



# MWDLI

MIDWEST DRYCLEANING & LAUNDRY INSTITUTE

## Executive Director Report

By Jon Meijer



### Where Do We Go From Here?

In the last six months the business of drycleaning has been turned upside down and shaken to the core. As I've previously stated, yesterday's business model will need to change "now" to reflect the new norm. The Drycleaning & Laundry Institute (DLI) and the Midwest Drycleaning & Laundry

Institute (MWDLI) have also had to embrace the new norm and change the way we do business right along with you. Within the past few months DLI introduced several new benefits including live training videos covering topics on wash-dry-fold, routes, finishing, diversifications, maintenance, marketing, relief money, and much more.

With DLI's help, MWDLI members are pivoting and working to increase their business in ways they never thought were possible. Not only will you learn from DLI and MWDLI, but you will learn from your peers whose challenges are no different from the one you are facing today. We know you need us now more than ever.

Continued on page 3...

November/ December 2020

### In This Issue

- Cleaning Gloves, Scarves, and Shawls.....6
- What I Learned From My Doctor.....8
- DLI Live Training Schedule.....10
- 'Tis the Season!.....12
- Gift Policy Review!.....13

# MWDLI ADVISORY COUNSEL

The MWDLI Advisory Counsel will help DLI steer, direct, and promote member activities

## President

### TIM DAY

Classic Cleaners  
8071 Knue Road  
Indianapolis, IN 46250-1920  
317-845-0361  
[timd@classiccleaners.net](mailto:timd@classiccleaners.net)

## Vice President

### PERRY T. CARRICO

Rainbow Cleaners  
504 South 4th Street  
Danville, KY 40422  
859-236-4274  
[pale01@gmail.com](mailto:pale01@gmail.com)

## Secretary/ Treasurer

### JAMES GAULT

Gault's Plaza Cleaners &  
Laundromat Ltd  
855 Coshocton Ave  
Mount Vernon, OH 43050  
740-398-1519  
[gaultcleaners@gmail.com](mailto:gaultcleaners@gmail.com)

### JOHN MERTES

Ziker Cleaners  
1240 South Byrkit St  
Mishawaka, IN 46544  
574-287-2887  
[jmertes@zikercleaners.com](mailto:jmertes@zikercleaners.com)

### JEFF SCHWEGMANN

Sunshine Cleaners  
4854 Mary Ingles Highway  
Silver Grove, KY 41076  
800-232-0792  
[jeff@sunshinecleanersinc.com](mailto:jeff@sunshinecleanersinc.com)

### RICK ARMSTRONG

3609 Waterford St.  
Richmond, IN 43734  
765-977-3228  
[rwagolfer@gmail.com](mailto:rwagolfer@gmail.com)

### MIKE FOTHERGILL

Holiday Cleaners  
3301 Barbour Lane  
Louisville, KY 40241  
502-425-6183  
[HolidayCleaners1@att.net](mailto:HolidayCleaners1@att.net)

### ROBIN KRAMER

Notre Dame  
100 St Michael's Laundry  
Notre Dame, IN 46556  
574-631-7802  
[RKramer@nd.edu](mailto:RKramer@nd.edu)

### JAMES BELT

Fabric Care Center  
5760 W Morris Street  
Indianapolis, IN 46241-2066  
317-224-3212  
[james@fabriccarecenter.com](mailto:james@fabriccarecenter.com)

### RAY KRONER

Kroner Dry Cleaners  
3820 North Bend Road  
Cincinnati, OH 45211-4813  
(513) 661-1400  
[info@kronerdrycleaners.com](mailto:info@kronerdrycleaners.com)

## ALLIED TRADES LIAISONS

### DRU SHIELDS

EnviroForensics  
825 N Capital Ave  
Indianapolis, IN 46204  
866-888-7911  
[dshields@enviroforensics.com](mailto:dshields@enviroforensics.com)

### JEFF DUNN

Machinex  
7654 Production Drive  
Cincinnati, OH 45237  
513-771-4020  
[jeff.dunn@machinexonline.com](mailto:jeff.dunn@machinexonline.com)

### JEFF JORDAN

Fabritec International  
8145 Holton Drive Suite 110  
Florence, KY 41042  
800-543-0406  
[jeffjordan@fabritec.com](mailto:jeffjordan@fabritec.com)

