



Executive Director Report

By Jon Meijer



Ask Me Again Tomorrow

Yesterday, we couldn't find customers and today we can't find employees willing to work. Tomorrow, who knows what the day will bring. Covid has certainly changed the way we think going forward. In my last column I had reported that many of our members are doing with less, actually working in all facets of the plant. And because of Covid, members have had to look at their business from the inside out rather

than the outside looking in. Well, that was then and this is now or is it? I mean, are we moving forward, beyond Covid, going backwards or just stuck somewhere in the middle? When can we finally say, we are almost done with the Covid pandemic and really move forward? Here is my answer, "ask me again tomorrow". I really don't have a clue and I don't believe anyone else has the Covid Crystal ball to make a prediction either. Six months into the pandemic, I predicted it would take another 18 months before things more or less get back to the "new normal". We all know now that the old normal is mostly gone. Unfortunately, we are not quite there yet, but things are beginning to change. Members are seeing an increase in customer traffic and the resulting sales, especially as customers are learning to live with the pandemic. Finding employees is proving difficult as wage inflation continues to soar, making it harder and harder to compete with other types of businesses.

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And yet, all-in-all members are seeing an overall improvement in their business. However, if you asked me to predict the future, I'd say, "ask me again tomorrow".

In the meantime, Mid-West Drycleaning & Laundry Institute (MWDLI) is moving forward. For the first time in nearly two years, MWDLI will be hosting a social event on Friday, October 22nd at Top Golf in Indianapolis. This will be the first of hopefully many events going forward. To register, please visit us online at MWDLI.org. Or for more information please contact Jon Meijer at 800-638-2627.

What is Top Golf, you ask? For those of us that play golf, you will likely know, but for those of you who don't, here is the quick and dirty. Topgolf is a game that anyone can play (and win). Score points by hitting micro-chipped golf balls at giant dartboard-like targets on an outfield. The closer you get your ball to the center or 'bullseye' and the further the distance, the more points earned. The fun and games don't stop there; you can even indulge in delicious food and drinks brought to you while you play.





Reputation Management is Critical

By: Peter Blake

Google has a free business tool called Google Alerts where you can register keywords -- including your own name, the business name, your competitors business, industry information, etc -- and Google monitors the web for new content and notifies you via email of any mentions. The next step is to set-up a routine to monitor all review sites including Google, Yelp, Yahoo, and every other site used in your community. This can be time consuming, and frustrating but you need to do it. When you find a negative review it is critical you respond to it and work to resolve the issue. Often times you can get the reviewer to change the review based on how you react. You can not let any negative review remain unanswered or ignored.

It may be advantageous to also monitor your competition and see what is being said about them. You can often find some valuable information about what potential customers are looking for. Are your customers being praised for a service you don't perform? Are they getting recognition in the press? Your main objective is to make sure the potential customers in your market think of you first whenever they need textiles cleaned.

If you don't have the time, or expertise to do it, there are some great services that will assist you with this for a reasonable fee. "Review my Drycleaner" from BeCreative360 is a great one.

They help act like a watchdog for you and help to proliferate good reviews on your behalf. You can also use a service such as sotellus.com. No matter how you do it, you need to make sure you know what is being said about you and that you are being responsive.

NEXT STEPS

The next step should be 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?

Next month we will explore these core values and how to increase awareness. We will also explore ways to highlight community involvement and leverage your reputation to drive brand awareness and higher sales. We will also discuss best practices for dealing with negative reviews and cultivating positive reviews.

If you have any questions about the basics I have outlined in this article, please contact me and I will be glad to walk you through how to use the tools and give you tips on how to strengthen your digital presence.

Be safe, be strong, be resilient – things are getting better, and we need to start re-building and re-focus our energy on the future. Email me at peteblke@aol.com and we can plan together. They are saying! Google has a free business tool called Google Alerts where you can register keywords -- including your own name, the business name, your competitors business, industry information, etc -- and Google monitors the web for new content and notifies you via email of any mentions. The next step is to set-up a routine to monitor all review sites including Google, Yelp, Yahoo, and every other site used in your community. This can be time consuming, and frustrating but you need to do it. When you find a negative review it is critical you respond to it and work to resolve the issue. Often times you can get the reviewer to change the review based on how you react. You can not let any negative review remain unanswered or ignored.

