



THE Reclaimer

SEFA Presents: “The Future of Personal Branding for Business”



SEFA HAS ENGAGED MARKETING AND BRANDING STRATEGIST BRIAN RASHID TO LEAD A FULL DAY WORKSHOP. THE PROGRAM WILL BE HELD ON JANUARY 11 AT THE RESIDENCE INN IN THE PERIMETER SECTION OF THE CITY.

Nationally and internationally, Brian is a highly sought after public speaker, where he explores the future of personal branding, mastering modern day marketing, and how to turn your passion into a profit.

If you are a business owner, building a brand is a must. Brian’s workshop will walk partici-

pants through the essentials of building a modern day band, creating out-of-the-box content strategies, and how to strategically distribute the content.

This workshop is a practical guide that walks you through, step-by-step to building a marketing plan to increase sales, customers, and word-of-mouth.

“This is a great program,” observed Rhonda Eysel, “and I am really looking forward to the program. I have been looking for a program like this that will not only help me understand the marketing opportunities out there, but will also give me some hands-on guidance and tools to help me take advantage of them. Thorough his leadership, we will actually get a road map to help us plan out our marketing strategy.”

Brian is well known to many members who have taken advantage of his video series he produced for DLI. The videos are hosted on dlionline.org and are free for all SEFA/DLI members.

“This is a very rare opportunity,” expressed Peter Blake, SEFA Executive Director. “Recognizing the need for these types of programs, SEFA is great subsidizing the program to keep the cost extremely low for its members. We want to make sure all our members have an opportunity to take advantage of the program.

Class size will be strictly limited, and is expected to sell out quickly. Act now -- you won’t want to miss out! Visit www.sefa.org or call 877-707-7332 to register!

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PRESIDENT'S MESSAGE...

SEFA is Looking for a few Good People Like You!

IT IS NO SECRET WE ARE ALL DOING MORE WITH LESS. WE ARE WORKING HARDER THAN WE HAVE WORKED IN RECENT YEARS, AND WE SEEM TO ALWAYS BE BEHIND! I KNOW I AM AND I AM SURE YOU ALL ARE FEELING THE SAME PRESSURES.

I bet the last thing on your mind is volunteering to another group or Board that will take up even more of your precious free time, but we need people like you to help steer SEFA in the right direction.

When I joined the Board, I had the same reservations you all probably do: "I am too busy, I don't have much to offer, I can't help, I don't know enough to be of service", and the list goes on.

Sound like your first thoughts? I am here to tell you, YOU are exactly what we need, and trust me, if you do volunteer, not only will you be a big help, but you will also benefit greatly from the experience. I know I did. Being on the SEFA Board played a significant role in building Master Kleen Dry Cleaners.

I have met incredible people from all areas of the Southeast -- and the country. We have become friends, colleagues, and mentors to one another. When I have questions or concerns, I have a whole network of people I feel comfortable reaching out to.

Through my work with SEFA I have first-hand knowledge of all the programs and services DLI and SEFA offer. Many members struggle to understand how to use the services and the ways the programs can benefit their own operations. Through getting to know the incredible staff at SEFA and DLI I have even more tools available to me.

Good example, I am currently researching computer POS systems. Through the relationships I have made with the other SEFA Board Members and the staff, I have been able to explore all the options and have gotten close personal feedback on the pros and cons of each. Without my Board experience, I am not sure I would have the same level of comfort in reaching out to my peers.

SEFA is a very strong Association and we are well positioned to help the industry and our members. We want YOU to be a part of that. We need YOUR input into ways you need help and developing programs you feel would be beneficial.

Now is the right time to join us. We need members from TN, GA, SC, and FL. SEFA also needs committee members who can be from any state. If you want to help and get involved, we have room for you. Contact me or Peter Blake if you want to learn more.



*Rhonda Eysel,
SEFA President*

Rhonda Eysel

Master Kleen Dry Cleaners

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

Florida Board Meet & Greet a Great Success

THE SEFA BOARD OF DIRECTORS RECENTLY HELD ITS FALL MEETING THE GAYLORD PALMS HOTEL AND CONVENTION CENTER IN KISSIMMEE, FL., THE HOME OF THE 2020 SDLS!

“This is an incredible property,” observed Rhonda Eysel, SEFA President, and I think it is a perfect spot for the show. Everything is under one roof including the show floor, the hotel, several restaurants, and even a water park for families that are coming. It is close to all the area attractions and is conveniently located. The atrium is gorgeous and the whole area looks like an indoor paradise. I can’t wait to come back!”

