



THE Reclaimer

SEFA Hosts “Cleaning Up Contamination” Workshop



SEFA IS PARTNERING WITH ENVIROFORENSICS TO HOST A FREE WORKSHOP ON “CLEANING UP CONTAMINATION”.

The program will be held on Saturday, July 20, from 1:00 - 3:00 at the Loews Vanderbilt Hotel in Nashville, TN. The program is free for anyone who registers prior to July 15th. There is a nominal \$25/person fee for anyone not pre-registered.

Jeff Carnahan and John Neu of EnviroForensics will discuss what to expect in a dry cleaner’s environmental cleanup, emerging issues, available funding opportunities, and how to get yourself in the driver’s seat.

“This is a proverbial road map for drycleaners,” offered presenter John Neu, “to address their environmental issues while minimizing their out of pocket expenses. This critical information is for all drycleaners, not just perc plants. This is vital information to understand when in this industry.”

This workshop will explore:

- How environmental cleanups are triggered, what you can expect during the cleanup process, and emerging issues that need to be addressed
- How you can use historical insurance policies to help pay for environmental cleanups
- How you protect yourself and others from environmental liability when you are ready to retire or sell your business
- Tips on how to get started, and where to begin

This presentation will provide a clear understanding of the multi-disciplined approach necessary to address environmental contamination, clear next steps, and an opportunity to ask questions and explore your own unique situations.

To register call the SEFA Office at 877-707-7332 or email peter@sefa.org

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PRESIDENT'S MESSAGE...

Looking to the Future

FIRST OF ALL, I WANT TO CONGRATULATE DON HOLECEK FOR A JOB WELL DONE AS PRESIDENT. HIS HARD WORK AND DEDICATION HELPED SEFA CONTINUE TO MOVE FORWARD AND HELPED SEFA REMAIN A LEADER WITHIN THE INDUSTRY. I HOPE TO CONTINUE THAT DIRECTION, AND WHERE POSSIBLE EVEN MAKE US A STRONGER ASSOCIATION.

Next I would like to thank all the loyal members of SEFA for the confidence that you have placed in me to serve as your President. It is a great honor to be able to serve with the most dedicated board members of any association in any industry.

Master Kleen Dry Cleaners was founded by my grandfather, J.W. Wade in 1969. We are a third generation, family-owned and operated company with over 60 years experience. We currently have five Dry Cleaning locations in and around the Columbus, GA area. We also run a large pick-up and delivery route.

Looking ahead, there are a number of things I am looking to accomplish in the next two years:

- Continue to encourage membership and to educate individuals of the importance of being part of this great organization.
- Continue to increase our educational opportunities, through seminars with some of the industry leading professional. With education we can all be better owners and operators.
- I look forward to working closely with the Southern Drycleaners and Launderers Show committee on making our 2020 show in Orlando the best one yet.
- Continue to grow our relationship with DLI. Together, I believe both associations can grow.

I would like to state that I operate on an open door policy; I am very open to comments, concerns and suggestions from our board members as well as from our members on how we can make things better for our organization.

I want to stress how important member participation is in continuing to help SEFA grow. As always, our meetings are not just for board members but for all members to take part in. I look forward to seeing everyone July 20 & 21 in Nashville, TN!



Rhonda Eysel,
SEFA President

Rhonda Eysel

Master Kleen Dry Cleaners

(706) 323-7774/ Rhonda@masterkleen.net

SEFA Assists Crown Cleaners with In-Plant, Personal Instruction

Written By Don Holecek, Crown Cleaners in Knoxville, TN



BACK IN LATE DECEMBER, EARLY JANUARY, I WAS FACED WITH AN IMPENDING DILEMMA – I WAS GOING TO OUT OF TOWN FOR SOME SPORADIC PERIODS OF TIME IN THE COMING MONTHS. WHILE I DO A BULK OF THE DRYCLEANING DAILY, I WAS REALLY NEEDING TO TRANSITION TO ANOTHER PERSON OR

EMPLOYEE WHO COULD START TAKING MORE OF A RESPONSIBILITY IN THAT DEPARTMENT.

Since I have been involved in SEFA and aware of various scholarships that are available for training or consulting, I contacted Peter Blake, Executive Director of SEFA for more information. Peter forwarded me a one-page application that was easy to fill out and return to SEFA. After it was reviewed by Peter and a few board members of SEFA, the application was approved, and I was on my way to utilize one of the many benefits that membership all too often overlooks.

