

Executive Director Report

By Jon Meijer



The Covid Time Machine

When we finally get through this Pandemic, what will the world look like? I'm not just referring to the business of drycleaning, but everything. Are we already 20 years in the future? Let's face it, brick and mortar stores are becoming obsolete, many people are opting for online grocery shopping, Grub Hub and similar services are the

norm and dictates the way we order food, buy groceries and even the way we purchase automobiles. Have you started a route yet? We can go on and on, but you get the point! The reality is that these changes were already happening, but we have entered a time warp-- 20 years down the road is today. I think we all knew this was coming, but this fast! I don't think many people could have predicted the speed at which these changes have occurred.

And what about the business of drycleaning? Is the primary function of what we do, drycleaning? Maybe, but what about laundry, wash and fold, outdoor cushions, draperies, leathers, wedding dresses, shoe repair and much more.

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As an industry, we need to grow and let our customers know that we are more than just drycleaners. As far as I am concerned, if the customer can wear it, we should be able to clean it. The Pandemic will not always be a factor, but the way we do business going forward has changed forever. I am not a pessimist and firmly believe there is real opportunity for our members to embrace many these changes and move forward. Many of our business models have gone out the window. We have all had to change. There will be changes in the type of clothing we clean, the delivery of our services, and the responsibility to our customers that they feel safe as they visit your store. The pandemic may be gone, but the effects of it will never really go away.

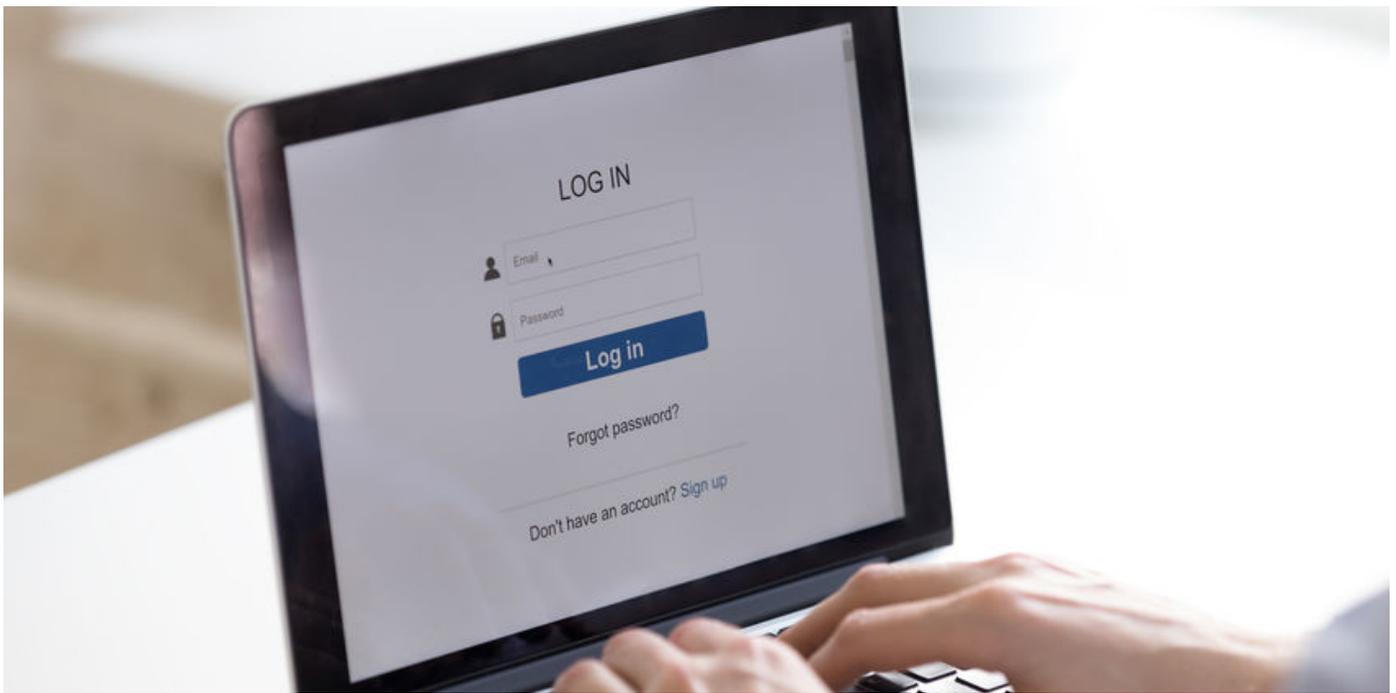
Yes, there will be far fewer drycleaners in the U.S. and the time is now to rebrand ourselves. Drycleaners are in the business of cleaning anything the consumers wear and really any textile in their home—comforters, pillows, rugs, patio cushion covers. Make sure your customers know what you can do for them. I believe there will be plenty of opportunity going forward. DLI and MWDLI have the resources to help you navigate some of the unpredictability. If you haven't utilized our services or taken part in a peer to peer Zoom meeting, you are missing out. Helpful information is available and we want our members to utilize all of the information and resources. In the meantime, stay safe and if we can be of any help to you, please do not hesitate to call!