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Mandatory Vaccination: With Clarity of the Law, Employers are Permitted to Require COVID-19 Vaccination

BY JORDAN DUNHAM, Kollman & Saucier, PA

A Texas federal court upheld a hospital's policy requiring its workers to be vaccinated against COVID-19. Since that decision was rendered, an Indiana federal court issued its [decision](#) upholding Indiana University's mandatory vaccination policy that applied equally to students, faculty and staff. The Seventh Circuit recently [denied](#) a motion for injunction regarding that decision while an appeal is pending. An emergency application for writ of injunction has now been filed with the U.S. Supreme Court regarding the Seventh Circuit's decision.

Elsewhere, in Massachusetts, a currently enrolled student sued his private law school over its mandatory vaccination policy in *Artem v. New England Law Boston, et al*, Case No. 1:21-cv-10981 (D. Mass. Jul 19, 2021). The lawsuit was dismissed. Last year, a California state trial court [upheld](#) the University of California's flu vaccination mandate by denying a preliminary injunction which raised implications of a COVID-19 vaccination requirement. Recently, The Department of Defense [announced](#) U.S. military branches will add the COVID-19 vaccine to its list of mandatory inoculations. Further, on July 30, 2021, President Biden [announced](#) that every federal government employee and onsite contractor must be vaccinated against COVID-19. While lawsuits continue to arise, and clarity on the federal executive orders is forthcoming, we have gained a fairly consistent picture on how courts will consider employers' authority to implement vaccination requirements: they are permissible but must comply with the Americans with Disabilities Act (ADA) and Title VII of the Civil Rights Act of 1964.

If your business chooses to require that employees become vaccinated against COVID-19, the practice is permissible and

defensible. In May, the Equal Employment Opportunity Commission (EEOC) updated its [guidance](#) on COVID-19 and the workplace and unequivocally stated that employers may require employees to be vaccinated against COVID-19. Generally, an employer may require its employees to be vaccinated, subject to Title VII's and the ADA's requirements for reasonable accommodations due to disability and/or sincerely held religious beliefs. Under the ADA, an individual who provides notice to the employer that a disability prevents him or her from receiving a vaccination cannot be required to be vaccinated or suffer adverse action, unless that individual would pose a "direct threat," meaning a "significant risk of substantial harm" that cannot be eliminated or reduced by reasonable accommodation. 29 C.F.R. 1630.2(r). An employee who simply refuses to be vaccinated, without a documented reason claiming sincerely held religious belief or disability, is not engaging in protected activity and thus can suffer adverse action, including termination.

As I have [blogged](#) about in the past, I would remain wary of disclosing any specific employee's vaccination status or even retaining vaccination records. The EEOC has confirmed that an employee's vaccination record is considered confidential information under the ADA. Inadvertent or unintentional disclosures of individual employee's vaccination status can run afoul with the ADA. Further, under the ADA, any medical information held by the employer must be housed separate from an employee file, and access limited to only certain individuals, such as a supervisor, safety personnel or government investigators. 29 CFR § 1630.14(c).

Biden's New COVID-19 Action Plan: What Does It Mean for Employers?

By Bernadette Hinton, Kollman & Saucier, PA

President Biden announced a [new action plan](#) to fight the spread of COVID-19 and battle back yet another surge sparked by the delta variant. The national strategy calls on both public and private sector employers to take steps get the unvaccinated vaccinated by mandating vaccines for employees and offering other protections for workers.

As part of the plan, all employers with 100 or more employees will need to ensure that workers are fully vaccinated or submit to weekly COVID-19 testing. Those same employers will be required to provide paid time off for the time it takes workers to get vaccinated or to recover from the effects of vaccination. The requirements will be implemented via an emergency rule issued by the Department of Labor's Occupational Safety and Health Administration (OSHA), which oversees health and safety in the workplace.