I had reached out to Jim Groshans, owner/principal of the FabriCoach. Jim is based in Florida and my cleaners is in Knoxville, TN so we hammered out the details of flights and hotel reservations. Next, we went over what I wanted to try and accomplish in the three days that Jim would be there.

We both understood that Jim was not going to convert my employee Davis into an experienced, seasoned cleaner in just three days. Knowing ahead of time what we were both trying to accomplish made the time Jim spent with Davis more valuable. A key component of the relationship between client and consultant is laying out a road map that is achievable and ultimately measurable.

As most of you probably know, when you plan things in a cleaner or any business for that matter, go ahead and count on that not working out. Machines or presses that normally work – don't. The customer that only comes in once a year and has to see the owner decides that is the day or week to come in. Employees who

generally don't miss work – miss. Nonetheless, everyone rolled with the punches.

Jim went over the basics of load classification, spotting, some general maintenance of the machines and explained to Davis the importance of workflow. The important element that I was looking for was someone to work with Davis who was not me. I knew that I could not give Davis the proper time and training without being interrupted and that we needed to take a different approach. Jim did an excellent job of rolling with the punches, almost literally but that's another story for another day, and assisted in the start of a new career for Davis. Jim and I both know that Davis' training is not finished and that Jim's training or coaching was only a start. Who knows, maybe Davis' next step is going to DLI?

IN PLANT SCHOLARSHIP PROGRAM

The SEFA Educational Program provides scholarships for up to \$300/day or \$600/event to help defray the cost of in-plant training. In order to be eligible for the program, applicants must be a member in good standing in DLI/SEFA and preference will be given to those applicants who have been members for longer than one year.

The scholarships can be used to bring in any of the approved educators listed on the SEFA Website. The initial list of participating trainers includes: Liz Davies, Trudy Adams, Jane Zellers, Jim Groshans, Wash Respass, Don Desrosiers, and James Peuster. SEFA will be looking to add to the list of participating educators.

SEFA has provided \$10,000 in funding to the program for the first year. The Board will reevaluate the program after the first year to determine its success and member benefit before committing to continuing the scholarship program.

Once an application is approved, SEFA will reimburse the member upon completion of training, and pending a completion of an article submission for The Reclaimer. All applications must be submitted and approved prior to the training event.

"It's exciting to be part of this new program," offered Jane Zellers, "and I am really looking forward to working with SEFA Members. I think this is an outstanding opportunity and I think SEFA has taken another tremendous step in their commitment to their members."

For more information, or to apply, visit www.sefa.org

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Has Contamination Cracked Your Nest Egg? (Pt. 1)

Written By Jeff Carnahan, LPG President, EnviroForensics



AT THE THREAT OF MIXING METAPHORS RIGHT OUT OF THE GATE, I'D LIKE TO START THIS ARTICLE BY REFERENCING A FABLE WE ALL KNOW; THAT OF THE ANT AND THE GRASSHOPPER.

While the care-free grasshopper chirped away and enjoyed times of plenty, the industrious and hard-working ant

busily labored to store food for winter. When readily available food became scarce as winter fell, the grasshopper starved but the clever ants remained well-fed from their stockpiles. I have met many dry cleaners throughout my career, and their work ethic and wisdom have consistently impressed me. Without fail, the hard work they've put into their business is intended to help build-up winter stores for lean times, their retirement, or to pass-on to their children. A lot of people refer to this as building a nest egg. Regardless of what you call it, the monetary value of the hard work, blood, sweat, and tears that you've invested in your business is held in the potential sales price of your business assets and potentially, your property.

THE GOOD OLD DAYS ARE OVER

During all the years of doing business, the fact that your future nest egg could be potentially devalued by an environmental contamination problem was probably not part of the equation. Decades ago, it didn't need to be. Back then, when businesses and properties were bought and sold, it wasn't standard practice to even consider the environmental condition of the land. As such, the value of the sale wasn't affected.

Today, however, nearly every commercial property and business acquisition involves a real estate and environmental due diligence process intended to specifically and thoroughly find out whether environmental contamination has occurred. The days of expecting someone to buy your business without determining if its value has been impacted by contamination, are gone.

