



THE Reclaimer

Invest in Your Staff: Register for New SEFA Workshops



SEFA IS COMMITTED TO YOUR SUCCESS. WE ARE BRINGING EDUCATIONAL PROGRAMS AND OPPORTUNITIES TO EACH OF THE SEFA STATES IN THE COMING YEAR.

Beginning with Customer Service Programs in early January, technical classes in February, and a management program in March -- the SEFA

Education Program is off to a tremendous start.

CUSTOMER SERVICE COACHING FOR THE FABRICARE INDUSTRY

SEFA is proud to be partnering with Jim Groshans, the FabriCoach, to present a workshop series focussed on developing superior customer service personnel. The program will be held on January 9 in Orlando, FL and January 10th in Tampa, FL. Each program will be held from 6:00 pm - 8:00 pm. The program is free for all SEFA/DLI Members provided you pre-register by January 5th. There is a nominal \$25/person fee for non-members and members who don't pre-register.

The program will provide you the skill set to:

- Appraise plant work flow: simple vs. detailed
- Determine gaps in communications
- care label basics and interesting examples
- CSR Survey
- Customer Service Recovery
- Managing Customer Expectations

“Welcome to Customer Service Coaching for the fabricare industry,” offered Jim Groshans. “We will explore ways to define and exceed customer’s expectations. We will also increase

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NOVEMBER/DECEMBER, 2017
VOLUME 16, NO. 6

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PRESIDENT'S MESSAGE...

Happy Holidays!

HAPPIEST OF HOLIDAYS TO ALL OF US IN SEFA LAND AND BEYOND! WITH THE HOLIDAYS UPON US, WE HAVE BECOME BUSIER HERE AT CROWN CLEANERS AND I, FOR ONE, AM NOT COMPLAINING ABOUT IT.

The weather has been up and down for most of the Fall season which is normally a good thing for cleaners as customers go back and forth in what they want to wear and eventually clean. Mother Nature has reminded us that she is in control and that whatever we plan or project, she is more than willing to throw a curveball when the manager calls for a fastball.

I wanted to touch quickly on the landscape that several of us, as cleaners, are seeing. The number of operators continues to decrease. Using Knoxville, TN as an example, in the last 18 months four cleaners have ceased operations. There certainly is a number of reasons and factors for this trend but from what I've seen it seems to be two major reasons.

First, the pie continues to shrink and the number of operators in certain areas simply can't sustain business without the pieces coming in the door. Secondly, and this is an important observation, the cleaners were not being run as a business. Personally speaking, Crown Cleaners has absorbed three of the four operations that have gone out of business.

Each time I walked into a meeting with the owner who was closing his business, they could not answer simple questions like, "How many pieces do you process each day?" or "Do you produce a profit and loss statement or balance sheet?" Many of these operators never updated their pressing equipment or used a computer system, resisting change at every turn.

I mention this because you, too, may be in the same position as I am – taking over an operation where you shake your head and wonder how they lasted as long as they did. I can tell you from first hand experience, it has been a challenge but also beneficial because the number of pieces are significantly up for Crown Cleaners in 2017.

With New Years right around the corner, make yourself a promise to invest in your business. Invest in your education, and the education of your staff. We have some great programs coming to every corner of the SEFA Territory. The Management Boot-Camp can help every cleaner understand the value of monitoring production and using the information to help increase profitability.

Technical training can help you run more efficiently, productively, and (most important in my opinion, more profitably! Check out all the programs, and if you see something you like that you wish were closer to you, please let me know!



Don Holecek, SEFA President

Don Holecek

Crown Cleaners

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Three Viral Videos: A Lesson in Social Media

Written by Jennifer O'Keefe, Glikstorm LLC

SEEING RESULTS FROM SOCIAL MEDIA MARKETING ONLY HAPPENS WHEN YOU HAVE A WELL-DEVELOPED STRATEGIC PLAN.

There are exceptions to this rule—like a video of a kitten playing in warm, laundered blankets that miraculously “goes viral” on its own. But even a viral video can be ineffective if it doesn’t reach the ideal target customers, have a clear marketing message that moves people to take action, and have an easy, welcoming call-to-action.

Lets look closer at three examples of viral videos. Toby’s Cleaners, Zebra Cleaners and Lilly’s Cleaners have each captured a cute, short video on their cell phones of a kitten playing in laundry. Amazingly, all three videos have “gone viral,” meaning they were shared many, many times and viewed by an exponential amount of people.

