



THE Reclaimer

Birmingham Proves Great Host for SDLS

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SDLS 2018 IN BIRMINGHAM WAS ANOTHER SUCCESSFUL SEFA SHOW. WITH OVER 100 BOOTHS AND JUST UNDER 400 ATTENDEES, THE SHOW WAS A GREAT SUCCESS.

”What a great show”, offered SDLS Chair Mark Watkins, “and I really have to tip my cap to the SEFA Board, Show Management, and all the people who worked so

hard to put it all together. We knew moving the show out of our traditional area that we would have a slightly lower attendance, but we also knew that in doing so we were better serving our members and attracting a whole new audience. Cleaners in our area have never had an opportunity like this, and I think the cleaners in the area really appreciated it. I think it is important to give vendors, exhibitors, and even attendees the opportunity to experience something new.”

Drawing cleaners from around the SEFA area as well as from across the country, SDLS proved to be a great value for the attendee and the exhibitor. On-site reactions from the exhibitors was tremendous. It was a first class show, in a great city, and the people that attended were serious buyers and committed to enhancing their businesses.

SDLS IN REVIEW

The Convention activities kicked off with a great tour of the M & B Hanger manufacturing plant in nearby Leeds. SEFA chartered two buses to bring attendees to the plant where they were able to see the amazing production capabilities, including their use of cutting edge technology they developed including robotics.

Then the festivities became a lot more social with Friday Evening’s a cocktail party on the show floor Friday Night. The event featured great food, good drinks, and a great opportunity to meet drycleaners and exhibitors from around the country in a relaxed environment.

Saturday opened with two terrific workshop. The first featured Brian Rasheed, a marketing and social media expert. The room was filled to capacity as he explored ways to leverage your marketing and community relations opportunities at a very low cost. He demonstrated ways companies can utilize the tools available in today’s marketplace and really enhance your companies profile in the community and in the industry. He discussed

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PRESIDENT'S MESSAGE...

Thank you!

THANK YOU! OR SHOULD I SAY "MY PLEASURE"? TWO PHRASES THAT ARE INTERTWINED YET SOMETIMES WE DON'T USE THEM ENOUGH. I'LL GET TO HOW PEOPLE USE THOSE PHRASES IN A JUST A MINUTE.

First off, let me say "thank you" for a wonderful SDLS (SEFA) Show that we just wrapped up in Birmingham, AL. By most accounts, the show was a success. And how do we measure success for a trade show? The show sold out its' allotment of hotel rooms at the host hotel which meant cleaners and vendors alike were going to attend, vendors that SEFA Board Members spoke to had brisk sales in terms of selling equipment and other goods. The educational seminars were very well attended, and we saw a significant amount of new people that had never attended a regional tradeshow. In addition, M & B Hangers had a few bus loads of attendees doing a tour of their hanger facility in Leeds, AL.

Now onto the phrases of "thank you" and "my pleasure". I'm pretty sure if we were all asked what business uses the phrase "my pleasure" our response would be Chick-fil-A. It is ingrained into their training and their corporate culture. Chick-fil-A understands who they are and what their mission is. In fact, Chick-fil-A studied using the term "thank you" and felt that it had lost its' meaning and believed using "my pleasure" had a profound effect when handing customers their orders. Think about that for a minute. Customers of Chick-fil-A have no problem forking over about \$9 for a chicken sandwich, drink and French fries and yet, as cleaners, we have to explain to a large number of our customer base why a machine-pressed dress shirt is anywhere from \$1.50 to \$4.00.

As a member of DLI, I use their partnership with MarketWise Consulting Group to perform secret shopping at my three locations. Take a guess at what we score low on for our evaluations? Saying "thank you" when a customer comes in and picks up their order. It drives me crazy because I feel that it is not a training issue but more a cultural issue. A cultural issue across the board! I frequent several local businesses here in Knoxville of which I personally know the owners. I would say that 85% of the time, the CSR or counter person fails to say "thank you" at the end of the transaction. These fellow owners report the same thing for my business. How do we change this? Training, training, and more training, I suspect.

Again, I want to say "thank you" and "my pleasure" to all of you who attended the show in Birmingham, AL. Thanks to Leslie Schaeffer and Peter Blake for all that they did in setting the show up. Thanks to Mark Watkins and everyone at M & B Hangers who were gracious hosts in Birmingham, AL and thanks to all the SEFA Board Members who devote their time, energy and money to OUR organization.