Biden has also issued two Executive Orders applicable to workers who work for and with the federal government. The first [Executive Order on Requiring Coronavirus Disease 2019 Vaccination For Federal Employees](#) requires all Executive agencies to implement a program to require COVID-19 vaccination for their employees. The Executive Order, which does not provide an opt-out testing alternative, states that exceptions will be made "only as required by law."^[1]

A second [Executive Order on Ensuring Adequate COVID Safety Protocols for Federal Contractors](#) directs the Safer Federal Workforce Task Force (Task Force) to issue guidance by September 24, 2021, on adequate COVID-19 safety protocols for federal contractors and subcontractors. If the guidance is approved, affected contractors and subcontractors will need

to attest to compliance as a part of certain new contracts.

K&S will continue to provide updates as further guidance on these matters is issued.



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How to Send Marketing E-mails

By: The Drycleaning & Laundry Institute

Sending Messages To Your Customers Is Easier Than You Might Think

Sending marketing e-mails has become a tried-and-true practice in recent years. It's a very simple, effective, and minimally-intrusive way to reach your customers and costs very little compared to conventional direct mail. If you're collecting e-mail addresses from your customers when you collect their other information, you are ready to get started. If not, it's very easy to add that line to your system. Each POS system has its own method of exporting data, please consult your program's documentation or representative for more information.

Reaching Out

Contacting your customers requires having something to say. What do you want your customers to know? What is your intention? Is it important enough for them to care?

Some companies focus on sales only: "50% off XYZ" usually featuring a deadline of only a few days to spur action. Companies typically issue several of these messages a month with different offers.

Other companies focus on the soft-sell by offering useful information to keep the company's name top-of-mind. The idea with the soft-sell is to instill a level of trust in your customers and get them to think, "Well, I do need such and such," or "That's right, it is time to pick up my order."

Online Services

There are plenty of ways to get your message out to your customers. Inexpensive online services simplify the process. A few popular examples include:

- Constant Contact
- Mailchimp

- AWeber
- MailGet
- iContact

These services typically charge a scaled monthly fee based on the number of e-mail addresses in your list. Some services offer thresholds, for example Mailchimp allows users to send 12,000 emails to a list of 2,000 for free with no credit card required. Using this you could send up to 12 messages to 1,000 people free.

Legality

U.S. Anti-Spam laws generally prohibit sending unsolicited messages to members of a purchased e-mail list.

In order to send marketing e-mail pieces it is generally accepted that a business must have established a working relationship with the intended recipient. This usually means a purchase has been made or the person has voluntarily given their e-mail address in exchange for something else, such as a piece of information or to enter a contest. A common way for drycleaners to collect e-mail addresses is to ask at the counter when a customer provides other information such as name, phone number, and address. Route customers are also good targets.

Offering a piece of information potential customers might want is another way to collect e-mail addresses. Many companies will require an e-mail address and name before providing access to a PDF or video they know customers will want to see. By doing this they now have the legal ability to send marketing e-mails to these people. Called "warm leads," these customers have established an interest in the company's products or services by willingly providing this information in exchange for something they want.

Continued on next page...

It is also imperative to include an opt-out or “unsubscribe” link. Most online e-mail providers include this feature with their service.

Subject Lines

Volumes have been written about how to write effective subject lines. The best advice here is to keep it short, simple and to the point. Your subject line is critical for legal reasons, to gain the readers’ attention, and to get your message past SPAM filters. The subject line must reference the content of the e-mail in order to comply with anti-SPAM laws. Your subject cannot promise something and then not deliver it.

A free, online subject line tester can determine if your message will get through the SPAM shield set up by most Internet Service Providers (ISPs) and users. DLI currently uses <http://www.localnews.biz/subjectLine/ValidateSubjectLine.asp>.

In the early days of e-mail marketing no message was rejected. Then SPAM rose in prevalence. ISPs set up SPAM filters to help reduce the amount of unsolicited mail and governments began regulating the content of bulk, unsolicited e-mail. If a user set their SPAM filters to the “Strong” setting only messages with the proper credentials would get through.