Three viral videos! That’s crazy success, right? Well, only if each of these cleaners had a strategic plan. It turns out that only two of these cleaners saw a bump in new business and enquiries as a result of their viral cat video. In our hypothetical example, Zebra Cleaners and Lilly’s Cleaners benefitted from their silly cat videos, but Toby’s Cleaners did not.

TOBY’S CLEANERS

Toby’s Cleaners does not have a social media strategy. They post sporadically to Facebook without any schedule or defined purpose for their posts. They don’t really understand what to do with Twitter, Google+ and LinkedIn, so they’ve ignored these social media platforms. They also haven’t used any strategies to build their social media following, so they only have about 20 followers on Facebook.

Toby’s Cleaners posted the video on their business Facebook page with the wording “Funny cat video.” The video did “go viral,” and ended up getting seen by a lot of people around the world, but this business didn’t see any real results. People thought the video was cute, but there was no connection to the business or action for people to take.

LILLY’S CLEANERS

In contrast, Lilly’s Cleaners and Zebra Cleaners each have strong social media strategies. The management team at Lilly’s Cleaners invested time to learn about basic social media strategy and they successfully manage their own social media. They use Facebook, Twitter, Google+ regularly, and LinkedIn sparingly.

Lilly’s Cleaners does work for a few veterinary hospitals and some charity work for a few local animal shelters. Their main target customers are actually families with children. They decided to use the video to publicize their charity work with animal shelters, pull

Lilly's Cleaners @LillysCleaners
 We have a soft spot for animals & happily support @TownAnimalShelter! We keep blankets clean, soft & cuddly for animal hospitals & everyday families! www.lillyscleaners.com

Use this coupon code for 25% off your next #drycleaning order with us: CAT32



on the heart-strings of families, and encourage people to shop with them by adding a 25%-off coupon code to the post. The wording for this post was “We have a soft spot for animals & happily support @TownAnimalShelter! We keep blankets clean, soft & cuddly for animal hospitals & everyday families! www.lillyscleaners.com. Use this coupon code for 25% off your next #drycleaning order with us: CAT32”.

They included a link to their website for brand recognition and tagged the animal shelter they support in hopes of increasing the number of people who would see the post.

Their video was shared by animal lovers, activists, community leaders, and some of their veterinary hospital clients. In the weeks that followed the video’s release, a significant number of new customers visited their shop and used the coupon.

Although this post was successful, Lilly’s Cleaners missed one important detail with this post. To protect themselves from people abusing the coupon code, they should have mentioned any limits, (ex: one coupon per customer, no other discounts apply, offer good through January 5 only...etc.). Any time a sale, special, or coupon is mentioned in a social media post it’s important to clearly specify limitations or direct people to a website for the full details of the offer.

ZEBRA CLEANERS

Like Lilly’s Cleaners, Zebra Cleaners also has a strong social media strategy. They have delegated their social media management to a professional social media marketing firm. They see the value of social media, but prefer to spend their time working on the “meat and potatoes” of their business. Zebra Cleaners’ social media strategy involves regular posts to Facebook, Twitter, and Google+.

Zebra Cleaners has a very upscale business clientele and does a lot of work on designer suits and high-end women’s pocketbooks. Because their clients spend time on LinkedIn, Zebra Cleaners’ social media strategy also involves a lot of posting on LinkedIn. A silly cat video doesn’t really fit with this particular brand, so their social media gurus suggested using the contrast of the video against the seriousness of the brand. The wording for this post

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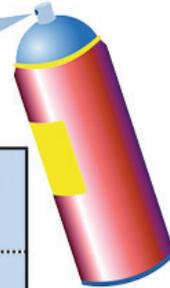
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FAQ about Social Media Management Plans:

- You review and approve all images & posts before they run.
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www.glikstorm.com/sefa

SEFA Education Programs...

continued from page 1



service.”

PROFESSIONAL SPOTTING

SEFA is also partnering with Jim Groshans of FabriCoach to host two technical training programs in West Palm Beach, FL this February.

First up is “Spotting Magic: A Hands-On Guide to Effective Stain Removal”. The workshop will be held on February 10, from 10:00 am - 5:00 pm. Groshans will put his 30+ years of experience to work as he guides students through the complex world of stain removal. Through his leadership & guidance, students will learn about basic drycleaning chemistry, surfactants, tips and tools of the trade, and even the use of some bleaches.