Having a little fun at Top Golf Saturday Night of the SDLS

Don Holecek

Crown Cleaners

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SEFA Pilots New Unclaimed Garment Cost Recovery Program at SDLS



AT THE SDLS SHOW IN BIRMINGHAM, SEFA MEMBERS WERE ABLE TO SIGN UP FOR A BRAND-NEW PROGRAM THAT WILL BUY THEIR DEAD INVENTORY.

Dead inventory is clothing that customers have not picked up and is past a drycleaner's holding period policy and past the bailment period for their state. The program will pay members for these clothes and help offset their lost revenue. Member drycleaners sign up and receive free shipping labels and bags to send their dead inventory to our partner, Unclaimed Baggage Center (www.unclaimedbaggage.com). Everyone who signed up received bags and shipping labels to get started as soon as they got home. People were excited to have an option to earn some revenue from their dead inventory and an opportunity to improve their inventory processes.

Unclaimed Baggage Center is buying these clothes to sell in their 40,000 square foot retail store in Scottsboro, Alabama. They have been in business since 1970 selling salvaged items lost in the travel and transportation industries. Unclaimed Baggage is working with us to find more diverse sources of unclaimed items that they can connect with their guests and give these items a new home. To learn more and sign up, email: drycleaning@unclaimedbaggage.com.

HOW IT WORKS

The program is designed to be simple, when you complete your inventory and have more than 25 acceptable items available send the bag of items to Unclaimed and include a very simple form to ensure your payment is sent to the right location (shipping is free to you). Unclaimed Baggage will open the bag and pay you for any items they can sell in their store.

Any items that cannot be sold, will be donated to charity or recycled if possible. You are not paid for items that cannot be sold and they cannot return items. Items cannot be sold if they are very out of fashion, worn, damaged, or stained. You should dispose of these items before sending your dead inventory to Unclaimed Baggage. Payment will be made within 90 days of the day your bag is received.

Accepted sellable items are paid at the following set prices:

- \$1 for children's items, gloves, scarves, hats, ties, and other miscellaneous accessories
- \$2 for men's and women's shirts, pants, or skirts
- \$5 for men's and women's coats, jackets, dresses, pairs of shoes, and handbags
- \$10 for formalwear and wedding dresses
- Bedding, linens, and underwear are not accepted

The Drycleaning Inventory Program is just launching, so expect to receive more news and changes to the program over the next few months. SEFA is piloting this program with DLI and Unclaimed Baggage Center. This is a great opportunity for members to improve their profits by getting paid for dead inventory as well as improving their inventory policy and processes. The Unclaimed Baggage team welcomes your feedback. Send them your questions and comments at drycleaning@unclaimedbaggage.com.

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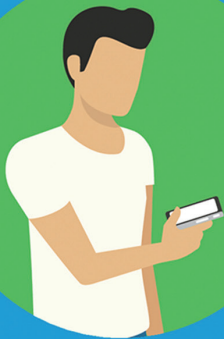