Some e-mail reader programs allow users to train the system as to what Junk Mail is and what is good. In the first few days or weeks of use, the user identifies Junk items and the program gathers data on usage. Once enough data is collected the program generally does an acceptable job at filtering messages. However, no SPAM filter is perfect. Sometimes important messages go to the wrong place. Most users have learned to quickly scan their Junk Mail boxes.

There are many dos and don’ts to the art of Subject Line writing. The best way to learn is to plug your proposed subject line into a tester and revise it until it comes back green across all the categories. Over time you’ll learn what filters look for and how to avoid using those terms. The short course involves not capitalizing the first letter of each word and avoiding common SPAM terms such as “Free”, “Buy”, “Now,” “Sale,” and “All,” among a host of others. An Internet search can be

very helpful in providing more information on this topic.

Frequency

Purchasing just one item from some stores can result in a never-ending deluge of marketing e-mails, frequently coming in more than once each day. This must be working for some of the larger companies or they would have ceased this practice long ago. DLI sends messages about once or twice a day but very few of them are sales-based. Many users decide this is intrusive and prefer fewer messages. Some companies actually offer a decreased sending option so users can receive messages less frequently.

Timing Matters

There is no right time to send a marketing-based e-mail message. Fact is, most people don’t really care. While the sender and subject line are vastly important, when your message arrives also has a lot to do with how many of your recipients will actually open it. The traditional advice has been Tuesday to Thursday between 8 and 10 a.m. However things are always in flux in the online world and several companies have found success in challenging this.

Forget Fridays

In general, the majority of your readers will be thinking about the weekend and overcoming any obstacles they may face before lighting out of the office. For that matter, don’t bother sending during the weekend since your readers are less likely to bother checking it during their days off – even on their telephones.

Don’t send overnight

Most office workers start their days by opening their inbox and scanning for anything of importance to them and their work. Sales messages are often disregarded, forgotten, and quickly buried in the day’s deluge of to-dos and correspondence.

Mondays – not so good

Coming back from the weekend means sifting through piles of junk to see what you may have missed late Friday – more so if you took a vacation day Friday. This means people are in a hurry going through an abundance of junk mail

and your message is likely to get skipped and buried. DLI got around this by actually creating a new series to be sent only on Mondays that contains zero sales pitches and only the occasional product mention.

Conventional wisdom says fewer people check their e-mail often on weekends. Since many people keep an e-mail inbox open all day for their work they are more likely to see your message if it comes in during business hours. Of course there are exceptions to these rules of thumb and as society continues to change so will the conventional wisdom.

The Motivational Power of a Deadline

Inertia applies to human psychology as it does in physics: once at rest, they tend to stay at rest unless acted upon by some force. That force is the deadline in your message. Don't give them too much time to think or talk themselves out of acting on your call to action. Many items have been purchased that would not have without a strong incentive and a firm deadline to back it up.

Also: the more exclusive the offer seems the more likely it is to be accepted. For example, "Since you are one of our most frequent customers, we'd like to say thanks with a special offer," would work well on the top 20% of a drycleaner's most frequent fliers. In this case it might be best to consider not offering a discount on what they would have given you anyway but an offer to clean something they don't normally bring for free. If your records say comforters are down, such an offer could include 25% off bedsets or something similar.

Closing the Deal

Marketing e-mails can prove to be extremely effective if they get the right message to the right people. At the very least the message will be seen to be coming from your company. Even if the message is deleted instantly, you have touched that customer. Providing links to gateways to something of value to the prospective customer can help you create a list of warm leads for a follow-up offer.

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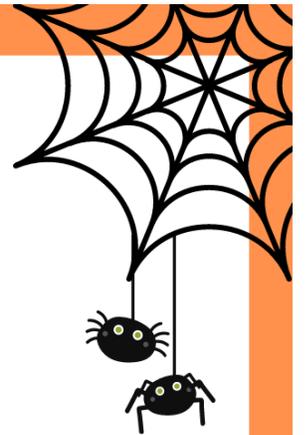
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