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Reputation is the Cornerstone of Your Brand

By Peter Blake, Executive Director: NEFA, SEFA, and MAC

Last month I explored the basics of monitoring and getting a handle on your business' reputation. This month we will take next step and explore the need to build and enhance your reputation.

This is a great time to take a personal inventory of what your own individual brand says and how that translates to your company's brand. Everyone should do this periodically and self-assess what we stand for, what we need to improve on, and how to take that next step.

Throughout the pandemic last year, I took this critical step and reviewed what my own personal brand is and what I wanted to stand for. I took a hard look at I was doing, what people thought of me and my place within the industry. Then I explored ways I could take control of the narrative and build on the traits that are most important for me. Next, I looked at specific steps I could take to further enhance my personal brand – and as a result – the organizations I represent. I knew people were going to be looking for answers, needing information, and looking for community.

I set out to establish myself as a resource for our members to help satisfy those needs. A person they could turn to help navigate the uncertainty

and to help keep their businesses viable. In turn, that trust would reinforce the value of membership in my groups. I have worked in the industry for almost 35 years but had always had a low profile. I felt the best way to help build up my associations, was to increase the awareness of what I had to offer, and the role associations can play in our members' success.

I had to evaluate my strengths, and then established what key concepts I wanted my personal brand to stand for: knowledge, honesty, accessibility, and reliability. Once I had determined those key attributes, I needed to go about re-branding myself and stepping out of my comfort zone. I learned as much as I could about critical programs like PPP Funding, Stimulus Packages, and small business assistance programs. I embraced the new technology available like Zoom for communications, Canva for social media, and began to explore more avenues to promote key messages like these columns for National Clothesline. I set out to share as much as I could with our industry to make us all stronger. I looked at what needed to be done to help our members and the association's brand stronger – then took steps to make it happen.

You can Control Your Own Narrative

That same challenge is now right before you. You need to go through the same exercise and decide what you personally stand for. What traits and abilities you offer – and then do the same for your business and meld the two together. More so now than ever before, people are looking to do business with people they know, trust, and feel comfortable with.

The first step is to explore your reviews. What is being said about your company? Are there consistent themes? If there are negative reviews, resist the temptation to disregard them with excuses and evaluate the story they are telling you.

Next involve your employees. Ask them to describe your business and what it stands for in one sentence. Take that feedback. Ask your customers why they choose to use your service. What brings them back? What do they enjoy & like about your business? Ask for key words, one word to sum up their thoughts of your business and service.

Once you have done your fact finding, compile all the information and review what the trends you see. How does it match with your “vision “of your brand? Is it the same? Is it close? Or have you drifted off course in the recent past?

Perception is Reality

Knowledge is power. The more information you have, the better you can take action. Surveying your customers can be an eye-opening experience. Human nature is to see what we want to see, and our own beliefs can keep us from seeing what others see. This exercise will help determine the divide from where you want to be as a company and where you are.

Once you have this information, then you can start to change or enhance your image to more closely align with what you want it to be. It all starts with a few small steps and builds from there. Take your vision and create key words, attributes you want to evoke. Then start the process of changing and adapting.

Take a critical look at your webpage. Does your webpage convey those traits? If your brand is a high-end cleaner, does your website portray that

image? Is it crisp clean, easy to navigate with some of the bells and whistles your customers would use? Things like online chat windows, texting options, an app for route sign-up/scheduling? If your brand is built as a local community brand, does your website promote some of the ways you are involved in the community? Outreach programs?

Next take a explore your Facebook and Social media platforms and see if they are consistent with what you want your brand to be. When posting keep an eye on your core values and make sure they are prominent in your thoughts as you create posts.