After the recent Board Meeting, SDLS is now in full swing and booth sales are open. The early response has been very exciting, and exhibitors are already reserving space. For more information on the upcoming SDLS, check out the article on page 11.

BOARD MEETING REPORT

The Board meeting focussed on Membership and Education as its key priorities. The Board reviewed the Scholarship Program and remains committed to the effort to provide more avenues to education. SEFA will be spotlighting the program and trying to increase the participation. See the article on page 7 for information on the latest recipient.

“The scholarship program is so important”, offered Don Holecek, Chair of the Membership Committee, “and we really want to promote it more so it gets more use. Education is one of the best ways we can help our members succeed.”

The Board also green lighted a marketing program featuring Brian Rashid in January. This is a unique, full day, hands-on approach to developing a marketing strategy. The program is heavily supported by the SEFA Board and the event sponsors. In addition to these programs, SEFA is also looking at developing a comprehensive education plan that will bring programs to each of the SEFA states over the course of the next year.

While membership still remains strong, SEFA is also looking for ways to reach out to members and potential members. SEFA Executive Director will be visiting members in each state over the next year. Any member who would like a personal visit and consultation is invited to contact the SEFA office and we can make sure to include you in the scheduling.

MEET & GREET: INDUSTRY BEST PRACTICES

One of the new SEFA programs is a series of “Meet & Greets” with the Board. These programs will be free for all members and



(From top left, clockwise) Overlooking the Gaylord Palm atrium -- home of SDLS 2020, Norman Way sharing his “best practices”, Board Members enjoying a beautiful evening, and the celebrating Scott Gribbin’s 30th birthday (well maybe not 30th).

will include the Board and an invited guest speaker to share their experiences and their best practices. These guest Speakers will include notable drycleaners from around the country that have new and innovative ideas or businesses.

The first speaker was Norman Way, Vice President of Puritan Cleaners in Richmond, VA. He shared his view of the industry and explored the company culture they have created at Puritan.

“It all starts with our team,” offered Way, “and we are constantly developing and investing in our team. We are very committed to helping them succeed -- which helps all of us succeed.”

To illustrate one of his core beliefs, he shared one of his favorite quotes from S.L. Parker:

***“At 211 degrees, water is hot.
At 212 Degrees, it Boils
And with Boiling Water, comes Steam.
And with Steam You Can Power A Train.”***

“It is amazing what you can do with just one more degree, just a little more effort,” concluded Way. “It is all just a matter of a few degrees.”

The next physical Board Meeting will be March 28, 2020 and are looking at potential sites in Georgia.

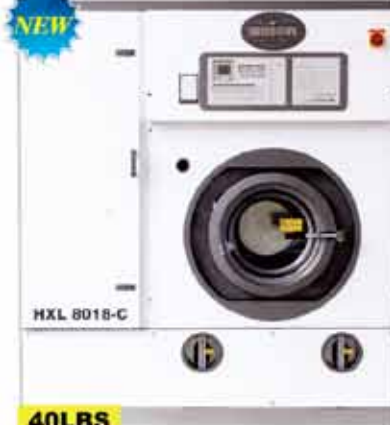
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Platinum Dry Cleaners Awarded Scholarship



PLATINUM DRY CLEANERS IN NAPLES, FL WAS THE LATEST SEFA MEMBER TO TAKE ADVANTAGE OF THE ASSOCIATION'S IN-PLANT SCHOLARSHIP PROGRAM.

Platinum Dry Cleaning hosted GarmentAnalysis.com's Dan Eisen to advise the latest advanced techniques in spotting as well as enzyme bath, bleach bath, issues with problem bleeder garments, mechanical & mineral baths. Eisen was also a featured speaker at a lunch and learn that Platinum held for its Employees and staff.

Dan's experiences and wealth of knowledge extends from positions as Assistant Director of The New York School of Dry Cleaning, teaching and lecturing at both The Fashion Institute of Technology and Marymount College. He is well-known in the industry as an expert in all facets of textile care.

"We see Platinum as Southwest Florida's absolute leader in quality fabricare technique," offered Chris Bamberg, owner of Platinum Dry Cleaners, "and our customers trust us to provide the ultimate in quality care. This type of continuing education for our staff is essential. We are very grateful to SEFA for offering this assistance and this program. SEFA recognizes the need to assist members with their educational needs and we are proud to be a member."

He also added "Dan Eisen is the absolute authority on quality garment care, Platinum is the absolute quality provider in Southwest Florida. This was so educational for us to maintain our high quality standards to keep meeting our customer's demand."

ABOUT PLATINUM:

With 30 years of high quality, attention to detail, delicate washing & hand finishing, Platinum continues to be Southwest Florida's first choice in detailed fabricare with its focus on everyday casual, select couture, forever preservation, and other home textile care offerings.

