



THE Reclaimer

SEFA Winter Workshops in Florida Kick-Off 2017



SEFA HAS ARRANGED FOR TRAINING EXPERT JANE ZELLERS TO CONDUCT TWO, ONE-DAY INTENSIVE WORKSHOPS THIS SPRING.

She will be presenting two, one-day programs starting with a Shirt and Drycleaning Finishing on Saturday, February 25 at the Unipress Facility in Tampa, FL. The second will be a combination of Stain Removal and Drycleaning Finishing on March 11 at East Coast Drycleaning Equipment in Palm Beach, FL.

“Jane is always a huge draw for us”, commented Rhonda Eysel, Education Co-chair, “and she is such an amazing instructor. We are really excited to be able to bring one of the industry’s best speakers to our members.”

The cost of each program is only \$200 for non-members, \$150 for Budget members, \$100 for Silver Members, \$50 for Gold Members, and Premier members can send 2 people at no charge (additional attendees for Premier Members are \$50 each).

SHIRT LAUNDRY AND DRYCLEANING FINISHING

On Saturday, February 25, those who attend this program will learn how to produce a quality-finished garment in drycleaning and laundry. You will also learn how to set production standards for your drycleaning and shirt laundry departments. Jane will explore the need and procedures to set individual, departmental and plant pieces per hour (PPH).

Every employee has a PPH to achieve and when you manage your production floor, decrease your labor hours and increase your profitability, you will begin to achieve your potential. Jane will draw on her years of experience to explore the importance of workflow and proper equipment placement, and the need to perform scheduled maintenance for all drycleaning and laundry equipment. This is an intense, hands-on technical workshop.

STAIN REMOVAL & DRYCLEANING FINISHING WORKSHOP

In the morning of Saturday, March 11, Jane will use a combination of classroom and hands on training to explore the complex chemistry of professional stain removal. Then in the afternoon, she will focus on the finer points of drycleaning finishing. Hands on instruction means that you will learn by doing -- not just by watching the expert. You will actually be working under the trained eye of one of the industry’s foremost expert trainers.

Visit www.sefa.org for all the latest information.

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PRESIDENT'S MESSAGE...

SEFA Board Report and Association Update

WELL IT IS A BRAND NEW YEAR, AND IT IS TIME TO KEEP LOOKING AHEAD. WE NEED TO KEEP LOOKING FORWARD, KEEP GETTING BETTER AND KEEP POSITIVE MOMENTUM PROGRESSING. SEFA HAD A GREAT YEAR LAST YEAR, AND I AM SO EXCITED ABOUT WHAT IS TO COME.



Russ Bullard

We recently had our Winter Board Meeting in Savannah and I think it was a terrific meeting. We had time to really look at things we can do that will have a meaningful impact on our members and on the industry.

First things first, we are committed to education. We want to help make our members better, more skilled, more efficient, and better operators. We already have two GREAT workshops scheduled in the next 2 months featuring one of the best technical trainers in the industry: Jane Zellers. If there is any chance you can sneak away to Florida for these great events -- do it. Trust me, you won't be sorry. No where else can you get this kind of training for such a nominal fee. In fact, I guarantee you will won't regret it. If you attend and don't think it was worth the investment we will refund your registration fee.

We are also planning courses in Columbia, SC on Spotting featuring Martin Young, Certified DLI Trainer. We are developing a two-day, management boot-camp featuring Don Desrosiers this spring in Florida and in Georgia.

In Savannah, the Board also re-committed to offering scholarships to the DLI Drycleaning School. If you intend on attending the DLI One Week, Two Week, and/or Three Week courses, visit www.sefa.org and apply for a SEFA Scholarship. They can be used on tuition and/or expenses to attend. We have set aside up to \$8,000/ year!

Education is just one way we are looking to enhance our services. We are also looking into potential marketing programs to help members better position their cleaners. We want to hear from you, our members. What can we do to help you? What programs and services would you like to see us develop? Where can SEFA play the greatest role in your success.

We are committed to reaching out to the membership. We also discussed the value of having a presence in the area. We are excited to have our Executive Director out visiting our memberships and talking to you all first hand about what can make a difference. He most recently visited Florida and Georgia -- but he will be travelling to each SEFA state during the year. Would you like a visit? Contact the SEFA Office and make a request and we will do everything we can to get out to see you during the course of the year. I know the members he has already visited have provided some great input into shaping the direction of SEFA. Don't miss out on your opportunity to be heard.