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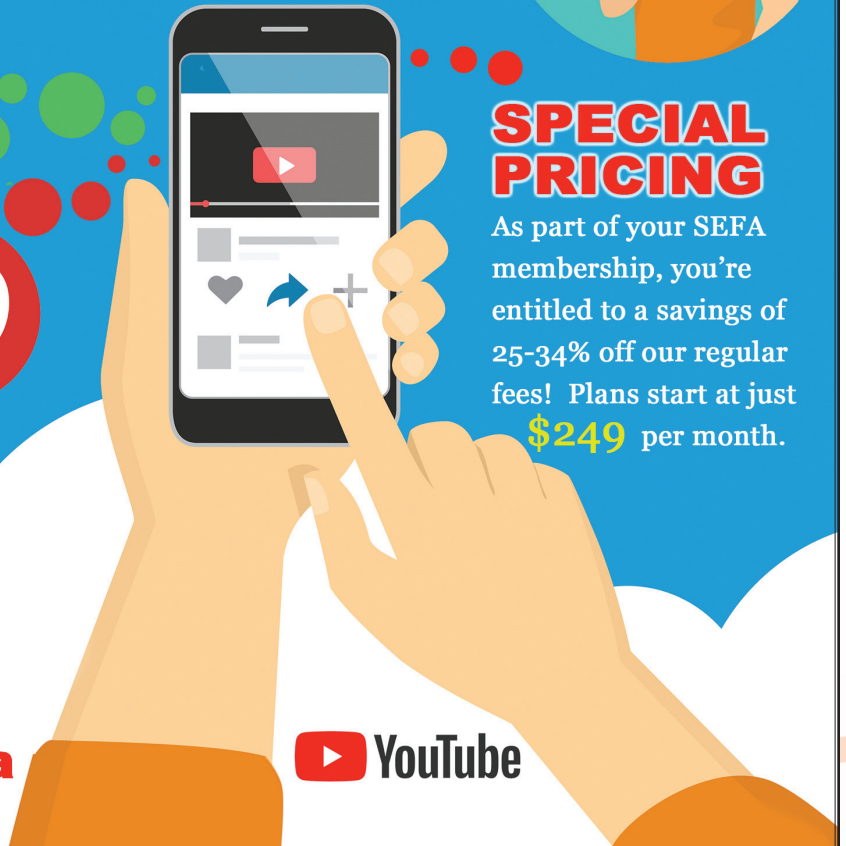


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Scenes from Birmingham

Continued from page 1

the use of Facebook, Instagram, and other social media platforms -- but also showed ways you need to focus on your own key strengths when doing so. He stressed you need to develop a plan that you can feel comfortable with and excel with.

The second workshop was almost standing room only as James Peuster tackled one of the most common concerns facing all small businesses: "I Can't Find Good Help". Throughout his presentation, he provided tips, advice, and tools you can use to help build your staff. He also showed what you need to be doing constantly -- even when you think you have a complete staff-- so you are ready when your needs arise.

"These two programs were amazing", offered Glen Kotval who travelled all the way from West Virginia, "and so beneficial for my business. I have so much to learn, and this was a tremendous forum to really understand the industry. I learned enough from these two sessions to recover my whole investment in the show."

When the doors opened to the SDLS on Saturday, the crowds started coming in. With live demonstrations throughout the day, people stayed for the duration.

"The crowds really started building right away," observed Show Manager Leslie Schaeffer. "There was a good flow of people through the door -- and when the workshops ended, it got very busy, very quickly.

After the show floor closed, people headed to SEFA's Membership Reception -- a great way to end a productive day. People got the chance to mingle, talk, review all they had seen and learned about in a social setting.

SUNDAY RECAP

Sunday's program again featured two excellent workshops. The first featured Jim Groshans, FabriCoach.com, who explored the team dynamic between front counter staff and the production staff. He looked at Customer Service from the team-building approach. In order to achieve outstanding customer service, the entire team has to understand the process. The front counter staff needs an understanding of what happens during the cleaning process, and the production employees need to understand the dynamics and challenges the counter staff face. It is a complete team, and we have to train that way.

The second program featured celebrated author, Krista Clive-Smith. Her presentation focussed on the key tenement to an effective brand: Get. Noticed. Be Remembered. That is what small



(Scenes from SDLS 2018, From top left, clockwise) It was almost standing room only at the workshops, attendees young and old were amazed by M & B's robotics during the plant tour, great food & drink made Friday a great opening, and there was plenty of time to reconnect with old friends!

businesses are striving for, recognition. In all aspects of marketing, from your packaging, to your website, to your social media use and even down to your community involvement, you need to develop a message and a brand. You need to be consistent.

"Krista is a dynamic personality," commented Peter Blake, SEFA Executive Director, "and a fantastic speaker. She blends her personal experiences with her drycleaning experiences which are based mostly as a consumer, to really tap into the needs of the drycleaners. I have heard her speak a handful of times and each and every time I come away with pages of notes. I learn something new each time. To me, that is the hallmark of a terrific program."

SDLS OVERVIEW

The SDLS was a success on all levels. One of the most critical benchmarks of success is the engagement of the attendees. Based on exhibitor feedback, and from the obvious crowds at the seminars and workshops -- SEFA hit a home run.

"We are very proud of our Convention & Exhibit", observed Don Holecek, SEFA President, "and we are really pleased with the whole event. With live equipment operating, live spotting demonstrations, and even seminars on the show floor -- the SDLS was the place to be!"