The company is increasing its already established Naples, Marco Island, and Bonita Springs retail locations with further direction on home delivery of all services with a strong emphasis on convenient, affordable, & time saving wash & fold garment care.

SCHOLARSHIPS ARE AVAILABLE

Platinum Dry Cleaners is just the latest in a long line of members accessing SEFA's extensive Scholarship Program. The in-plant program provides up to \$600 in reimbursement for members approved by the Scholarship Committee. The company must use an approved SEFA Consultant, be approved by the scholarship committee prior to any training being held, and must be a member in good standing at the time of application and during the training.

SEFA has also established scholarships to the DLI School of Drycleaning in MD in the name of Bobby Landers and Barry McElveen. These scholarships cover up to \$1000 per week of training. The scholarships can be used for tuition or to offset costs of attending the programs.

Currently, members are eligible to be awarded a scholarship once every 3 years. To apply or for more information, visit www.sefa.org. The scholarship applications, complete with requirements, are available through the website.

Upon completion of the training, scholarship winners are asked to submit articles to The Reclaimer to highlight the training done, and to alert other members of the benefits of professional training. Call Peter Blake at SEFA for more information: 877-707-7332.

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Hundreds of employee questions arise in day to day business and almost every one of them can be different – questions about COBRA, FMLA, EEOC, ADA, and so many others.

Sometimes a simple question can turn into a complicated and/or costly concern if it's not handled properly.

When you have a question and need an accurate and concise answer, simply contact Seay Management Consultants and identify yourself as a DLI member and we will happily assist.

Email: admin@seay.us

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1. Help ensure that your business is in compliance with all of the state and federal employment regulations and guidelines which affect your company and your employees;
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Seay Management provides Human Resources Management and Labor Relations consulting services. Seay Management does not provide legal advice and does not engage in the practice of law. If you need an attorney, we'll be glad to recommend one to you.

Examples of FAQs

- I am about to dismiss an employee, what documentation should I be mindful to have?
- One of my employees accused another employee of sexual harassment, what are some ways to resolve this situation?
- An employee wants to see his/her personnel file. Am I required to provide access?
- If a salaried employee doesn't come to work, may I deduct this from his or her salary?
- When an employee gives me a two weeks' notice, do I have to accept it? If I don't accept it, do I have to pay the employee for two weeks?
- If an employee leaves the company owing money, may I deduct this amount from the employee's final paycheck?
- If an employee is dismissed, am I required to pay accrued vacation pay?

*Special Projects will be offered at a reduced hourly rate for DLI members.



Please contact us with any of your HR needs



Website: www.seay.us

Blurred Lines Between Marijuana Legalization and Employment

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



NO MATTER WHICH SIDE OF THE DEBATE YOU ARE ON, YOUR BUSINESS IS ABOUT TO MAKE SOME HARD DECISIONS ABOUT THE WORKPLACE AND MARIJUANA USE.

The discussion used to be cut and dry, employees were expected to show up to work sober and to pass a drug test.

But with the decriminalization of marijuana, both for recreational and medical use, the drastic increase in CBD oil, and less than accurate testing capabilities (i.e. did my employee smoke at lunch or is it still in their system from last weekend), many employers are exceedingly confused about what their policy on marijuana should be and whether or not to remove marijuana testing completely from their drug panels.

Even with the increased legalization of marijuana use, employers continue to have the right to insist that employees remain drug-free while at work, that they do not bring illegal (or nonprescribed drugs) or alcohol to work, or use substances while on the job. Furthermore, a positive drug screen continues to be valid grounds for an adverse employment action if it is pursuant to an established policy. Employers that adopt a zero-tolerance policy must make sure that they do not inquire about an employee's disability in the event that the employee discloses the use of, or tests positive for, medical marijuana.

WHAT TO DO IF AN EMPLOYEE SEEMS HIGH

It is important that to understand that due to current drug testing methods a positive THC result is not indicative of use on the job. Employers instead must have a reasonable suspicion that an employee may be impaired while at work. If you think that your employee may be impaired:

1. Record documentation to support assumption
2. Drive the employee to the testing facility
3. Make arrangements to have them taken home until the testing can be confirmed.

BEST PRACTICES FOR HR

Employers should ensure that drug testing policies protect the company and suit their particular needs.

- Do review your drug-free workplace policy and substance abuse testing program with a professional familiar with the

regulations.