Russ Bullard

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Set Sail with SEFA for 2017 Board and Annual Member Meeting



THE SEFA BOARD OF DIRECTORS HAVE DECIDED TO HOLD THEIR SPRING 2017 BOARD MEETING AND THE ASSOCIATION'S ANNUAL MEMBERSHIP MEETING AT SEA THIS SPRING.

The Cruise will set sail from Tampa, Florida on Thursday, March 30 and return on April 3. The Board has chosen Royal Caribbean Brilliance of the Sea to host the meeting. The cruise has one port of call, Cozumel, Mexico, and the meetings will be held one of the days at sea. While the special SEFA Package and priority pricing has expired, there are still cabins available to join SEFA at Sea! Call SEFA and we can help you make accommodations to join us, and can include you in both the annual meeting and any SEFA Activities on Board.

“We are really excited about this opportunity,” commented Russ Bullard, SEFA President. “This will be my last meeting, and I am really looking forward to spending some time with my fellow members and enjoying everyone’s company. This is a opportunity to get a way from all the stress, unwind a little and meet some great people. We are really hoping members will join us and get to know the association’s leadership. This is not the first time we have had meetings on a cruise ship, but it has been many years since we have done it, so we are really looking to make it a success.”

There are still cabins available, so anyone interested in attending the cruise is urged to visit www.sefa.org to make your registrations as soon as possible

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“The Board is excited to share this opportunity with the membership,” observed Peter Blake, SEFA Executive Director, “and we all hope members will take advantage of it. This is a great time to get a way for a long weekend, relax with friends and your peers, and enjoy the sun and fun.”

Brilliance of the Sea can be booked directly through Royal Caribbean or by calling SEFA for assistance. There is still time to join in the fun!

Call SEFA now to assist in booking your cabin!

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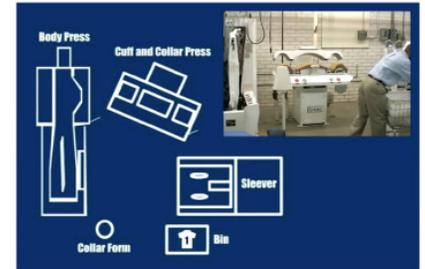
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Deluxe Cleaners Awarded SEFA Scholarship



THE SEFA SCHOLARSHIP COMMITTEE RECENTLY AWARDED A \$3,000 GRANT TO DELUXE CLEANERS IN JACKSON-

VILLE, FL FOR JOSE ANTONIO SANCHEZ TO ATTEND DLI'S 3-WEEK DRYCLEANING COURSE.

SEFA Executive Director, Peter Blake, hand delivered the check to Plant Manager Chris Bamberg and Jose during his recent trip through the area. Sanchez was also the recipient of a tuition scholarship from R.R. Street Company.

"This was an incredible opportunity for me," offered Sanchez, "and I learned so much from the course. It was really amazing

to be taught by some of the best instructors in the industry, and to receive such hands-on attention. I can't say enough about how much the course has meant to me. I am already exceeding the expectations we had when I went to school, and I am very thankful for SEFA and R.R. Street Company for their role in making it happen."

"I learned of the availability of the scholarships during a membership presentation Peter Blake gave at a conference he was speaking at," explained Bamberg. "Through their generosity we were able to get a key person trained, but we also helped a terrific worker and a great person take a step forward in life. He believes in himself -- and he now has the confidence that we all believe in him too. That is what makes this even more special".

SEFA has set aside up to \$8,000 per year in scholarships for SEFA Members. The grants are available based on \$1,000 per week of training attended. The awards can be used on tuition, or any other costs associated with attending the DLI School. For more information on how you can apply, please visit www.sefa.org.



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Peter Blake Hits the Road in Florida and Georgia

ONE OF THE BEST PARTS OF MY JOB IS GETTING TO MEET OUR MEMBERS AND GETTING TO DISCUSS WHAT IS GOING ON IN THE INDUSTRY.

This also gives me a greater understanding of ways we can help make our members stronger. Each time I am lucky enough to get out into the field I see such new and innovative things - as well as drycleaners making use of some old-school technology like the picture to the right. The cleaner using this extractor still says it does a better job than most of the new equipment. What do you think? I think the machine is older than I am!

