years. His experience in all aspects of our industry will be a major asset to someone who needs Jim to come and visit their business.

For most of us, our focus will now shift to college and professional football in the upcoming months along with bigger piece counts. With bigger piece counts, we as cleaners need to refocus on what we do, how we do it and find a way to do it better. Given what SEFA has done and what SEFA can do, it's time to reach out to us and get involved. As always, my email is [don@crowncleaners.com](mailto:don@crowncleaners.com) and my phone number is 865-584-7464. Call or contact me any time.

*Don Holecek*

*Crown Cleaners*

*(865) 584-7464 / [Don@crowncleaners.com](mailto:Don@crowncleaners.com)*



# Make the Most of Membership: Mystery Shopper

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.

## ENHANCE YOUR CUSTOMER SERVICE

**Phone Evaluation: Premier, 12 Free; Gold, 6 Free; Silver, 1 Free**  
**On Site Evaluation: Premier, 2 Free; Gold 1 free**

The Secret Shopper Service helps you objectively evaluate your Customer Service Representatives (CSR) on the phone. Customer service is one of the critical criteria customers look for when choosing a plant and it occurs on the phone as well as in person. You want to be sure your CSR is not chasing people away instead of inviting them into your store. This program evaluates the strengths and weakness of the CSR and point out areas where additional training may be needed.

## TELEPHONE EVALUATION

The evaluation contains four elements to evaluate and score the CSR. The four scored elements include:

1. The Greeting
2. The Experience
3. Employee Knowledge
4. Focus Areas

The greeting reflects the impact of the initial contact and sets the tone for the conversation. The experience element is indicative of the customers' overall experience throughout the entire conversation. For instance, was the customer given the feeling that their business was genuinely appreciated? Employee knowledge evaluates what the CSR brought to the conversation. Did the CSR mention any additional services or ask follow up questions? And finally, the focus area evaluates a particular aspect as part of your business.

Current focus areas include: new to the neighbourhood, Wedding Gowns, Household Items such as curtains and drapes, and other services such as alterations, shoe repair, restoration, smoke damage, leather. We will also help evaluate the knowledge of promotions.

The evaluation also includes evaluator observations, which are identified, but not scored. For instance, was the customer asked permission before being placed on hold? Finally, each evaluation will include a brief summary highlighting the overall experience.

Scoring is based on a point system, with 100 points being the highest score. Each question is evaluated with a yes or no and rated from 1-5 indicating how strongly the evaluator believed the CSR performed in a given area. For example: Did the CSR really listen to what the customer had to say? Depending upon the response, the evaluator might have given the CSR a 3 indicating a neutral response. In some cases the question is less subjective and a yes answer will give the highest (5) rating while a no would give a (0) rating. Scores will be tracked monthly and submitted for your review. Some questions may be not applicable, in which case an automatic (5) points is assigned to the question.

## IN-STORE EVALUATIONS

In order to eliminate this uncertainty and help cleaners find and fix weaknesses in their services, DLI expanded its Mystery Shopper program to include in-store visits. Visits will be handled by MarketWise Consulting Group, Inc., a professional mystery shopping service provider.

"Customer service is the number one most important aspect of your business," said DLI CEO Mary Scalco. "By partnering with an expert firm in that field we are able to offer services above and beyond what our original Mystery Shopper program could ever do. By offering in-store visits we're able to give you a better services."

MarketWise was established in 1993 and provides market research and competitive analysis. Industry-wide Peer Group Data Comparisons are published twice a year and are considered the benchmark for service standards. Nankervis is a columnist for American Drycleaner magazine and a frequent speaker on industry issues.

MarketWise Consulting is a member of the Mystery Shopping Providers Association (MSPA) and follows a code of ethics set forth by the association to ensure professionalism when gathering information about businesses.

## DO IT NOW-- HERE'S HOW!

In order to access the Phone Evaluation Program, call DLI directly at 800-638-2627.