- Don't stop enforcing your drug policy solely because of state marijuana laws.
- Do apply your drug testing policies fairly and consistently.
- Don't terminate or disqualify someone without careful consideration and adherence to policies, particularly in light of medicinal or "legal" recreational use.
- Do consider the health and safety of all of your workers in the application of your drug screening policy.
- Don't tolerate marijuana use on the job, just as you wouldn't tolerate alcohol use.
- Do train managers to spot signs of impairment.
- Do think carefully about the type of test your company uses and stay on top of developments in the technology of testing.
- Do talk to a legal professional about relevant state laws before setting policies and testing rules.
- Do know that testing policies may need to vary by location (for multi-state operations).
- Do educate employees about the company marijuana-use policy and the repercussions for failed tests, including random, post-accident or reasonable suspicion tests.

The bottom line is that employers have a fair amount of flexibility in deciding how to address marijuana use in the workplace. In deciding how to respond to a positive marijuana test, employers can either draw a hard line and enforce a zero-tolerance policy or they can talk with a job candidate or employee about when they used marijuana, how they used it and whether they used it at work.

Despite changing laws, employers can still enforce a drug-free workplace policy and terminate if a current employee tests positive as long as they have a defined, established drug-free workplace policy.

FOR MORE INFORMATION

As valued members of SEFA/DLI, you have access to a complimentary HR & Employment resource through our partnership with Seay Management Consultants. For more information on Workplace Drug Policies or any other issue, contact Seay Management at 888-245-6242.

Seay Management also has produced sample workplace policies you can use for your company. They can be obtained by contacting the SEFA Office (877-707-7332, peter@sefa.org) or directly through Seay Management.

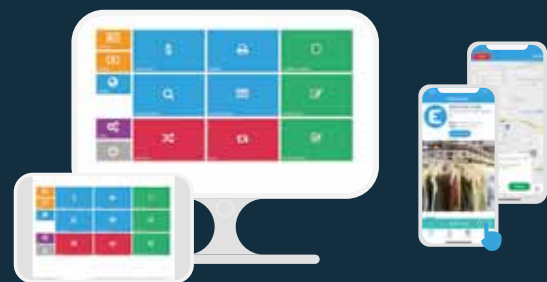
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BOOTH SALES ARE OPEN AND COMPANIES ARE ALREADY RESERVING THEIR SPACE. SEFA'S SDLS MOVES TO THE GAYLORD PALMS HOTEL AND CONVENTION CENTER IN KISSIMMEE, FL ON JUNE 12 -14, 2020.

"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."

Located only a few minutes away from Orlando International Air-

port, near the major highways, but yet far enough outside the most populated attracting, the Gaylord Palms is a unique opportunity. On-site parking will make is easy for all those wishing to attend.

"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."

"To reflect some of the industry trends," continued Blake, "we are looking to expand the show, and to include more laundry, wet-cleaning, and coin-up vendors then we have in the past. We are looking to attract a diverse audience and provide some new programming options for the industry."

The SEFA Board is already hard at work planning the event and looking at ways to make the SDLS even more beneficial. They are looking to include a wide variety of workshop speakers and topics.

SDLS 2020 will be a can't miss event -- mark your calendars now!

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



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In Memoriam: William Perry "Pete" Rountree



SEFA IS SAD TO ANNOUNCE THE RECENT PASSING OF MR. WILLIAM PERRY "PETE" ROUNTREE, SR. AGE 76, OF TWIN CITY, GA. HE PASSED AWAY SUDDENLY, BUT PEACEFULLY WHILE TENDING TO HIS BEES.

Mr. Rountree owned and operated Southern Laundry and Drycleaners for 30 years before his retirement in 2007. He was a member of the South Eastern Fabricare Association in which he was the president in 1991 and 1992.

"We will miss him," commented Buster Bell, SEFA Board Member Emeritus, "he was an asset to the industry and was an important member of the SEFA family. He helped the association grow and prosper and was an integral part of the association. We are

all better off thanks to his service and assistance. We extend our deepest condolences to his family."

He was also a former president of Swainsboro Rotary. Since his retirement, Pete thoroughly enjoyed his hobby of beekeeping. Being a member of three different beekeeper clubs, he loved mentoring new or beginner beekeepers.

Survivors Include:

His Wife: Sandra McCranie Rountree of Twin City, GA

His Two Sons: William Perry Rountree, Jr. and Stephen Hardy Rountree, both of Atlanta, GA

His Sister: Mary Jane Rountree Faulk (Charley) of Vidalia, GA

His Brothers: John Anderson Rountree (Faye) of Twin City, Lee Ellis Rountree (Andrea) of Statesboro, GA and George Holland Rountree (Anne) of Statesboro, GA

His Aunt: Julie Ann Anderson of Statesboro.

Many Nieces, Nephews, and Cousins.



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