### SCOTT NELSON

Wilcox Environmental  
Engineering Inc.  
1552 Main Street Suite 100  
Speed Way, IN 46224  
317-472-0999  
[snelson@wilcoxenv.com](mailto:snelson@wilcoxenv.com)

## Executive Director

### JON MEIJER

14700 Sweitzer Lane  
Laurel MD 20707  
765-969-5745  
[MidWestDLI@gmail.com](mailto:MidWestDLI@gmail.com)

We are committed to helping you work through the new challenges and succeed going forward. If you want to know what your Association has done for you lately, look no farther than the list below:

- 60+ member-to-member Zoom meetings for sharing ideas, challenges, and opportunities
- 60+ ready-made social media and print marketing designs (three more added weekly)
- 25+ COVID related links and bulletins on DLIonline.org
- 20+ business development webinars ranging from marketing and branding to critical maintenance
- Developed an online Facebook Community connecting 850+ DLI members
- 17+ webinars sifting through small business relief programs including PPP, EIDL Loans, Main Street Lending Program, Employee Retention Credits, and Workforce opportunity Credits
- 8+ live technical training webinars on spotting and finishing
- 5 live stain removal trainings webinars in Spanish

DLI will continue to offer training videos, weekly member Zoom calls, Facebook marketing designs and more—anything we can do to help members meet the new challenges they face. And while, MWDLI and all industry related partners were forced to cancel conventions, on-site training seminars and related activities for the foreseeable future, don't worry, the information is still coming your way. Our delivery methods have had to change, but it's there. I cannot stress enough the value of the information that has been designed and prepared for our members. And here's the best part,

much of the information that helps your business comes directly from your peers that have been participating in the weekly Zoom calls who have been more than willing to share ideas and information like I have never seen in my nearly forty years in the industry.

You really do need to be a member, it is now more important than ever. If you have any questions on the benefits and services offered, please do not hesitate to contact me at 800-638-2627 or my cell at 443-804-5639.

# WILCOX™

ENVIRONMENTAL ENGINEERING

Your trusted Partner for  
Cleaning up environmental spills





## Your Most Reliable Full-Service Supplier

- Full Product Line
- Competitive Prices
- Knowledgeable Staff
- Timely Deliveries
- Limited Backorders
- Accurate Billing
- Customer Friendly Policies

The E.J. Thomas Company | [www.ejthomascompany.com](http://www.ejthomascompany.com) | Columbus, OH 800-282-2748 |  
 Cincinnati, OH 800-878-0880 | Cleveland, OH 800-369-5475 | Detroit, MI 800-437-6808 | Indianapolis, IN 800-895-5018  
 Aristo Craft Supply | [www.aristocraftsupply.com](http://www.aristocraftsupply.com) | Oxford, MA 800-875-0479

## For Contactless Automation at the Front Counter, Plant and Routes



- Presses and Solutions for all Budgets
- Best and Free Technical Support Forever
- Proudly Made in the USA
- We are the Only Manufacturer of TÜV SÜD Safety Certified Presses; Includes OSHA and UL Safety Standards
- Low Cost of Ownership – Very Reliable, Easy to Fix and Upgradeable
- Pre-printed Sequentially Numbered Heat Seal Barcode Labels in One Day



*A Proven Industry Leader & Recommended by the Consultants You Trust.*

Call Toll Free  
**877.906.1818**  
 for details on your  
**FREE Heat Seal Press Evaluation**  
 The Ultimate Heat Seal Machine  
 with terms and plans that work for you.  
*Saves You Money, Time and Labor*



**Toll Free 877.906.1818** [www.ezpi.us](http://www.ezpi.us)



## You built your business from the ground up.

### Don't let its foundation be rocked by environmental contamination issues.

You built your business on a foundation of solid relationships and great customer service. But even the most trustworthy businesses can experience unintentional environmental contamination. Don't worry. ECC Horizon can help you solve the environmental remediation puzzle with:

- **Full-service remediation assistance**—contamination assessment, cleanup services, help navigating legal or regulatory steps
- An experienced ECC Horizon team who has been **helping companies for more than 30 years**
- **Solutions tailored to your business**, from a customer-focused company like yours



Call Linda Hicks, your remediation advisor, at 317-595-4400 x102 to get a complimentary consultation.