To use the Mystery Shop In-Store Evaluation, you may call DLI directly, or go to the main "Member's Only" page on DLIOline.org. Select "Mystery Shop - In-Store Evaluation" from the main listing, and you will be taken to MarketWise where you can fill out a brief questionnaire and begin the process. If you have any questions -- or need assistance call DLI at 1-800-638-2627.

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## SEFA Tennessee Workshops Highlight Weekend Activities

THE SEFA BOARD RECENTLY TRAVELLED TO CHATTANOOGA, TN FOR ITS SUMMER BOARD MEETING. AS IS THE SEFA TRADITION, THE ASSOCIATION COUPLED A STRONG EDUCATIONAL PROGRAM WITH THE MEETING TO ENTICE PARTICIPATION.

At the Board meeting, discussion focussed on Membership, Education, Communications, and planning for the SDLS. The Board is looking for ways we can make a difference for the members.

Two big discussion topics were marketing assistance and education. The Board is looking into ways we can help members more effectively market their businesses and ways we can help impact their efforts. SEFA will be interviewing social media marketing companies and reviewing potential member benefit proposals for the next meeting.

The other area of discussion revolved around Education. SEFA is looking to strengthen its Scholarship Program to allow for more local education opportunities.

“We are committed to education,” stated Rhonda Eysel, SEFA Education Chair, “and we are always interested in doing all we can to make education accessible and affordable. Every program we offer is largely subsidized by SEFA so we can keep the costs extremely low. In fact, the programs we held over the weekend were free for all members. We are looking to provide more in-field education, and will be working closely with Jim Groshans of FabriCoach to develop technical training programs throughout the Southeast.”

“It was great to see a number of Tennessee drycleaners attend the weekend,” concluded Don Holecek, “and it was great to have a couple come for the Board meeting. We are looking for more TN representation on the Board, so hopefully some of the attendees will remain involved and help guide our future.”

### DCERP “STATE OF THE FUND” REPORT

SEFA invited Charles Rowan of DCERP to come and update the industry on the status of the fund. Unfortunately, the news wasn’t all good. The fund is facing the same fate as many funds across the country: dwindling revenues and an increased demand. After much discussion on the status of the fund, it was clear that those in attendance were given a glimpse of the future, and also heard the



*FabriCoach’s Jim Groshans “in the round”, Groshans teaching attendees the value of team training, DCERP Program manager Charles Rowan, and the SEFA Board joining Tennessee members for a “Dutch treat” dinner at Public house in Chattanooga.*



perils of dropping out of the program. The second portion of the presentation was a recap of industry best practices. Rowan was able to show many of the concerns he has seen during his inspection programs.

### ACHIEVING CUSTOMER SERVICE EXCELLENCE

Jim Groshans, Head Coach at FabriCoach, was the featured speaker. He drew on his wealth of industry experience -- both in front of the counter and behind it-- to highlight ways to enhance your customer experience.

Groshans focussed on the key components of customer service, but did it with a fresh perspective. He was able to relate the staff as a complete team with every aspect of the business playing a role in customer service. Too often managers and owners incorrectly assume the front counter bears all the customer service responsibilities, when in fact, the production employees all play a pivotal role.

“This was a GREAT program,” offered attendee Julia Campbell of Savannah, GA. “it was great to see how much we actually do right, and it reinforced the the need to be diligent in our handling of garments -- and the customers. I can’t wait for the program to come to Georgia, I want to take my staff.”

# SEFA Member Hosts 3rd Annual CamRun to Raise Awareness of Suicide Prevention



THE PAPPAS FAMILY, OWNERS OF BELL LAUNDRY AND CLEANERS IN SPARTANSBURG, SC RECENTLY HOSTED A 5K ROAD RACE IN HONOR OF THEIR SON, CAMERON PAPPAS. PROCEEDS

FROM THE RUN GO TO HELP RAISE AWARENESS OF SUICIDE PREVENTION.