“The best way to teach spotting is through coaching,” explained Groshans, “and that is why we have excellent results working with novices and experienced spotters alike. The tools are the same, but the techniques needed are unique. I like to think of myself as the Head Coach -- helping students to uncover the mysteries of the spotting board, and to hone their skills.”

WETCLEANING FOR THE EVERYDAY DRYCLEANER

Then on Sunday, February 11, FabriCoach will present “Professional Wetcleaning for the Every Day Drycleaner” from 10:00 am - 5:00 pm. Wetcleaning is an ever-increasing component of the overall fabricare process.

All drycleaners need to learn how to utilize their current equipment to take advantage of their ability to do more wetcleaning. FabriCoach takes a “team” approach to learning, and head Coach, Jim Groshans, expertly guides the team towards efficiency, quality, and profitability. The program is designed to demonstrate procedures to produce consistently clean, odor-free garments, without garment distortion and meet (and exceed) customer’s expectations.

“All cleaners are using water-based cleaning more and more each year,” expressed Groshans. “With the changes in technology and chemistry, we can push that number even higher with the right coaching and training. I really believe that all drycleaners need to

your knowledge and understanding of the professional fabricare process -- and highlight why this understanding is critical to successful customer

invest in wetcleaning training. It will be critical to keeping your business current. By the end of this program, attendees will have the knowledge and skills required to pass the DLI Certified Professional Wetcleaner exam.

SEFA INTENSIVE MANAGEMENT BOOTCAMP IS BACK!

On March 9 & 10, SEFA will be holding another Management BootCamp, featuring Don Desrosiers, in the Atlanta, GA area. The course will explore the necessity of monitoring labor and production. Attendees will learn the basics of why you need to track information, and then will explore methodology to put that information to use. Included in the discussion will be calculating cost per piece, boosting productivity, managing labor costs, and interpreting information.

“We are really committed to education,” expressed SEFA Education Chair Rhonda Eysel, “and this is a great start. We have the SDLS in Birmingham this June, and we are looking at workshops in Columbia, SC and Nashville later in the year.”

Visit www.sefa.org or call 877-707-7332 to register or for more information on any of these programs

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Using DLI's New Effortless Social Media

Written by Peter Blake, SEFA Executive Director



ARE YOU PUTTING YOUR MEMBERSHIP TO GOOD USE? ARE YOU MAXIMIZING YOUR RETURN ON INVESTMENT FOR YOUR MEMBERSHIP DOLLAR?

I sincerely hope you are, but if you are like many members you get too busy and things seem to slip through the cracks and before you know it a year has passed and you haven't used your membership as much as you intended. This series of articles are designed to make sure you get the most from your membership. Six times a year we will highlight one member service for you to use now.

EFFORTLESS SOCIAL MEDIA

Most members I talk to understand the need and benefits of maintaining an online presence. They know they need to do it, and they want to do it, but it often ends up on the bottom of the "To Do" list. Members who don't use professional services like SEFA's GlikStorm or Be Creative will start a program, but won't be consistent and before you know it -- its been months since something was posted.

That is where DLI's new *Effortless Social Media Program* comes into play. When you sign up for the service, DLI will post consumer oriented posts directly to your page weekly. It is consistent, automatic, and best of all -- included with your membership at Silver and above.

It is a GREAT program, and one that can be used to compliment what you are already doing, or can be a stand alone beginning to getting your company an online presence.

GET STARTED

Go to DLIOne.org and click the login button on the top menu bar. You will have to put your membership number in. You will be taken to the members only page, where you can select "Effortless Social Media" from the menu. There you will fill out your business information and submit it to DLI.

Once registered, you need to set-up the program and grant DLI access to your Facebook page. There is a downloadable PDF on the next page that will walk you through it. It is best to do the following steps on a computer rather than a mobile device.

First step is to log-in to your Facebook page (you will need your username and password). Once in Facebook, you need to click on your business page. Click on the top right arrow and select your page. If you don't have a separate business page, call me and I will help you get set-up.

Next select the "Settings" button. Select the "Page Roles" option. You will then be able to add DLI as an editor to the page. Under "Assign A New Page Role", enter ricgnzlzcr@gmail.com as an editor, select the account titled "Ric Go", and click the "Add" button. You will have to confirm your password, but you are all set. Just sit back and wait for the automatic posts to start populating your page.

HOW MANY BOXES HAVE YOU CHECKED?