ECC Horizon helps you leave a strong foundation for your company's future.

[www.eccorizon.com](http://www.eccorizon.com)





## Cleaning Gloves, Scarves, and Shawls

By The Drycleaning & Laundry Institute

### Gloves

Fashion accessories are frequently used to complete the look of an outfit but gloves and scarves may be used to protect the skin from inclement weather too. Gloves are also a component of personal protective equipment (PPE) and intended to protect the wearer from cuts, heat, cold and chemical exposure.

Gloves may be made from pigskin, kidskin, chamois and other animal skins, wool, cotton, or synthetic fibers. Fabrics may be knit or woven and the gloves may be lined. Some gloves combine leather and fabric. Gloves may be washable or drycleanable and while not required to have a care label, many do have a care instructions on the packaging or on a tag attached to the item.

Removing stains from the red leather gloves may cause a change in the color or texture.

### At the counter

Check gloves carefully for stains and damage to the fabric or stitching. Ideally,

gloves should be cleaned before they are too soiled. Note if gloves are extremely soiled or damaged. If no care label is found ask the customer if care instructions were on the original packaging

### Cleaning

Follow manufacturer's care instructions if available. If care instructions are not available and colorfastness tests show the fabric is colorfast to water wash in lukewarm to cool water.

Do not wring or twist the gloves to remove excess water. Roll the gloves in a towel to absorb excess water. Do not dry the gloves near a heat source or in direct sunlight. When the gloves are dry the leather can be softened by rubbing them between moistened fingers.

Knitted and fabric gloves can be washed in the same method as leather gloves.

PPE accessories, including gloves, should be cleaned in a manner that does not diminish protective qualities. If care instructions are not attached contact the user, distributor or manufacturer for information before cleaning the items.

## Scarves & Shawls

Many scarves and shawls are loosely knit or woven with long fringe trimming the edges. The fabric may be decorated with hand painted designs or embroidery work that might not be colorfast to solvent or water.

### At the Counter

Check carefully for stains and fabric damage and note any problems on the ticket. Ask the customer if care instructions were attached to the item or shared when the scarf/shawl was received. These accessories can be very expensive and should be handled as a fragile item in cleaning.. It will be easier to determine how to clean a scarf or shawl if the fiber content is known.

### Spotting & Cleaning

Follow care instructions that are attached to scarves and shawls. If unavailable or examination suggests an alternate method of care will be necessary, test all colors for colorfastness. Also, check to see if staining substances have caused dyes to bleed or color to change in the fabric. Test all colors for colorfastness with any agent that will be used on the fabric. If the item will be drycleaned, test with the solvent used in the cleaning system.

If the scarf or shawl has fringe that could become tangled or distorted place it in a net bag or stitch the fringe between a piece of folded fabric held in place with a large stitch or pins. This will keep the fringe from unraveling or tangling.

### Finishing

Do not press creases or folds into scarves and shawls. Use steam and vacuum to shape or block a scarf or shawl into square or oblong shape and fold or place over the hanger bar.

Many scarves and shawls are made with acrylic fibers. Avoid excess heat or steam to prevent permanent stretching and distortion of acrylic items.

Fringe on the loosely woven wool scarf should be covered before placing in a net bag for cleaning.



## We Find Funds. We Clean Up. You Stay Open.®

We're a full-service environmental consulting firm that has cleaned up more dry cleaning sites than any other firm in the USA. We're the only firm that focuses on finding the money to pay for investigation, cleanup, and legal defense. We restore the value of your property while protecting you from regulatory and legal issues.

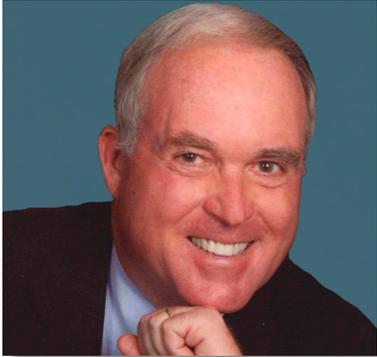


☎ 866.888.7911  
🌐 [enviroforensics.com](http://enviroforensics.com)