Let's talk for a minute about the environmental assessment process during sales transactions, and then we can go over a couple of things that you can do to help yourself out and minimize the damage to your nest egg when the time to retire comes.

WHAT HAPPENED?

A short discussion about the environmental due diligence process was presented in my last two articles, How Clean is Clean Enough? Regulatory Closure vs. Environmental Cleanup, but I'll breakdown the process step-by-step. Back in the late 70s and 80s, a series of laws were passed by congress that put into place two major facts:

1. Certain chemicals were determined to be hazardous and had

to managed in specific ways; and

2. As a generator of wastes containing these certain hazardous chemicals, businesses or individuals would forever carry any associated liabilities resulting from these chemicals.

The laws were comprised primarily of the Resource Conservation and Recovery Act (RCRA) and the Comprehensive Environmental Response, Compensation and Liability Act (CERCLA). Some of you may remember these days because you had to manage your solvent waste differently and ramp-up your record keeping.

It may have even seemed unfair that the government was going to be holding you responsible for what contamination may have happened as a result of your business, or on your property, regardless of if you had anything to do with it. The fact is that RCRA and CERCLA ended up causing a standard of practice in the property and business transaction world that was intended to avoid those liabilities from being transferred along with what was being sold.

HOW IT WORKS THESE DAYS

When a business entity buys a property, if a series of environmental inquiries aren't performed properly, they could accidentally be held responsible for contamination in accordance with CERCLA. If the inquiries are performed correctly, the buyer may qualify for an exemption from those CERCLA liabilities. The first inquiry that is needed is called a Phase I Environmental Site Assessment (ESA). The Phase I ESA needs to be performed by a qualified Environmental Professional (EP), like an environmental consultant. Your consultant will follow a specific set of due diligence standards to look at environmental records and databases to determine what the sale property has been used for in the past, and what has gone on at surrounding properties to see if those activities could potentially have impacted the sale property. They will also come do a site visit to walk around the property and buildings to see if any present operations may be potentially causing a problem. They'll also need to do an interview to ask some standard questions about knowledge of environmental issues, etc. If they do find something during this process, they may have to put in their report that a Recognized Environmental Condition (REC) has been identified. If a REC is identified during the Phase I ESA process, then there needs to be samples of soil, groundwater and/or vapor collected from the sale property to determine if an actual environmental release has occurred.

The subsurface investigation process is called the Phase II ESA. If an environmental release is identified at the property, there will be additional investigations to gather more data. There needs to be more data to gain insight into the potential cost of cleanup so that the buyer and seller of the property can start talking about how the price is impacted, or even if the buyer wants to still buy the property. The cost estimating process will also need to take into consideration that the cleanup would be performed in a state agency program so that a regulatory closure can be received afterward.

In part 2, we will discuss the challenge for drycleaners and ways you can preserve your nest egg!

Getting Back to Work

Written by Peter Blake, SEFA Executive Director



HOPEFULLY AS YOU ARE READING THIS YOU ARE FRESH OFF YOUR TRIP TO THE CLEAN SHOW! LAST ISSUE I TALKED ABOUT THE IMPORTANCE OF EVENTS LIKE THIS AND THE NEED TO KEEP INVESTING IN YOUR BUSINESS.

Now that you are back at the plant it is time to take all that information you were able to soak in and get back to work. Don't delay -- and put things on the back burner as you get distracted by the day-to-day operations. If you are like me, when you attend these events, you spend your time getting re-energized, and exploring all the ways you can improve your business. You probably have a list of things you are excited to get done and to begin using. You have all the best intentions to focus on building your business. But, like most of us, these intentions get pushed backwards as we are confronted with the realities of what we missed while gone.

Take some time and create a list of 5 things you want to implement. New ideas you want to incorporate, or new pieces of equip-

ment you want to purchase and integrate into your operation. Make the list-- display it prominently and make a pledge to work through them,

What is on your list? E-mail it to me, I would love to see what you got from the Clean Show or any of the recent programs you may have attended. I would love some insight into what you, our members, find interesting and compelling. I will share some of these projects in future articles and will follow-up to see what kind of impact these changes have had on your business.

WHAT LIES AHEAD FOR SEFA

SEFA's next Board meeting is in Nashville, TN where we will also be hosting an Environmental Clean-Up Workshop. All members are invited (an encouraged) to attend the Board Meeting. We have vacant Board seats in Tennessee so we are always on the lookout for interested members to join us in leading the association. Come and see what the Board is about and how you can get involved.