This is our fourth article on how to increase your membership return on investment. How many have you done?

If you haven't checked them all, you are not making the most of your membership. Don't wait, do them now before the year is up and you are wondering how can DLI help us.



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Effortless Social Media

All articles are archived on our website, so if you missed a past article visit www.nefabricare.com.

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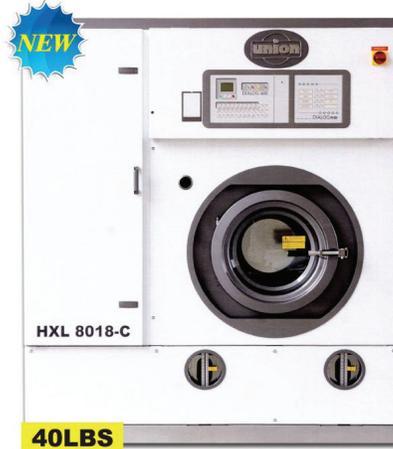
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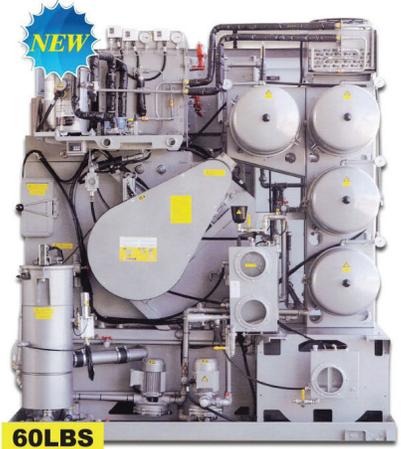
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Save the Date: SDLS is Coming to Birmingham



THE SOUTH EASTERN FABRICARE ASSOCIATION WILL HOST ITS SOUTHERN DRY CLEANERS AND LAUNDERS SHOW AT THE BIRMINGHAM-JEFFERSON CIVIC CENTER IN ALABAMA.

products, technology, and services that are available to them.”

“For those attendees that will travel to the SDLS,” added Watkins, “I know Birmingham has a lot to offer. I know everyone that comes is really going to enjoy an up and coming city. Great nightlife, great food, and a very friendly city.”

This year’s host hotel will be the Sheraton Birmingham. SEFA has secured room rates of \$129 per night for single or double occupancy.

BOOTH SALES EXCEEDING EXPECTATIONS

Since this is a new venue, and with a large increase of first time attendees expected, SEFA is confident the show will be even bigger than the recent past events.

“The early booth sales are far ahead of where we anticipated,” concluded Watkins, “and we know it will be a great event. The show is still seven months away, and we have commitments for over 60% of the booths!”

Exhibitors seeking more information about purchasing booths can still take advantage of Early Bird pricing. To download a prospectus, visit the association’s website at www.sefa.org.

The venue is centrally located and only 15 minutes from the airport, and under three hours from Atlanta, Nashville, Chattanooga and Mobile. The show will take place from June 8 to 10.

“Moving the show to Alabama for the first time is really exciting,” said Mark Watkins, SDLS Co-Chair. “For many of the people in the region this may be the first time they have ever experienced a live equipment show. One of the key reasons SEFA holds the SDLS is as a service to our membership. It is an incredible opportunity for people in the industry to learn from the best, explore all the industry has to offer, and experience the new and innovative

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Joe Engel: Charleston's Remarkable Holocaust Survivor

Written By Professor Jack Bass, re-printed from the Charleston Post & Courier



JOE ENGEL MAY WELL BE THE MOST REMARKABLE MAN IN CHARLESTON, SC. MANY KNOW HIM FROM HIS DECADES OF SPEAKING ABOUT HIS EXPERIENCE AS A HOLOCAUST SURVIVOR IN CLASSROOMS THAT RANGE FROM MIDDLE SCHOOLS TO THE COLLEGE OF CHARLESTON.

I first met Joe soon after joining the College of Charleston faculty in 1999. He and the late Pinus Kolender, a fellow Holocaust survivor who had talked Joe into joining him in telling their stories, spoke to many classes I taught.

When Engel was recently honored at his Brith Shalom Beth Israel orthodox synagogue on his 90th birthday, Mayor John Tecklenburg spoke.

Other speakers included the southeastern regional representative of the U. S. Holocaust Museum in Washington. When Engel spoke, forcefully as always, he expressed gratitude. The roughly 200 people sitting in attendance listened in respectful silence that ended with a standing applause.