Take a look at your reviews on Google, Yelp, Yahoo, etc. What do they say about you? Are you responding? You should respond to every review, good or bad! Say thank you for their business and the chance to serve them. Thank them for taking the time to share their story. When people are looking for businesses to use they look at reviews more than anything – and look to see how active companies are on the sites. They like to see problems being resolved – and sincere appreciation for the patronage being highlighted.

You need to review your social media profiles and look for consistent themes. You need to develop a strategy for highlighting the core values of your business. You need to decide what you stand for: Customer Service, Quality, Honesty. What are your buzzwords that describe your basic values? This will get you on the path towards shrinking the chasm between your brand vision and your customer’s brand perception.

If I can help you in any way, please reach out. Peter@nefabricare.com or via phone: 617-791-0128.



EPA Issues Final Risk Evaluation for Perchloroethylene

This past December, EPA released the final risk evaluation for perchloroethylene (perc) under the Toxic Substances Control Act. Perc which is still used by at least 50% of the industry could face additional regulations by EPA, which may also include a ban on its use as a drycleaning solvent. The risk evaluation process will require EPA to develop regulations to protect public health from unreasonable risks that were identified. Of primary concern to EPA is the unreasonable risk to employees and the public from exposure to perchlorethylene. As part of the process, EPA is required to conduct a Small Business Advocacy Review Panel to get input from small entities,

trade associations and other affected groups. DLI's Jon Meijer, will sit on the review panel to address and answer questions regarding any proposed rule that stems from the perc risk evaluation. Comments will include the Science used to make health determinations as well as the potential devastating impact to drycleaners using perc, especially as we are in the middle of a pandemic. EPA will have one year to propose and take comments on any risk management actions. DLI will continue to keep members informed as we receive information.

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MWDLI/DLI Continues March to Post-Covid Prosperity

THERE'S A LIGHT AT THE END OF THE TUNNEL AND IT'S GETTING BRIGHTER EVERY DAY, BUT THE DRYCLEANING & LAUNDRY INSTITUTE IS NOT SLOWING DOWN.

In March, DLI offers members 20 events: 10 virtual training sessions and 10 separate opportunities to discuss industry-related topics. Two webinars are held each Tuesday and Wednesday at 1 p.m. eastern and Peer-to-Peer Zoom meetings are held each Tuesday at 10 a.m. and starting in March -- Every Thursday at 1:00 p.m. eastern. To help members keep pace, DLI send email reminds two hours before each event begins.

MARCH 2021 WEBINAR SCHEDULE

In addition to twice-weekly Zoom meetings, DLI offers two webinars each week to help drycleaning business owners adapt and train employees.

DLI presents the following schedule of webinars and virtual training opportunities, all programs go live at 1 p.m. eastern:

- Tuesday, March 2: Smoke & Fire Restoration Services with FRSTeam
- Wednesday, March 3: Supply Chain Disruption, a Panel Discussion with Industry Suppliers
- Tuesday, March 9: All About Dye Stains with Brian Johnson, DLI Director of Analysis & Education
- Wednesday, March 10: Customer Service with Frank Brierchek of Seitz, The Fresher Company
- Tuesday, March 16: Little-Known Tax Breaks Can Add Up to Significant Savings with Puzzle HR

- Wednesday, March 17: The Magic System that Allows Price Increases to Fund You and Your Team Members' Raises with Industry Marketing Coach Dave Coyle of Maverick Drycleaners
- Tuesday, March 23: Reputation Management with Yash Patel of BeCreative 360
- Wednesday, March 24: DLI Members share secrets on Engaging with their Customers— Panel Discussion
- Tuesday, March 30: Easy Tools to Make Attention Getting Videos with DLI's Peter Blake
- Wednesday, March 31: Computer Security Systems Part II: Backups, Tips, Hard Drives, Malware Prevention Software, and More with Chris Birk of One Hour Cleaners

“Our goal, as always, is to give members more value than the cost of membership, even in these challenging times,” said Mary Scalco, DLI’s CEO. “Now is the time to make sure you and your staff have the skills required to take on new challenges or even brush up on some old ones,” she said.



“This month’s schedule is packed with more weekly training webinars covering topics that are not only important for your staff but for yourself and your management team,” Scalco said. “We also host Peer-to-Peer Zoom calls every Tuesday and Wednesday. Members hear how other cleaning business professionals are adapting to the current business climate, share ideas, get answers to questions, and even just vent. DLI’s doors are always open and all drycleaning professionals are invited to join DLI and participate in these events.”