Over the past month I have visited close to fifty drycleaners throughout the state of Florida and coastal Georgia. I was in the areas of Sarasota, Tampa, Orlando, and Jacksonville FL, as well as, Brunswick and Savannah, GA. I was able to bring in 3 new members to SEFA/DLI, encourage 2 members to increase their membership commitment, and have 5 - 10 more companies actively looking into joining. This was a very successful trip!

I do have to thank both Dale Grayson and Robbie Freeman of FabriClean for graciously chauffeuring me around central Florida, and introducing me to their customers. With their introductions I was able to really explore ways SEFA can help drycleaners and help understand some of the needs drycleaners have.

UNIPRESS TOUR

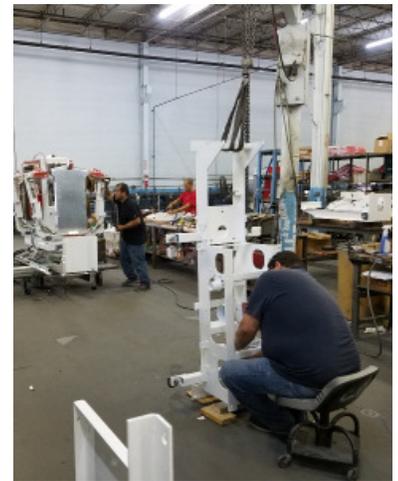
I was also able to visit the Unipress headquarters in Tampa, FL. It is always special to see an operation that strives to remain American made. Not only does Unipress Build and Assemble their presses right there in the headquarters, but they locally source all their bent metal and parts as well.

Unipress has been a great supporter of SEFA and our membership for years, and it was great to see first hand how the presses are built.

Unipress will be hosting the SEFA Finishing Program with Jane Zellers on February, 25. I hope all the drycleaners from the area are able to make it.

PEER TO PEER INTERACTION

One of the best hidden benefits of SEFA/DLI Membership is the access to other members. On my trip through Florida I actually bumped into a couple SEFA Members that were touring the southeast looking at plants in order to investigate ideas for their own construction project. They were able to see a number of operations



(From top left, clockwise) Dinner in Savannah with SEFA Board, old school equipment, Unipress still made in USA, and running into SEFA members Mark and Josh Wakins exploring options for new construction with Deluxe Cleaners in Jacksonville.

and gather some valuable insight in what they could accomplish. Members are often very open to discussing their operations and in helping other members avoid some of the struggles they have already gone through.

As I made my way up to Savannah -- I actually called those members and added another stop to their fact finding tour. A SEFA member I visited, Cannon's Coastal Cleaners, seemed to be a perfect place to check out.

WHAT LIES AHEAD

The purpose of these trips is really two-fold, to demonstrate the power and potential of membership to both current members and prospective members -- and secondly is to learn first hand what drycleaners and launderers need from the association. One of the keys to my field visits is just listening, and getting a better understanding of the challenges you all face. As I come to understand the obstacles, then I can help SEFA and DLI develop ways to answer those challenges and help you all take advantage of the opportunities.

I plan on being in areas of each SEFA state in 2017. Florida and Georgia were just the first stops. Any member wishing to request a visit is invited to contact me by e-mail (peter@sefa.org) or by calling the SEFA Office. I will do my best to get out to those areas that we receive requests from.

2018 SDLS Set for Birmingham, AL



IT IS OFFICIAL! THE SEFA BOARD OF DIRECTOR'S VOTED TO MOVE ITS 2018 SDLS CONVENTION & EXHIBIT TO BIRMINGHAM, AL.

“This is an exciting move”, commented

Russ Bullard, SEFA President, “and this is the first time in a decade we have held the show outside of Florida. We all felt that we needed to change it up and to make the show accessible to other parts of our territory and membership. Birmingham is a fast-growing destination spot and is a beautiful city. SEFA recently had a Board meeting in the area and were really impressed by the city and all it has to offer.”

The Show space is tentatively on hold for the weekend of June 8th - 10th, 2018 at the Birmingham-Jefferson Convention Com-

plex. Plans are underway for the host hotel which is connected to the facility. This will alleviate some of the transportation issues attendees faced in Jacksonville.