**Stop by our Clean  
Show booth #4664**

# What I Learned From My Doctor

By Raleigh F. “Sandy” Seay – President



One of my health care providers is Dr. Joe Fuller of Winter Park, Florida. A good deal of Dr. Fuller’s practice centers around providing wellness care and taking care of

small issues before they become larger ones, a principle that I’m becoming even more familiar with as the odometer continues to turn. Recently, I visited his office for some sort of athletic injury (I say “athletic” because it sounds better than “elderly patient”) and as my gaze wandered about the waiting area, I spotted a sign on the wall that read, “The Five Most Dangerous Words – Maybe It Will Go Away!” According to Dr. Fuller and his first-class professional staff, if you have a health care situation, you should get it taken care of immediately and not get lured into thinking “Maybe it will go away.” The odds are that it won’t go away but, left unattended, it will get worse.

It occurs to me that this is very good advice for managers who have employment issues. I’ve often thought that the Second Law of Thermodynamics applies to employment issues, just as it does to physics. In the physical world, things left alone tend to deteriorate and get progressively worse. For example, if there with the Lotus-eaters, grazing on lotus, you throw an ax out into the back yard, it doesn’t get sharp all memory of the journey home

dissolved and shiny, it gets dull and rusty. It’s the same way with forever.”

employees – if you have an employee who has “issues,” those issues left alone tend to get worse not better, until it is worse at the end than it is now.

Here are some examples of employment issues that can arise:

1. Frequent absences from work with no reasonable explanation.
2. Lousy attitude toward work and management that ripples outward and affects other employees, customers, clients and patients.
3. Trust issues leading to questions of dependability. Trust, once lost, can never fully be regained.
4. Inability to get along with co-workers, creating poor morale and “drama” at work.
5. Truthfulness issues, where you’re never entirely sure the employee is telling you the truth.
6. Using unacceptable language at work or language that is just on the brink of being unacceptable.
7. Working too slow, missing deadlines, not completing the work.
8. Making too many mistakes in duties and responsibilities.

Each of these employee situations should be dealt with promptly and directly by means of a verbal counseling session or written reprimand. Employers should be given a specific time frame in which to improve. In some cases, perhaps most, the time frame is “immediately.” In other cases, where training might be involved, you could specify perhaps 2 weeks up to 30 days. I can envision no situation where an employee should be given longer than 30 days to improve.

Here are several other important points to remember about counseling and disciplining employees:

1. If an employee files a claim with the Department of Labor, Equal Employment Opportunity Commission or other agency, the burden of proof is on the employer. This is not necessarily true with a lawsuit, but it is true at the initial complaint level.
2. Employers meet this burden of proof through comprehensive and detailed documentation. Except for very serious offenses, we do not recommend dismissing an employee without at least three written disciplinary records, documented in the employee file.
3. A verbal counseling session<sup>i</sup> and a written reprimand are examples of good documentation. Let us know if you need counseling or discipline forms and we'll send them to you.

4. Employee issues can arise from (1) character, (2) personality temperament or (3) performance. *Character* is formed at an early age and, once formed, tends not to change. We can measure *personality temperament* through the DISC profile or similar tool, like the Predictive Index. *Performance* is the most observable metric to measure and can stem from insufficient skills, lack of personal motivation or “lousy attitude,” which is a character issue.
5. Your supervisors should be trained in “How to Counsel and Discipline Employees.” This is a management workshop that our firm can provide. Please contact us if you'd like to know more about having this training at your location.

We hope that these important management principles will be helpful to you in managing your employees, especially when it comes to counseling and discipline. Please contact your Seay Management consultant if you have a question about counseling or disciplining employees or Human Resources Management issues and we look forward to talking with you soon.

# Live Training December 2020



**DLI is working to ensure the success of the industry by offering its members new educational opportunities. Learn from DLI and your peers across the country.**

- **Tuesday, December 1** – How to Set Up a Business Facebook Page with Harry Kimmel and Rebecca Ferguson
- **Wednesday, December 2** – Tapping into the Holy Grail of Bedding with David Coyle
- **Tuesday, December 8** – How to Write a Press Release with Harry Kimmel
- **Wednesday, December 9** – Panel Discussion: Investing in your Community
- **Tuesday, December 15** – Cleaning Winter Essentials with Brian Johnson
- **Wednesday, December 16** – Building Your Brand with Brian Rashid
- **Friday, December 21 - January 1** – Holiday Break

## Peer-to-Peer Discussion Zoom Meeting

Every Tuesday & Wednesday



"I get a good idea from every Zoom meeting I attend. You don't have time to test every idea to see what works. With DLI, you can ask your peers what works for them. Chances are someone has solved the very problem you're facing. Their solution can save you time and money."