The meeting will focus on membership retention and recruitment. We will also be focussing on Education. SEFA has always believed education is the foundation of Membership Services. Lastly, the Board meeting will also be discussing next years Southern Drycleaners and Launderers Show that is moving to Orlando, FL!

SAVE THE DATE...

SDLS Coming to Orlando in 2020

THE SEFA BOARD OF DIRECTORS HAS VOTED TO APPROVE MOVING THE SEFA'S SOUTHERN DRYCLEANERS & LAUNDERERS SHOW (SDLS) TO ORLANDO, FL ON JUNE 13 - 14, 2020. SEFA HAS CHOSEN THE GAYLORD PALMS HOTEL AS THE CONVENTION CENTER.

"This is a great opportunity for SEFA", offered Rhonda Eysel, SEFA President. "The hotel is gorgeous, the event space is terrific and I think we will have a tremendous show. I think having the Hotel and Convention Center under one roof is a great change."

The Gaylord Hotel has a great space, and will be able to handle the unique challenges a live equipment show poses," added peter Blake, SEFA Executive Director. "We have been trying to secure a spot in Central Florida for years, and we have finally found a space that is both feasible and relatively affordable. I feel extremely confident that location will translate into some of our biggest attendance numbers in years."

Keep watch on www.sefa.org for all the updates!

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Green Earth Network Diverts More than 20,000 Pounds of Clothes from Landfills

Submitted by Aaron Newport, Green Earth Cleaning



GREEN EARTH CLEANING CELEBRATED ITS 20TH EARTH DAY AS GREEN AS EVER. IT SEEMED ONLY NATURAL TO LINK THE COMPANY'S 20TH ANNIVERSARY WITH THE PLANET-LOVING HOLIDAY.

They accomplished that connection in the form of a clothes drive benefiting Big Brothers Big Sisters as well as other regional nonprofits, which GreenEarth Cleaning President Tim Maxwell noted was well-suited to the brand's mission.

"Celebrating all that our planet provides us has been a fixture of GreenEarth Cleaning since the formation of our company 20 years ago," Maxwell said. "With the growing issues surrounding the disposal of waste associated with fast fashion, we felt that collecting clothing for charities fit our Network's focus on sustainable garment care."

A NATION-WIDE EFFORT

From Connecticut to Colorado to California, 140 affiliated retail locations opted in to the GreenEarth Cleaning 20th Anniversary Earth Day Clothes Drive for the month of April, racking up a combined donation amount of 20,000 pounds and counting—an average of 150 pounds per store. At the GreenEarth home office in Kansas City, Missouri, the team partnered with Big Brothers Big Sisters of Kansas City as well as local taproom Bier Station for a one-day clothes drive event of their own on April 20 to make up their contribution.

OXXO Care Cleaners, which boasts 45 franchises all exclusively using the GreenEarth Cleaning System, has been a GreenEarth Member since 2001. The two organizations' parallel goals both when it comes to quality care and environmental consciousness made OXXO's involvement in the clothes drive an easy decision.

"GreenEarth's development of a clean and safe silicone-based solvent for clothing was a perfect match for us. Together we care for human beings and for the environment," CEO Salomon Mishan said. "Also similar to GreenEarth, OXXO is very active in the local communities in which we operate to help promote sustainability, so our participation in the recent clothing drive was logical."

A GREAT EFFORT FOR A GREAT CAUSE

Patricia Shaffer, owner of Shaffer Dry Cleaning & Laundry in Tucson, Arizona, works with Big Brothers Big Sisters of Southern Arizona year-round already, so she didn't even think twice about holding a clothes drive at her stores.

"Every day is Earth Day when you recycle your clothing at any of our nine locations," Shaffer said. "Good for the Earth and good for the kids—what could be better than that?"

Jim Gilligan of Snedcor's Cleaners in Howell and Brighton, Michigan, has the same philanthropic mentality as Shaffer. He collaborates with the LACASA Center every spring and fall to host Cinderella's Closet, which is set up as a boutique to offer low cost, gently worn gowns to high school girls, all proceeds benefiting the local nonprofit's initiatives to protect and advocate for survivors of child abuse, domestic violence and sexual assault. Jumping on board the collective effort for the Earth Day Clothes Drive and supporting LACASA again he viewed as a no-brainer.