Visit sefa.org for more pictures and info on SDLS!

SEFA Sweepstakes Winners Announced

FOR THE SECOND TIME, SEFA CHOSE TO GIVE THE GIFT OF MEMBERSHIP AT THE SDLS!

The SEFA Board voted to award five, one-year, Silver Memberships to non-members and five, \$300 SEFA Certificates to current members. In order to qualify for the drawing, attendees simply had to register in advance, and attend the SDLS. If someone didn't attend the show who was chosen, the Board would re-draw from the names of the people who did attend. SEFA wanted to pull one member and one non-member from each of its five states.

"We are proud of the value we offer the membership", commented Don Holecek, SEFA President," and we are excited to demonstrate that value to our new members. We have added an extra value this year, however. Each of the new members is being assigned a SEFA Board Member as a 'membership mentor' to help them utilize the membership. We really want to make sure it isn't wasted, and the members are getting the full value of what we offer."

THE FREE MEMBERSHIP WINNERS

Winners of the free membership are entitled to all the DLI/SEFA membership benefits in the silver level this includes:

DLI Encyclopedia of Drycleaning, DLI App, FREE Website
2 Free Garment Analysis, DLI Hot Press, Monday Morning Marketing Tips, and much, MUCH, More!

The winners were:

Deluxe Cleaners
Birmingham, AL

All Star Cleaners
Bolivar, TN

J and J Colonial Cleaners
Washington, GA

Waters Dry Cleaners
Bluffton, SC

Touch of Class
Vero Beach, FL

"Congratulations go out to the winners -- and a big welcome to the SEFA/DLI Membership", expressed Don Holecek, SEFA President. "It is our sincere hope you put your membership to work for you and you experience the value we all know is there. We hope you will come to see what a tremendous value there is for you, and you remain with us for a very long time!"

THE FREE MEMBERSHIP UPGRADES

The following members were chosen by random drawing to receive \$300 SEFA Certificates which are redeemable for any SEFA/DLI program or service. This includes Education Programs, Membership Upgrades, Certification, Brainstorming Conference

in January, or any of a litany of business building opportunities.

The winners were:

Master Kleen Drycleaning
Columbus, GA

Hatchers Cleaners
Sevierville, TN

Modern Cleaners
Pensacola, FL

B & S Drycleaners
Brunson, SC

Mark's Quality Cleaners
Birmingham, AL

"Thank you to all the members who attended the SDLS, and we hope the winners put their memberships and added programs to work," offered Holecek.

New member welcome kits will be sent out to the membership winners, and they will each be contacted by a SEFA Board Member welcoming them to DLI/SEFA Membership.

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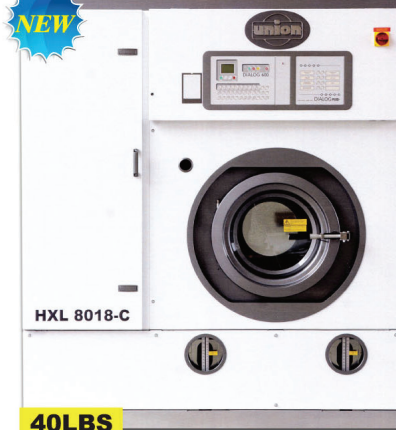
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Buster Bell Awarded “Diamond Achievement”



THE DRYCLEANING & LAUNDRY INSTITUTE PRESENTED WALTER “BUSTER” BELL WITH THE DIAMOND ACHIEVEMENT AWARD, DLI’S HIGHEST HONOR, JUNE 7 AT THE SOUTH EASTERN FABRICARE ASSOCIATION’S SOUTHERN DRYCLEANERS SHOW.

Through the course of his life, Bell repeatedly demonstrated his passion as a champion for every cleaner. His belief in a better industry caused him to strive to develop certification programs cleaners could use to offer the best, and safest, services.

At 86, Buster keeps his finger on the pulse of the industry by calling on contacts in every corner of the country and every aspect of the business. Eldridge Cannon of Cannon’s Costal Cleaners in Brunswick, Georgia, said Bell will talk to a soap manufacturer and find out what’s new with detergents. He’ll know about new equipment before it becomes public. He warns cleaners about problem garments because his friends in the industry will mention this to him. “He might say, Houston, Texas, is seeing this sort of problem with jeans. You may want to look out for that,” Cannon said.