**Glen Gould**  
Drycleaning Connection Peachtree City, Georgia, New 2020 Member

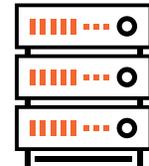
**For more information please visit**  
[www.DLionline.org](http://www.DLionline.org) or give us a call at 800-638-2627

# POINT OF SALE SOLUTIONS

Transactions are easier than ever with our POS software tailored to the specific needs of dry cleaners



## CHOOSE BETWEEN HOSTED OR STANDALONE



No matter the size of your business, you choose the **cloud** or **local server**.



Visit us at **Cleaners Showcase 2020**  
April 16-18, 2020

**BOOTH 501**



### Route Management

Our route software has everything you need to stay organized and keep track of your routes



### Cloud Based Backup

Our cloud based backup provides you with a secure offsite copy of your data should disaster strike.



### Assembly Manager

You can enjoy the benefits of an automated assembly conveyor at a fraction of the cost

[fabricaremanager.com](http://fabricaremanager.com)

**770.966.9323**



## 'Tis the Season!

By Puzzle HR

The holidays are here, and it's never been more important to celebrate accomplishments after what we've endured this year, but of course, we are faced with the challenges of how to celebrate while keeping employees safe.

Here are some virtual activities that would help replace an in-person experience while giving employees the chance to bond and have a little fun.

### **Host a Virtual Card Exchange:**

E-cards waste no paper but are just as much fun as sending physical holiday cards!

You can revive this tradition but with a modern twist by instituting a Virtual Card Exchange. Sites like Jibjab or American Greetings offer amusing digital cards, or, spice it up by using a site like Canva and hosting a competition with categories like the funniest or most creative.

### **Holiday Cookbook:**

Invite each employee to share their favorite recipe to be incorporated into a cookbook to provide to employees. Ask the employees to share some history behind the recipe. Incorporate a variety of items such as sides, main dishes, and desserts!

# Gift Policy Review!

By Puzzle HR

Now is the time to review both gift policies and best practices for awarding year-end bonuses. Clearly articulated policies can help avoid some uncomfortable situations.

In the past, employers could give employees cash or a cash equivalent gift such as a gift certificate for amounts less than \$25 without any tax concern. These were known as *de minimis* fringe benefits or gifts. That is no longer the case. The Internal Revenue Service (IRS) tells employers that all fringe benefits, such as gift cards, are considered taxable wages unless specifically excluded by a section of the Internal Revenue Code (IRC).

A gift policy must be consistent with any other existing ethics policies and businesses should:

- Communicate the gift policy to employees and others you do business with.
- Encourage employees to consider the ethical implications before giving and receiving gifts.
- Offer additional support for those who are from cultures with different gift-giving norms.
- Clearly explain to employees that there can be legal reasons for gift bans. The risk of receiving pricey gifts is that the employer could run afoul of conflict-of-interest and anti-bribery regulations.
- Set appropriate parameters when receiving gifts from vendors and customers. The most popular approach involves establishing a maximum-dollar value, policies can make a distinction between gifts that are considered *de minimis*, such as those valued at under \$20, and gifts of greater value, which would need to be reported to executive management.



**Sunshine**  
**SUEDE AND LEATHER CO.**  
*THE SUEDE AND LEATHER SPECIALIST.*

Providing wholesale specialty cleaning services to dry cleaners since 1970. Leather cleaning, fur cleaning, wedding gown preservation services, repairs, alterations and more.  
Call us today 800.232.0792 or email [info@sunshinecleaners.com](mailto:info@sunshinecleaners.com).  
More information at our website [sunshinecleaners.com](http://sunshinecleaners.com).