ON DEMAND VIDEO LIBRARY

Each week DLI adds recordings of the presentations to make them available to members who may have missed the live program. Members login to DLionline.org and click the program to watch. DLI’s archive

currently contains more than 60 videos on the following topics:

- COVID-19 Relief Programs
- Diversification
- Maintenance
- Management
- Marketing
- Production
- Finishing
- Stain Removal
- Business Sales and Acquisitions
-

STRENGTH IN NUMBERS

All professional drycleaning and laundry business owners are invited to join DLI and participate in these programs, access the video library, and enjoy the many benefits of DLI Membership.

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Getting Your Employees Vaccinated

By Raleigh F. "Sandy" Seay - President of Seay Management Consultants



COVID-19 has run rampant throughout the world in 2020 and as 2021 begins to dawn, we have hope that the end is in sight

because of the development of two vaccines, perhaps three very soon, in record time and the vaccine is rapidly being administered to millions of people. Medical experts tell me that the more people who are vaccinated, the quicker the pandemic will come to an end. But for employers, this raises a catalogue of questions and here are some of them:

1. Can You Require Employees to Be Vaccinated?

The Equal Employment Opportunity Commission has ruled that employers are allowed to require their employees to be vaccinated, with two exceptions based on religion or disability. An employee having a religious objection may not be required to receive the vaccination, nor may an employee possessing a disability that the vaccine might affect.

2. Do Employers Have Any Liability?

There are three components in answering this question of liability – legal, insurance and management. You should check with your attorney about legal liability and with your insurance agent about coverage questions. From an HR view, the concern is that an unvaccinated employee may transmit the virus to other employees or to customers, patients or guests, especially employees who go into the homes of customers or clients. Reports tell us that vaccination can be up to 95% or more effective and that this will eliminate or greatly reduce the odds of employees contracting the virus.

However, if an employer does not require the vaccination, and if employees, customers, patients or guests are exposed and contract the virus, our sense is that the employer would be in a tough

position, from the view of potential exposure and also from the negative publicity that might follow.

3. A Good Vaccination Policy for Employers.

From an HR view, it seems to us at Seay Management that having employees vaccinated is a good idea and is, perhaps, the best course of action. It is likely that most employees will want to be vaccinated but if you have one or two who do not, it's better to talk with them and use persuasion at first, giving them good, solid and personal reasons why they should be vaccinated. One way to persuade employees is to offer vaccination as an employee benefit. Another way is to offer incentives, such as an extra day of sick leave or an extra hour of pay. If your employees receive the vaccination while they are at work, this is compensable work time so that they're getting vaccinated and paid at the same time. Some employers are offering these kinds of incentives but the jury is out on whether it's a good idea for all employers. At some point, you'll have to decide whether to make continued employment contingent on getting vaccinated and if an employee refuses, absent a religious or disability objection, you'll have to decide whether to dismiss the employee. This is not an easy decision. If the employee is a hardhead that's one thing, but if he or she is an otherwise good employee, that's something else. And we have to keep in mind that the policy must be applied to all employees equally.

The question of vaccinations is evolving and more information will bubble up in the next few weeks. In the meantime, we would be delighted to talk with you about any questions you may have. We are pleased to be your trusted HR advisors and appreciate having you as a valued friend and client of our firm.

Sincerely,

Sandy and the Seay Management Consultants Team

Remember, if you have an employment issue or challenge, and you need an answer right away, and you want the very best Human Resources Management advice available, you need to call . . . The Seay Team!



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Are You Leaving Money on the Table? MWDLI/DLI Are Here for You

WITH THE INDUSTRY STRUGGLES CONTINUING, DRYCLEANERS NEED TO INVESTIGATE EVERY POSSIBLE RESOURCE FOR ASSISTANCE. DLI IS HELPING ITS MEMBERS EXPLORE EVERY OPTION AND ALL POTENTIAL FINANCIAL ASSISTANCE PROGRAMS AVAILABLE.

DLI has been leading the fight for more stimulus help, and for more relief for distressed businesses like drycleaners. DLI fought for a second round of PPP funding, for easier forgiveness guidelines, clearer tax-free guidelines and other changes to the relief packages. All of these issues were addressed in the Consolidated Appropriations Act of 2021.

THROUGH THE ERC, MWDLI AND DLI CAN HELP SAVE YOU THOUSANDS!