Cannon said any cleaner willing to listen to Bell will benefit. “He will push you to the next level in any part of the business, be it customer service, automated bagging, cleaning quality, you name it,”

he said. It can be hard for an operator to see his point when they’re feeling overwhelmed with personnel problems, equipment issues, or other problems, but his advice always leads to a better bottom line, Cannon said. “He’s a giver. He just gives and gives and gives and asks for nothing in return,” he said. “I can never repay all he has done to help me grow my business. Buster’s help has made me millions,” he said.

Fabritec’s John Jordan said Bell’s commitment to quality raises the bar for the entire industry. “He’ll tutor anyone who wants to learn,” he said. “His innovations and boundless energy make him a great mentor for young cleaners and people who want to produce the best quality,” he said. Jordan thinks of Bell as a research engineer for the industry, “We call him Research South,” he said.

Buster was active in the original South Carolina Cleaners Association and served as President twice. He was President when the group joined the South Eastern Fabricare Association and served as SEFA President as well. Bell was awarded “Director Emeritus” status with SEFA and still remains active with the association.

DLI salutes Walter “Buster” Bell and thanks him for his countless contributions to the industry. DLI’s Diamond Achievement Award is a rare honor reserved for the most exemplary industry service. It has only been presented to a handful of industry legends. Bell joins the company of Barney Deden (1999), Stan Golomb (2001), Chris Edwards (2005), Jeff Miller (2007), Sid Tuchman (2011), Don Fawcett (2015). DLI intends to present a posthumous Diamond Achievement Award to Milt Chortkoff’s family at this fall’s California Cleaners Association convention.

ALLIED TRADE UPDATE...

FabriClean Supply Bolsters Management Team



FABRICLEAN SUPPLY RECENTLY ANNOUNCED SEVERAL PROMOTIONS AND APPOINTMENTS TO ITS EXECUTIVE MANAGEMENT TEAM.

Trevor Hericks who has served in numerous operational and management roles since joining the Company in 1998 has been promoted to President.

Trevor Hericks who has served in numerous operational and management roles since joining the Company in 1998 has been promoted to President.

Jeff Joyce has been named Vice President-Administration. Jeff has extensive distribution management experience and currently serves as the Company’s controller.

Canessa Hericks joined the Company in 2001 and has broad experience managing administrative functions. Canessa has been promoted to Chief Information Officer, a role that includes managing computer and communication systems as well as human resources and internal audit.

Joann Sheridan has been named Director of Purchasing. Joann has been involved in the industry purchasing for Dallas Tailor, Phenix Supply and Fabriclean Supply for the past 24 years.

Other key members of the senior management team include Hoppy Williams who has served as Vice President Operations for more than 20 years and Orville Johnson, a 30 year industry veteran who serves as Vice President Sales and Marketing.

According to Jim Hericks CEO, “These organizational changes are designed to support the Company’s continued growth by placing proven, experienced managers in more senior roles.”

FabriClean Supply is America’s largest local source of operating supplies, solvents, chemicals and janitorial supplies for professional drycleaners and laundries. With distribution centers in 18 cities, FabriClean provides customer friendly service from West Texas to South Florida and from Kansas to Virginia and points in between.

Leland Waite Takes the Gavel as New DLI President



THE BOARD OF DIRECTORS OF THE DRY-CLEANING & LAUNDRY INSTITUTE ELECTED LELAND WAITE, OWNER OF WAITE'S CLEANERS IN MOBILE, ALABAMA, PRESIDENT OF DLI FOR THE 2018-2019 TERM.

Waite started his career in the cleaning industry after graduating high school in 1976. "I tell people that, after that, I went to the college of Hard Knocks," Waite wrote in his inaugural "From the President" column in Fabricare Magazine.

Waite began volunteering with the South Eastern Fabricare Association (SEFA) Board of Directors in the early 1990s and served as SEFA President from 1998-1999. He joined the DLI Board of Directors in 2010 as the District Three Committee Member, then became elected to the District Three Director position in 2013. In 2016 the Board elected Waite to the Executive Committee as DLI Treasurer. He served as President-Elect in 2017.