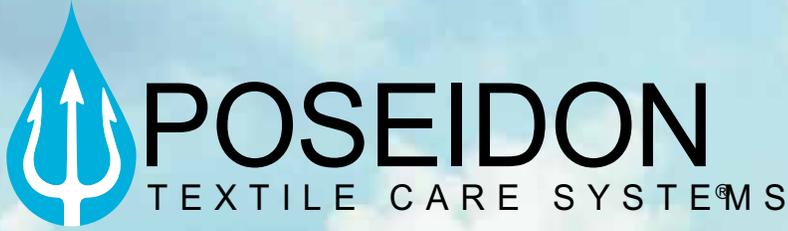
"Participating in the GreenEarth Cleaning 20th Anniversary Earth Day Clothes Drive and collecting clothing for LACASA clients merged beautifully with our core values of helping the less fortunate in our community and caring for planet Earth," Gilligan said.

CLOTHES DRIVE PARTICIPANTS

Bridgestone Cleaners - Brooklyn, NY; Colonial Cleaners - Minneapolis, MN; Dry Cleaning Central - Winston-Salem, NC; Dry Cleaning Station - Owasso, OK; Dutch Girl Cleaners - Redlands, CA; Eagle Cleaners - Rochester, NY; El Dorado Cleaners - National City, CA; Fashion Cleaners - Omaha, NE; GreenEarth Cleaners - Castle Pines, CO; Greenest Cleaners 4U - San Jose, CA; Jones Cleaning Center - Fresno, CA; Lapels Dry Cleaning - AZ, CT, MA (42 locations); Martinizing Dry Cleaning - Royal Oak, MI; Martinizing Dry Cleaning - Santa Fe, NM; Martinizing Dry Cleaning - Wichita, KS; Oakwood Cleaners - Nashville and Hermitage, TN; OXXO Care Cleaners - CT, NJ, FL, TX (45 locations); Pratt Abbott Garment Care - Greater Portland, ME; Ray's Custom Cleaners - Fort Worth, TX; Revolution Cleaners - Denver, CO; Shaffer Dry Cleaning & Laundry - Tucson, AZ; Snedcor's Cleaners - Howell and Brighton, MI; Summit Cleaners - Briargate, CO; Swiss the Greener Dry Cleaners - Dallas, TX; Veribest Cleaners - San Diego, CA.

CLEANERS THAT CARE

Do you participate in similar programs? SEFA would like to hear from other members who participate in Community Service Projects. Email Peter Blake at peter@sefa.org and we may feature your event in future issues or on our website.



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SEFA Environmental Webinar a Great Success



SEFA RECENTLY TEAMED UP WITH ENVIROFORENSICS TO HOST AN ENVIRONMENTAL WEBINAR ENTITLED "CLEANING-UP CONTAMINATION". THE PROGRAM WAS ALSO SPONSORED BY MAC, CCA AND NEFA. WITH OVER 65 PEOPLE TUNING IN FROM AROUND THE COUNTRY -- THE PROGRAM WAS EXTREMELY SUCCESSFUL AND PAVES THE WAY FOR SIMILAR PROGRAMS IN THE FUTURE.

Jeff Carnahan and Dru Shields of EnviroForensics discussed what you can expect in a dry cleaner's environmental cleanup, emerging issues, available funding opportunities, and how to get yourself into the driver's seat. The program provided a proverbial road map for dry cleaners to address their environmental issues while minimizing out-of-pocket expenses.

"I thought it was excellent", observed Peter Blake, SEFA Executive Director, "Jeff and Dru were able to guide attendees through the myriad of issues revolving around contamination and potential clean-ups. They were able to provide those participating with guidelines, suggestions, and tips in preparing for future issues, and to help those that are currently involved in the process. One of the key issues discussed was funding mechanisms like historical insurance coverage, and clean-up funds in some areas."

"This can be a very scary time for cleaners", concluded Blake, "and they alleviated some of that fear, and gave them practical steps they can take to explore the process."

For those that missed the event, but would like to learn more, contact Peter Blake at the SEFA Office: peter@sefa.org.

ON THE HORIZON

Based on the success of this program, SEFA will be developing more partnerships like this and will be looking to host more webinars in the future. SEFA is already looking at developing programs with James Peuster of The Route Pro, and will be producing its own series of Marketing/Membership webinars.