Also included in that act was a fundamental change in the use of the Employee Retention Credit (ERC). Prior to the act passing, businesses had to choose between using a PPP loan or receiving the ERC. Now the Act provides for BOTH retroactive applicability of the ERC for 2020 AND extending and expanding the ERC for the first two quarters of 2021. The Act has also significantly liberalized the ERC requirements for 2021.

For example, ERC credits could potentially be received if:

The employer's Qualified Wages were not provided by the proceeds of a PPP loan.

The employer's Qualified Wages were provided by the proceeds of a forgiven PPP loan for which forgiveness was not obtained with the same wages that would be used as ERC Qualified Wages.

If you are eligible for the ERC, you could be looking at a tax credit up to \$5,000/employee in 2020, and as much as \$7,000/employee for each of the first two quarters of 2021. This may

not be an easy process, and there will be some serious record keeping and documentation required. In spite of the requirements and limitations, the reward could be significant.

We are talking SERIOUS financial assistance, and DLI is helping members navigate the complexities of the program.

WHAT DOES THIS ALL MEAN TO YOU?

In a nutshell, if your business had fewer than 100 employees and was severely impacted by the pandemic in 2020 and your revenue dropped below 50% of pre-pandemic revenues, you can qualify for the ERC.

As of the first quarter of 2021, that employee threshold changed to 500 employees, and a reduction in revenues to 20% over previous years.

In order to apply for the tax credit, you will need to amend your returns for 2020 so you will need to work closely with your accountants, payroll service, and/or Human resource company to fully take advantage of the program, but it is worth it.

Working with DLI's partner, PuzzleHR, one member recently received \$80,000 in ERC credits for 2020 – and they may be entitled to even more!

WHY HAVE I NOT HEARD OF THIS?

DLI is researching every potential avenue to help our members. We were fortunate enough to partner with one of the best HR companies in the country: PuzzleHR to help us understand and explain these opportunities to our members.

The stimulus packages have been a moving target and have changed rapidly, and you need expert advice to understand all the benefits.

Even now, many CPA's and payroll companies have not understood the magnitude and the potential financial relief these programs can provide. With the Act just being passed on December 27th, CPA's are struggling to keep up to date with all the tax implications of Covid-relief and it is easy to understand how some programs could go under used. DLI wants to make sure that doesn't happen to you.

Through a partnership with DLI, PuzzleHR has provided services to our members at a GREATLY reduced rate and waived the set-up fees that usually range between \$2,000 - \$5,000. Additionally, they have substantially reduced their service fee for all DLI members. Fees can range between \$750 - \$1,500 depending on the size of the company. This is a substantial savings for our members.

WHERE DO I GO FROM HERE?

Be forewarned, this is a complex issue and you must factor in your use of any PPP funds received and used. You need to strategically approach your payroll to maximize effective use of both the PPP and the ERC. For instance, you can not file for the ERC in a pay period you are using the PPP funds. In order to maximize the potential financial assistance, you need to carefully plan the period you will be using your second PPP loan for forgiveness. Most likely you will need to use your PPP in an 8-week period that is split between the first and second quarters of 2021. You may also have to closely monitor the 60-40% split on payroll and other permissible uses. This will require significant record keeping as we are dealing with some potentially large amounts.

DLI strongly urges you to contact Sue Boardman at PuzzleHR to help you take full advantage of these programs and other cost-saving HR benefits. She can be emailed at sue@puzzleHR.com or by phone at (603) 714-2112. You need to access as much assistance as possible to help you survive these trying times. While your biggest incentive to retain their services may be to capitalize on the ERC and PPP benefits, they

have also helped our members take advantage of WorkShare programs, Work Opportunity Tax Credits, Unemployment, and the FFMLA.

You can also choose to work with your Payroll Services and CPA's to monitor the ERC in 2021 and file amended returns for 2020, but make sure to explore all your options. If the experts at PuzzleHR can save you even two additional employee tax credits, they will have paid for their ANNUAL service!

AS OTHER DLI MEMBERS CAN ALREADY ATTEST, PUZZLEHR'S SERVICES MORE THAN PAY FOR THEMSELVES BY HELPING YOU MAKE SURE THERE IS NOTHING BEING LEFT ON THE TABLE.



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MWDLI is always looking for ideas and suggestions for things that matter to you.

What are your training needs? What types of education opportunities would you like to see? MWDLI's advisors are working hard to develop the best training opportunities for members.

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