The information for this article was reprinted from GoUpstate.com.

Cameron Pappas' family and friends remember his warm smile, kind heart and ability to make others laugh.

Pappas committed suicide on June 18, 2015, and his mother, Lisa Pappas of Pauline, said the years since his death have been difficult ones. To help others who have experienced suicide and raise awareness of suicide prevention, Pappas' friends and family organized CamRun, an annual 5K race held at Duncan Park.

The third annual race was held on Saturday, August 5 at Duncan Park at 1000 Duncan Park Drive. All money raised was sent to the American Foundation for Suicide Prevention under the name of Projects for Life.

Pappas was a rising senior at Wofford College when he died at age 20. He studied government and politics and enjoyed playing baseball.

"He was just full of laughter and happy, I thought," Lisa Pappas said. "This came out of left field. We had no idea. He struggled with some depression issues. It was hard as a parent."

Lisa said she cherishes the time she spent with her son at Dave Matthews Band concerts. They would travel around the country to see them play. Cameron also worked at his mother's business, Bell Laundry and Cleaners on Marion Avenue.

CamRun's organizers hope the event will make a difference in people's lives and provide encouragement to those who may have lost a loved one to suicide.

"I would tell them to grieve the way they need to grieve," Lisa Pappas said. "I would tell them to cry when they need to cry, and if they are having a bad day, to have a bad day, because there are good days to come."

Nick Caggiano of Spartanburg, one of Cameron's childhood friends, is excited about being part of CamRun again this year. He said he still misses his best friend, who graduated with him from Spartanburg High School.

"We played ball together when we were younger," Caggiano said. "He was a great guy. We all had the same friends and worked here for years. He loved to talk to girls and make jokes."

Caggiano recalled how his friend helped him adjust to working at the cleaners, leaving him encouraging notes at the start of his shift. Caggiano still works at Bell Laundry, which he said has enabled both him and Pappas' parents to support one another during difficult times.

"I go to work every day with his parents and have been able to console them," Caggiano said. "We have powered through. It's been a different experience, and I think working here has helped me."

If you would like to make a donation to help support their cause, you may contact the American Foundation for Suicide Prevention at 1-888-333-AFSP or by e-mail at [development@afsp.org](mailto:development@afsp.org).

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## USCIS Releases Additional I-9 Form Update



U.S. CITIZENSHIP AND IMMIGRATION SERVICES HAS UPDATED THE FORM I-9 FOR EMPLOYMENT ELIGIBILITY VERIFICATION WHICH IS THE SECOND REVISION IN THE LAST YEAR.

which is now The Immigrant and Employee Rights Section (IER).

Employers may choose to complete all or parts of the information electronically or print the blank form and enter information by hand.

Link to the new Form I-9 and Instructions: <https://www.uscis.gov/i-9>

The previous Form I-9 which contains the revision date of 11/14/16N can continue to be utilized for employment verification purposes through September 17, 2017. After that date all earlier versions of the Form I-9 should not be used for verification.

### SOME OF THE CHANGES INCLUDE:

Renumbering of List C items with the exception of the Social Security Card.

Consular Report of Birth Abroad (Form FS-240) has been added to List C.

All the certifications of report of birth issued by the Department of State including the Forms FS-545, DS-1350, and FS-240 have been combined into selection #2 under List C.

Revision of the I-9 instructions to reflect an agency name change

### THE SEAY MANAGEMENT CONSULTANTS TEAM

Please contact your Seay Management Consultant if you have any questions about the completion of the Form I-9, or if you have any other employment issue or challenges. 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, and the cost of initial conversations are included as part of your membership!



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## Save the Date for SEFA's SDLS: June 8 - 10



PLANS ARE WELL UNDERWAY FOR SEFA'S 2018 SOUTHERN DRYCLEANERS AND LAUNDERERS SHOW. FOR THE FIRST TIME EVER, SEFA WILL HOLD THE SHOW IN BIRMINGHAM, AL.