“We feel strongly that this new venue will enable a greater number of drycleaners and launderers attend that may not have had the opportunity to go in the past. We anticipate having new exhibitors be a part of the show and we will be looking to attract a greater variety of products and services displayed. We are trying hard to reach out to every segment of our membership and we feel this will be a very positive move,” commented Peter Blake, SEFA Executive Director.

The show is less than 2 years away, so SEFA is hitting the ground running. Plans are underway for the social events and ideas are already being discussed to make the education program on of the best in the industry. After the final contracts are signed and the dates are cemented in, the marketing to exhibitors will begin.

Keep watch on www.sefa.org for updated information and for the announcement of booth sales.

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Florida 2017 Legislative Session Update

Written By David Shepp, Southern Strategy Group



FOLLOWING THE 2016 ELECTIONS, FLORIDA'S LEGISLATURE WILL HAVE A VERY DIFFERENT MAKE-UP FROM THE PREVIOUS TWO YEARS.

Due to term limits, fallout from the redistricting process and domino effect of members leaving to run for higher office, the Florida

House and Senate will both have a significant number of new members entering their first legislative Session. Of the 40 members in the Senate, 20 will be freshmen. On the other side of the Capitol, a whopping 46 Representatives are new to the 120-member Florida House. The learning curve is going to be very steep for a large number of legislators as they approach their first Session, which begins on March 7th.

Newly elected legislators aren't the only folks in Tallahassee receiving an education these days... The new Speaker of the House, Richard Corcoran (R, Lutz), implemented numerous Rule changes upon taking office relating to ethics reform and appropriations process reform. The stated goal of these reforms is to bring more transparency to the process. In order to remain in compliance with the new process rules, seasoned lobbyists have had to go through training to learn all of the intricacies of the new requirements and restrictions. The appropriation reforms will likely have a major effect on future budgets and what items make it in to the 2017-18 Budget.

Speaking of the Budget... Following 4 years of tremendous growth in Florida's economy and annual State spending, recent projections show that Florida could have a budget shortfall in the next two to three years. Speaker Corcoran has publicly stated that there could be a shortfall north of \$500M this coming year. The accountability measures that the Speaker has implemented in the Budget process were designed to reduce overall spending by eliminating the stuffing of local projects into the Budget at the last minute. In addition, House Appropriations Subcommittees are currently conducting 10% Budget reduction exercises to determine what items can be cut from each State Agency if necessary.

The Senate, on the other hand, is moving forward in crafting a Budget with an emphasis on increased funding for their priorities, such as higher education, infrastructure improvements, State employee raises and environmental land-buying programs. Additionally, Senate leadership did not make major rule changes like the House, and will continue to operate in much the same fashion as years past. These different approaches between the two chambers will be on full display during the upcoming Session.

All of this background is provided to show that there are clear differences and challenges that will be presented during the 2017

Session, which could lead to a rocky process and resolution.

FDC ISSUES

The Florida Drycleaning Coalition focuses its legislative efforts on funding the Drycleaning Solvent Cleanup Program (Program). The Program, created in 1994, is administered by the Florida Department of Environmental Protection (DEP) and is funded through registration fees paid by drycleaners as well as gross receipts taxes and a tax on perchloroethylene.

After an initial statewide assessment of the more than 1,400 sites, DEP ranked the sites needing rehabilitation and enlisted contractors to conduct the cleanup program. Throughout the 1990's and 2000's, the fund routinely generated \$10M annually in the State Budget for site rehabilitation. However, during the downturn in the State's economy, annual disbursements dropped to as low as \$4M per year, well below the amount remitted by drycleaners in to the fund.

FDC has worked diligently over the last several years educating our elected leaders in the Capitol about the merits of the cleanup program and the need to increase the funds in order to restore the affected sites. In addition, FDC has worked with officials at both DEP and Department of Revenue (DOR) to ensure that the appropriate funds are being collected from drycleaners and the funds allocated by the State are being administered efficiently and effectively. These advocacy efforts led to a \$2M increase in funding during the 2016-17 Session as well as heightened attention to the program by both DEP and DOR. Efforts are underway to sustain the increased funding level of \$8M during the upcoming legislative Session.