Waite believes members are best served by being active in both

DLI and their regional associations. "The knowledge I obtained while serving on the SEFA Board was priceless," he wrote. Part of that manifested in his joining a management group, he said. Helping members get the best of their membership is at the top of Waite's list of goals for his term. "We hear it all the time: What does being a member do for me? There is a list a mile long," he said. "If you go online to DLIONline.org or call 800-638-2627 they will tell you."

Waite is actively involved in his plant's day-to-day operations. He said he gets dirty every day, cleaning, spotting, pressing, or working on his equipment. Waite said DLI welcomes all cleaners, from those who run their business from behind a desk to those who work in the trenches everyday.

Waite said his son, Clifford Waite, taught him to focus on running the business instead of letting the business run him. "I had a hard time releasing responsibility. I have learned this is the correct way to run a business. It only took me 36 years to find out. When I have to work in production because of someone being out sick it puts me back to my roots," he said. "My son has demonstrated that in today's world of the millennials we have to focus on customer service and marketing," Waite said. He is working to keep his focus on the bigger picture and guiding the business as his son suggested.

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SDLS REPORT...

Sponsors Add Value for All Drycleaners

SEFA WANTS TO THANK ALL THE SDLS SPONSORS FOR HELPING TO MAKE THIS YEAR'S EXHIBIT AND CONVENTION ONE OF THE BEST IN THE COUNTRY..

"We look at the SDLS as a tremendous membership benefit," observed Don Holecek, SEFA President, "and our sponsors really help us to make a difference in the industry."

Sponsors of the event are all listed to the left of this article -- as well as on the SEFA website: www.sefa.org.

SEFA used the support of the sponsors to enhance the show experience for all attendees including the Friday Night cocktail party, the member reception, and the shuttle bus taking people to tour the M & B Hanger Manufacturing Plant located in the area.

"I can't say enough about the commitment these companies have shown for not only our members, but the industry as a whole," stated SEFA Executive Director Peter Blake. "It is through their continued support that we are able to be one of the best regional drycleaning associations in the country. SEFA now offers \$8,000 per year in scholarships to DLI. Under a brand new program, SEFA has set aside up to \$10,000 in scholarships so members can bring educators into their own individual plant. SEFA has also set aside money to help fund necessary regulatory efforts like the Florida Drycleaners Coalition. We can only do things like this because of things like the SDLS and through the sponsorships of these companies."

When you are looking to companies to purchase products and services, look at the list beside this article -- as well as the list of allied trade members. These are the companies who continually invest in the future of our members and the industry.



(From top left, clockwise) Saturday Night Cocktail Reception, Unipress Booth hosts Shirt Clinic, and M & B Hanger at Friday's soft opening.

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Two for the Price of One



AS SURPRISING AS IT SEEMS TO DLI BOARD AND STAFF, MANY OF OUR MEMBERS DO NOT REALIZE THAT BEING A MEMBER OF SEFA AUTOMATICALLY MAKES THEM A DLI MEMBER AND VICE A VERSA. COMBINING MEMBERSHIPS GIVES MEMBERS THE BIGGEST BANG FOR THEIR BUCK.

DLI provides members with national representation, an industry-wide perspective on information, and the resources of a great technical staff. DLI develops numerous programs, services, and business tools that assist members throughout the country. A few of the latest key member benefits include: Effortless Social Media, The DLI Spotting APP, and the Encyclopedia of Drycleaning APP.

SEFA provides members with local, hometown representation and a localized perspective on what is happening in the industry. SEFA also provides you local programming including high-value educational opportunities and great networking events like our re-

cent SDLS Exhibit in Birmingham. SEFA has a vital role in being the industry watchdog in the region, and keeps members up-to-date with all local information. Together, local and national level memberships create a robust and highly accessible professional network.

As your District Director my job is to represent your interests to not only the national association, DLI, but also to your local association, SEFA.

Unfortunately, I do not often hear from members as, like me, most members are always very busy running the business. Please take a moment to send me an email or give me a call and let me know how I can make your membership more valuable.

I promise to share your thoughts and suggestions with DLI's Board of Directors and SEFA's management team. I want to hear from you -- our member -- about ways we can help you and your business.

DLI DISTRICT 3 DIRECTOR

Perry Bullard, Owner of B & S Drycleaners
b.laundry@comcast.net, 803-632-2558

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