"We are really excited about the change," observed Mark Watkins, SDLS Co-Chair. "I think Birmingham has a lot to offer, and I

think everyone that comes is really going to enjoy an up and coming city. Great nightlife, great food, and a very friendly city."

"We feel it is a tremendous benefit for the member to be able to attend events like this," continued Watkins. "I think it was time to move the venue to another part of the SEFA territory. We had

been in Florida for the past 8 years, and in Savannah for the decade prior. This change will give vendors a greater exposure to drycleaners who haven't attended a show in the past."

### CONVENTION AND EXHIBIT PLANNING

The SEFA Board has approved the booth pricing for 2018, and have arranged for a very special "booth package price" this year which includes: carpeting, a 6-foot table, chairs, and material handling. In the long run, this will be easier for the exhibitors, will streamline the process and in most cases save the vendor money.

Floorplans, and the complete vendor sales prospectus will be on [www.sefa.org](http://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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# Did the EPA Take Steps to End the Perc Drycleaning Era?

Submitted By Steve Henshaw, President & CEO, EnviroForensics



THE UNITED STATES ENVIRONMENTAL PROTECTION AGENCY (EPA) HAS ANNOUNCED A PROPOSAL THAT WOULD BRING ABOUT SWEEPING CHANGES TO THE DRYCLEANING INDUSTRY. THE MEASURE IS A BAN ON THE CHLORINATED SOLVENT TRICHLOROETHYLENE

(TCE) BEING USED AS AN AEROSOL DEGREASER AND AS A SPOTTING AGENT IN THE DRYCLEANING PROCESS.

This major announcement was the first of its kind following this year's revisions to the Toxic Substances Control Act (TSCA). Only two weeks ago, the EPA released their list of the first ten chemicals to be assessed under TSCA reform. Not only did the list include TCE, but also tetrachloroethylene (PCE), which is another one of the most commonly used drycleaning chemical.

While TCE is used mainly as a pretreatment spot removing chemical in small volumes, PCE is used as a primary solvent in which textiles are completely immersed during drycleaning. Those in the fabric care industry commonly refer to PCE as Perc. Not all drycleaners use Perc as their primary solvent, but many at least still use TCE for spot removal. If the EPA follows suit and proposes a nationwide ban on the use of PCE, many Perc drycleaners could be in serious jeopardy of losing their business, not just scrambling for a replacement spot remover. The cost to convert a Perc drycleaning operation to one of the other available solvents can be cost-prohibitive for small business owners.

## USE OF PERC ON THE DECLINE

The use of Perc has been losing favor slowly over time, especially on the West Coast, as new toxicological data continue to show that exposure to PCE is probably linked to an increase in risk of cancer. California enacted law in 2007 that requires all Perc drycleaning to be phased out by 2023. Historical (usually pre-EPA) drycleaning practices have also resulted in an overabundance of environmental releases to soil and groundwater, which are very costly to clean up, result in a great deal of legal risk to the responsible parties, and cause exposure concerns. The fallout for drycleaners has included

diminishing clientele, difficulties getting funding for upgrades to operations, loss of rental leases, and depressed property values.

## COMPLETE LIST OF TOP 10

The amended TSCA required EPA to publish the entire list of ten chemicals in the Federal Register by the end of 2016. At that time, it triggered a statutory deadline to be established to complete risk evaluations for these chemicals within three years. If it is determined that one of the chemicals presents an unreasonable risk to human health or the environment, EPA has only two years to address the risk. Scoping documents for each chemical will be released by the EPA within six months, which should provide more details.

**"In essence, the EPA may have just brought the balance of the nation up to speed with California's Perc Phase-out date of 2023."**

In essence, the EPA may have just brought the balance of the nation up to speed with California's Perc phase-out date of 2023. That gives Perc drycleaners precious little time to devise an action plan on how to continue operating their businesses beyond the first quarter of the 21st Century, or alternatively, to get their business exit strategy finalized.