In addition to the increased funding to directly benefit the Program, discussions were started with officials at DEP to potentially allocate unused funds in the Springs program to expedite cleanup of drycleaning facilities located within Florida's springsheds. The goal is to tap in to other funding sources to advance the site rehabilitation objectives.

On the statutory front this year, efforts are underway by DEP to make changes to F.S. 376.3078, the statute relating to Drycleaning facility restoration. A key area of focus in the proposed legislation relates to advanced site assessment for those properties with a willing owner and where cost savings for the Water Quality Assurance Trust Fund can be realized. The legislation is still in the drafting process, but plans are to have a Department bill filed in the House and Senate in time for the 2017 Session, which begins March 7th. Once the language is made available, FDC will distribute to the members.

2017 is shaping up to be a very busy year in Tallahassee. Hopefully the efforts put forth by FDC in getting to this point will be paid off with greater awareness and opportunity to reduce the waiting list significantly over the next several years.

Frank Briercheck Named East Florida Sales Manager for Laundry Pro of Florida



AFTER 11 YEARS WITH PHENIX SUPPLY AND FABRICLEAN, FRANK BRIERCHECK HAS TAKEN A POSITION OF EAST FLORIDA

SALES MANAGER WITH LAUNDRY PRO OF FLORIDA.

Lakeland Florida based, Laundry Pro serves all of Florida and are now the southeast US Distributor for Poseidon Wetcleaning Textile Care Systems.

“It was time for a change, and a time for some new challenges,” offered Briercheck. “I am excited to start a new chapter in my career and do some of the things I love to do. After 16 years as a drycleaner, and 11 years working for a distributor, I have amassed a great skill set and I am really looking forward to sharing my knowledge. While the current focus for Laundry Pro is coin-op,

hospitality and on-premise laundry -- I hope to integrate some of their systems into the traditional laundry and drycleaning facilities. Through my work at FabriClean, I have made some great contacts and am excited to explore the new opportunities now open to me. “

“I am probably most excited about the new wetcleaning systems. I am selling equipment I truly believe in. I think the Poseidon Textile Care Systems do an amazing job, and are a perfect fit for me. I am able to demonstrate the technology, share my expertise and to train and teach, which are two of my biggest passions in the industry. I love being able to help people succeed.”

“I really want to thank Phenix/FabriClean for 11 great years. They are a tremendous company and I look forward to working with them in my new role. I know my customers and FabriClean friends will still receive the same terrific service I was able to provide.

Briercheck has been a member of the SEFA Board for over 8 years, and he will continue on with SEFA representing his new company which has recently joined SEFA as a Silver Allied Trade member.

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Submitted By Jeff Carnahan, EnviroForensics



ENVIRONMENTAL REGULATIONS CHANGE AT A RAPID AND FLUID PACE, AND WE'RE ALWAYS READY TO ADHERE TO THE WISHES OF OUR REGULATORY PARTNERS.

New rules are being implemented in respects to the amount of hazardous waste a property owner generates. This article explores what this means for our partners in the drycleaning industry who are often categorized as small quantity generators.

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.

EPA'S TOP TEN LIST AFFECTS DRYCLEANERS

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. 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. The amended TSCA requires EPA to publish the entire list of ten chemicals in the Federal Register by December 19, 2016.

At that time, it will trigger a statutory deadline will 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.

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.

EDITOR'S NOTE:

SEFA has numerous compliance tools available for our members. In addition to expert advice on hazardous waste rules and regulations -- we also keep up to date on all OSHA, State Issues, and Clean-up fund activities.

"We work hard to research all the latest news and changes in regulatory issues," observed SEFA Executive Director Peter Blake, "and we constantly update the SEFA website with information."

Compliance information can be found online at www.sefa.org or by calling Peter Blake at the SEFA Office: 877-707-7332.

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is our **BUSINESS,**
TOO

We've got a lot in common. You clean up after spills in people's lives. We do the same. We use state-of-the-science technology to clean up environmental contamination from spills of dry cleaning solvents. And because you are a business owner with plans for the future, the best solution for addressing contamination has to be one that makes good business sense. That's why we use your old insurance policies as an asset to fund your site remediation, clean up costs and legal fees.

We work for you, to represent your best interests with attorneys, insurance carriers and regulatory agencies. We take care of the environmental side of your dry cleaning business, so you can stay open for the business that really counts.

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