**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.

**Contact the MWDLI office at 765-969-5745 Or email us at [Midwestdli@gmail.com](mailto:Midwestdli@gmail.com)**

# PLEASE SUPPORT MWDLI's ALLIED MEMBERS



**ENVIROFORENSICS**  
(317) 972-7870  
[www.enviroforensics.com](http://www.enviroforensics.com)



**DLD DISPOSAL**  
(800) 685-9824  
[www.DLD-inc.com](http://www.DLD-inc.com)



**ECC HORIZON**  
(317) 595-4400  
[www.ecchorizon.com](http://www.ecchorizon.com)



**CLEANER'S SUPPLY**  
(607) 775-7905  
[www.CleanerSupply.com](http://www.CleanerSupply.com)



**SUNSHINE LEATHER CARE CO**  
(800) 232-0792  
[www.SunShineCleaners.com](http://www.SunShineCleaners.com)



**FABRICARE SYSTEMS**  
(770) 966-9323  
[www.Fabricaremanager.com](http://www.Fabricaremanager.com)



**FABRITEC INTERNATIONAL**  
(859) 781-8200  
[www.Fabritec.com](http://www.Fabritec.com)



**KREUSSLER INC**  
(813) 884-1499  
[www.Kreussler.com](http://www.Kreussler.com)



**Wilcox.**  
317.472.0999  
[www.wilcoxenv.com](http://www.wilcoxenv.com)



**EZPRODUCTS**  
(877) 906-1818  
[www.ezpi.us](http://www.ezpi.us)



**SPOT Business Systems**  
(801) 208-2231  
[www.spotpos.com](http://www.spotpos.com)



**FORENTA**  
423-586-5370  
[www.forentausa.com](http://www.forentausa.com)



**M & B HANGERS**  
(630) 414-6590  
[www.mbhangers.com](http://www.mbhangers.com)



**E J THOMAS COMPANY**  
(614) 808-4107  
[www.ejthomascompany.com](http://www.ejthomascompany.com)



**SESCO**  
(317) 347-9590  
[www.SescoGroup.com](http://www.SescoGroup.com)



**MACHINEX**  
(513) 771-4020  
[www.Machinexonline.com](http://www.Machinexonline.com)

# New Member Benefit

**We are taking every precaution**  
TO KEEP YOU AND YOUR CLOTHES GERM FREE.



Relax. Be Clean. Stay Safe  
**LET US DO IT FOR YOU**

**FREE**

PICK UP & DELIVERY



...With contactless service

Relax. Be Clean. Stay Safe  
**LET US DO IT FOR YOU**

*Reunited and it feels so good!*



Make sure your clothes do, too.

Relax. Be Clean. Stay Safe  
**LET US DO IT FOR YOU**

**GIVE MOM A BREAK**



We will wash, dry, and fold your laundry. All you have to do is put it away.

Relax. Be Clean. Stay Safe  
**LET US DO IT FOR YOU**

**WE WILL WASH, DRY, AND FOLD YOUR LAUNDRY**

SO YOU CAN GO BACK TO "STUDYING"



Relax. Be Clean. Stay Safe  
**LET US DO IT FOR YOU**

**You'll Look Good!**

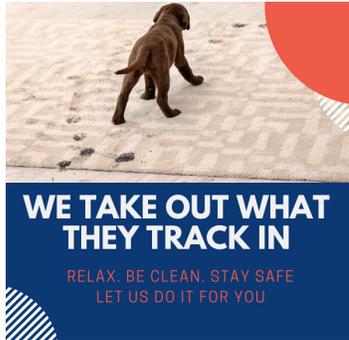
even if your game doesn't

Relax. Be Clean.  
**Let Us Do It For You**



**WE TAKE OUT WHAT THEY TRACK IN**

RELAX. BE CLEAN. STAY SAFE  
**LET US DO IT FOR YOU**



**FRESH, PRESSED SHEETS**

**YOU'LL NEVER WANT TO GET OUT OF BED**



**NO TIME TO DO LAUNDRY..**

*We've got you covered*

Relax. Be Clean. Stay Safe  
**LET US DO IT FOR YOU**



## New Marketing Designs Included FREE with DLI Membership

DLI has posted three new marketing piece designs each week to the Members Only section of the website. The designs are in Facebook-ready and printable PDF formats. Post them directly and/or print the PDF to include in express bags. Find them in the Members Only section of [www.dlionline.org](http://www.dlionline.org) under New Marketing Pieces for DLI Members.