The birthday party program included a photo of 17 members of the extended Engel family that included his seven brothers and sisters. A dozen of them died in the Nazi concentration camps, part of the more than 6 millions Jews murdered by the forces of Nazi Germany's leader Adolph Hitler.

LIFE IN GERMANY

Joe grew up in a town of roughly 10,000 about 20 miles from the Polish capital of Warsaw that had few jobs unrelated to farming. His parents were uneducated, and Joe and his siblings attended public schools. After the German Army overwhelmed the much inferior Polish forces, his town became a ghetto. No medical care was provided. Residents were given barely enough food to survive. Groups were soon packed into cattle cars and hauled by rail to German concentration camps. Joe's parents went with the first group. He never saw them again. Some of his brothers and sisters soon followed. Joe, with two brothers and a sister, joined the others in 1942 at the notorious camp at Birkenau.

Upon arriving, the prisoners lined up, had their clothing removed and replaced with prison uniforms, their hair cut, and numbers tattooed on their arms. Men and women were placed in different wooden barracks, separating Joe from his sister. The prisoners quickly became aware of huge poison gas chambers being constructed, into which Jews would soon be jammed into and murdered.

Others, forced to work, could be beaten by the S.S. troops, sometimes fatally. People there would die not only from the gas and beatings, but also starvation and disease. Joe has described it as, "We were like animals in the woods." Later in 1942 Joe was sent to a bricklaying school at Auschwitz. Although life was better, any prisoner caught trading food would be taken naked outside in the brutal winter, doused with ice-cold water, and made to kneel for several hours. Many died that way.

HIS ESCAPE

In January 1945, the retreating Germans moved surviving inmates deeper into Germany. The process again involved being packed into open cattle cars, without food or water. This time the cars had no roof. Knowing he would be shot and killed if caught, Joe climbed up after dark and jumped into the snow, burying himself.

After the train stopped and the S.S. soldiers failed to find him, Joe found some railroad workers, who fed him. Had they known he was Jewish, they would have turned him in.

He eventually found and joined a resistance group of about 200 that would move around in small groups, at times destroying police stations. He later returned to Poland, learned his sister had survived and was living in Belgium, and that two brothers also had survived. Through a refugee agency, he managed to contact an aunt in the United States, and she provided an affidavit allowing him to immigrate.

It took five years, but in March 1948 he arrived in New Orleans, then rode a train to meet family members in Charleston. After several years struggling to support himself financially, crucial help came from philanthropist Anita Zucker's father-in-law that allowed Joe to open a dry cleaning business on King Street. In the years before air conditioning, where the temperature inside often exceeded 100 degrees, he and a couple of nephews would work more than 10 hours a day.

Joe Engel remains committed to continue telling local groups of students a story far more powerful when told by a survivor.

ABOUT THE AUTHOR

Jack Bass is a retired professor of humanities and social sciences at the College of Charleston and author or co-author of eight books.

“People there would die not only from the gas and beatings, but also starvation and disease. Joe has described it as, ‘We were like animals in the woods.’”

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Viral Videos...

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was “Everybody loves cuddly cats, but we don’t fool around with laundry. Only the BEST #drycleaning care for your professional #suits, #pocketbooks & ties! Free pickup & delivery: ow.ly.235.” They used hashtags for relevant words, and a shortened website link that led to the free pickup and delivery page on their website.

Zebra Cleaners @ZebraCleaners
Everybody loves cuddly cats, but we don’t fool around with laundry. Only the BEST #drycleaning care for your professional #suits, #pocketbooks & ties! Free pickup & delivery: ow.ly.235



In the weeks that followed the video’s release, a significant number of new customers signed up for regular pickup and delivery service.

Zebra Cleaners also received a few enquiries about corporate drycleaning service.

Another differentiator between these three video posts was the marketing quality of the videos. Both Zebra Cleaners and Lilly’s Cleaners took the time to edit their videos, adding in their logos

and websites at the end for brand recognition. This can be important if a video, picture, or post “goes viral” and the credit to the original company is lost because of they way someone shared the content. Adding your branding into all videos and pictures is important so that the credit (and marketing value) remains with YOU.

Nobody can predict when a video or social media post will “go viral”, but it’s important to treat ALL your social media posts with a strategic purpose. If your business is showing up in all the right places online, with relevant content that people want to see/read, and you’ve built a strong number of followers, you’ll be ready to reap the benefits of your popular or viral posts.

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