If you are interested in any specific topics, please contact us at the SEFA Office and let us know. We are always looking to help.



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Next DLI Residence Classes Set for July



THE NEXT OFFERING OF THE DRY-CLEANING AND LAUNDRY INSTITUTE'S RESIDENT COURSES AT ITS SCHOOL OF DRY-CLEANING TECHNOLOGY IN LAUREL, MD, IS SET TO TAKE PLACE FROM JULY 15 TO 19.

It will be a one-week Introductory to Drycleaning course, designed for newcomers with one year of production experience or less. It will be followed by a two-week Advanced Drycleaning course from July 22 to Aug. 2, as well.

In fact, both classes will run again later this year from Oct. 21 to 25 and then Oct. 28 to Nov. 8, respectively. A special solo offering of the introductory course has also been planned from Aug. 19 to 23.

"DLI remains the world leader in drycleaning technical training," offered SEFA Executive Director Peter Blake, "and members are extremely fortunate to have access to the best education in the in-

dustry. I hope SEFA members realize the benefits the schools has for them."

Member tuition for the Introductory Class starts at \$1195, Advanced Class is \$1,695, and if you take both programs together, members pay \$1,995. These are the basic Membership costs, and there are discounts for Silver and Gold Members.

Tuition for either course is free for Premier Members, which costs \$255 per month with an annual commitment and includes five free in-person class registrations, four free self-studies, three free certifications, the stain removal app and the Encyclopedia of Drycleaning app, 20 free garment analyses, two free Clean Show registrations, access to DLI's Effortless Web products and more.

Otherwise, non-members pay \$1,595 for the five-day introductory course or \$2,195 for the advanced. A discounted fee for non-members is available for those who take both classes together. The total cost is \$2,895 for non-members.

There are scholarships available, anyone interested in invited to contact Peter Blake at the SEFA Office: 877-707-7332.

For more information on the school or to register, visit DLI at www.dlionline.org.



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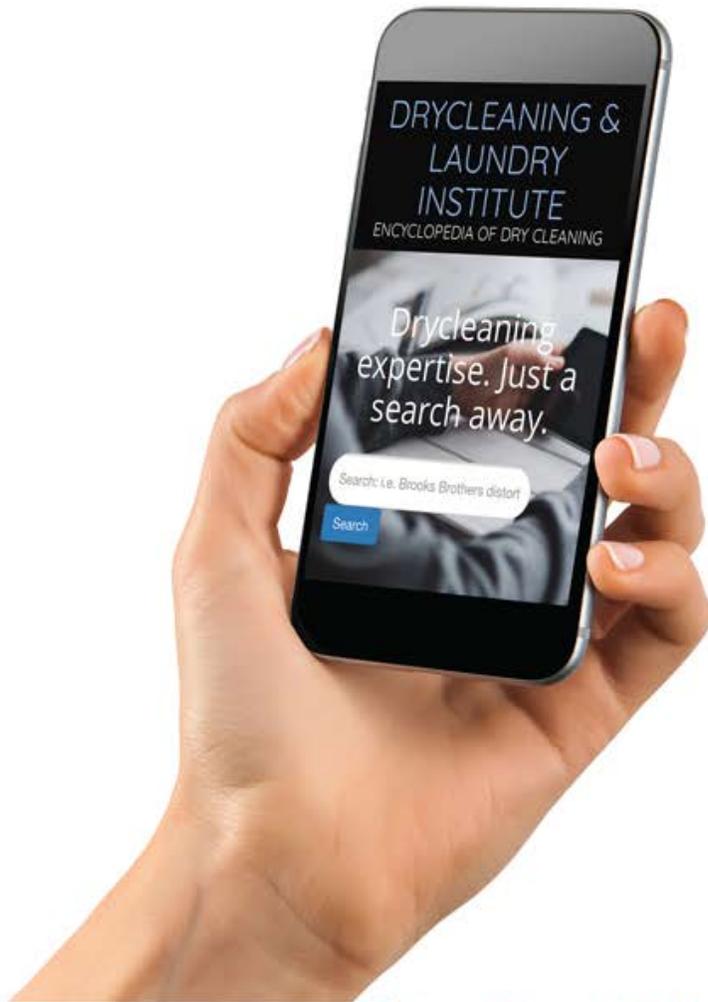
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