## ABOUT ENVIROFORENSICS

Enviroforensics has been a long time SEFA supporter and has worked on numerous sites throughout the region and the country. They are experts in remediation and in Insurance archeology.

Recently, they held a workshop at SEFA's Southern Drycleaners and Launderers Show for all Georgia drycleaners. Their approach has worked very well in the state -- and they outlined key strategies for working in the state.

For more information, contact Nancy Shields at 866-888-7911 or via e-mail: [info@enviroforensics.com](mailto:info@enviroforensics.com).

## NEED COMPLIANCE ASSISTANCE?

SEFA has extensive resources for assisting you with all your compliance needs. Checklists are available for Federal EPA regulations as well as OSHA requirements.

If you have questions or need assistance, you are invited to call Peter Blake at the SEFA Office: 877-707-7332 or via e-mail: [peter@sefa.org](mailto:peter@sefa.org).

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# Start Creating Your Social Media Strategy

Written by Jennifer O'Keefe, Glikstorm LLC



**COMPANIES THAT ARE SEEING RESULTS WITH SOCIAL MEDIA HAVE SOMETHING IN COMMON—THEY HAVE A STRATEGIC PLAN FOR THEIR ONLINE MARKETING.**

If your business is just getting started with social media or hasn't yet taken the social media plunge, now is the perfect time to create your social media strategy. If you're already up and running on social media platforms, now is a good time to take a step back and re-evaluate your online marketing strategy.

Before you put any effort into creating posts or setting up a zillion social media profiles, it's important to define your objectives for social media marketing. What is the most important result you hope to achieve? What are the other results you hope to achieve? Here are some common goals:

Find new customers  
Get more repeat business from existing customers  
Increase sales of {product/service}  
Get more people in the shop  
Build brand awareness & loyalty

- Find new customers
- Get more repeat business from existing customers
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The type of content you will ultimately create and post on social media is determined first by your objectives. Your content will also be influenced by your intended target audience and the social media platforms you've chosen. Hold off on choosing platforms for a bit, and let's dig into your target audience. Based on the objectives you defined, what are the demographics of your target audience?

## EXAMPLE #1:

The main objective of our fictional cleaner, Lilly's Cleaners, is to increase the amount of sales from their existing customers. We'd look at their customer database and sales records and try to refine that objective even further with demographics. Their more specific objective might be "to increase the amount of sales from existing customers in the 25-45 age range who live in these three towns..."

## EXAMPLE #2:

The main objective of our fictional cleaner, Zebra Cleaners, is find new customers in a new territory, Nearbytown. Based on the demographics of their current, most profitable, most desirable customers, we'd come up with a look-alike audience in the new territory. Their specific objective might be "to get 100 new customers from Nearbytown in the next six months." Their target demographics might be "people aged 22-65 who live in Nearbytown."

## EXAMPLE #3:

The main objective of our fictional cleaner, Toby's Cleaners, is to build brand awareness and loyalty, because they have a stiff competitor nearby. Their target audience is the same as their current customer base, so it might be very broad, such as "people aged 22-80 who live in Onetown, Twotown, and Threetown."

During advanced strategic planning, you would likely want to get even more specific with the demographics. You could drill down to the gender, interests, hobbies, job titles, education, income, and more. Are the majority of your customers business-people who travel, soccer moms, or young professionals? Rest assured, having a target age range and geographic location is enough to begin your social media marketing campaign.

Now that you have a good idea of WHO you're trying to reach, you need to choose the best social media platforms to reach them. We'll cover which platforms are best for which demographics in the next issue. If you need answers sooner, please contact me for a complimentary discussion today. For more information on Social media packages available for drycleaners, contact Jennifer O'Keefe at Glikstorm: (603) 943-6480 or by email: info@glikstorm.com.

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