



# Fall Fest EXPO Is a Huge Success

PDCA's Drycleaning & Laundry Expo trade show and convention was not going to happen — a victim of COVID-19. But, we did not want our members and allied trades to go without the information and experiences that our biennial event brings.

In November PDCA, NEFA and SEFA joined forces to produce the first Fall Fest EXPO. The online Zoom event brought outstanding speakers to the large number of participants who signed up for it.

Among the highlights was keynote speaker Beth Z, Your Nerdy Best Friend, whose lively presentation was full of suggestions and websites that showed attendees tech tools and useful apps that can help them save time and protect their businesses.

Trudy Adams, a popular expert on customer relations, gave tips on preparing employees to give profitable consumer service. James Peuster spoke on creating a sales culture with your



Attendees showed up in droves to the inaugural Fall Fest EXPO online conference that featured about two dozen hours of content from dozens of expert speakers and industry leaders.

route team. There were tips on finishing, maintenance and specialized stain removal. Economist Chris Kuehl talked about what he thought the just-concluded election would mean for businesses next year, expecting pretty solid growth.

There were also panel discussions on many aspects of our businesses, including equipment maintenance, employee relations, legal questions, diversification and more.

The event was recorded allowing participants to see the sessions either live or on demand.

The recordings will be available until Feb. 28, 2021, for viewing.

You can still register to view the sessions at

[www.nefabricare.com](http://www.nefabricare.com). (See the ad on page 8.)

Due to the success of Fall Fest EXPO, plans are underway for Spring Fest EXPO, April 14-16, 2021, and the second annual Fall Fest EXPO during the weeks of Nov. 1-12, 2021.

## PA COVID-19, Mandatory Face Coverings and Business Obligations

On November 17, 2020, the Pennsylvania Department of Health released an updated order requiring social distancing and face coverings to prevent COVID-19. The order provides some exceptions to the face covering. However, all alternatives to wearing a face covering, including the use of a face shield, should be exhausted before not wearing one at all. The order imposes the following obligations on all businesses:

- Require everyone, including employees and customers, to wear a face covering and take reasonable steps to enforce the requirement.
- Mitigate or eliminate employee and customer exposure

to people who cannot wear or refuse to wear a face covering.

- Post prominent signs that are visible to everyone stating that face coverings are required by the Order of the Secretary of Health.

- Provide reasonable accommodations to people, including employees and customers, who state they have a medical condition, mental health condition, or disability that makes it unreasonable for them to wear a face covering.

Businesses may decline service to people who are not

*Continued on page 2*



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# Mandatory Face Coverings and Business Obligations

*Continued from page 1*

wearing a face covering or claim to have a condition preventing them from wearing a face covering or an alternative to a face covering, so long as they attempt to provide a reasonable accommodation. Accommodations could include an alternative to a face covering, such as use of a face shield or providing service options that do not require a customer to enter the business. This may include offering curbside pick-up, delivery, or other innovative solutions. However, a business should not:

- Enforce face covering requirements when it is unsafe to do so.
- Restrain, assault, use force, or physically remove employees, customers, or other individuals who refuse to comply with this Order when it would not otherwise be legal to do so.
- Violate other laws, including state and federal anti-discrimination laws.

## No New Taxes in Proposed PA Budget

Governor Wolf and the Pennsylvania General Assembly appear to have just completed their easiest budget negotiation in Wolf's six-year tenure. Final passage to complete the 2020-21 fiscal year is expected December 4.

The plan includes no new taxes and essentially calls for flat funding for most major state programs, with some reductions for government operations. The budget taps \$1.3 billion in as-yet-unallocated federal CARES Act assistance for dealing with the pandemic, but the spending plan calls for no new borrowing. Lawmakers previously agreed to a budget for schools and colleges earlier this year.

## Weekly DLI/PDCA Zoom Calls Continue

Since the beginning of the COVID crisis, DLI along with PDCA and other affiliates, have hosted zoom and telephone calls to provide information, ideas and help for members. The calls allow members to share what they are doing, the problems they face, and how they are handling the problems that arise.

Each week, PDCA has provided a summary of the call to assure that members who could not join the call get some of the information, tips and ideas that were provided by the participants. However, the best way to get the full story is to participate in the call. There are two times that you can join in: Tuesdays at 10:00 a.m. or Wednesday at 3:00 p.m. You will receive an email with the call-in information and that week's featured topic every Monday.

## New Video on PDCA Web Page

In these troubled times, we are all looking for ways to boost our sales. A good alterations department can bring substantial profits to a drycleaning business. In a new video posted on [www.pdclean.org](http://www.pdclean.org), Dale Kaplan shows you what you need in order to set up a well functioning department.

Dale, who is a PDCA board member and our government relations liaison, credits his alterations department for helping to maintain Kaplan's Careful Cleaners' profits.

# 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

# straight from the president



Steve Stevenson

## Dealing with Uncertainty

COVID-19 has made uncertainty prevalent in our lives. Uncertainty looms over the economy, business success, finances, relationships, and, of course, physical and mental health. We hear positive news about a vaccine but uncertainty as to when and how it will be released. We're all different in how much uncertainty we can tolerate, but all of us have a limit.

It's important to know that you're not alone; your peers at PDCA are dealing with the same adversity. I have come across some tips to follow to gain confidence and better deal with the stress and anxiety associated with uncertainty.

- Control what you can control. Business Turnaround expert Marcus Lemonis emphasizes "People, Product, Process." While current conditions may require you to cover much of the "People" portion, concentrating on the "Product" and "Process" is essential. Meeting and exceeding customer expectations with quality and customer service drives volume.
- Maybe we need some certainty. Opportunity often arises from the unexpected and having to face uncertainty can also help you learn to adapt, overcome challenges, and increase your resiliency. It can help you to grow as a business person.
- Approach uncertainty as a positive. Rather than obsessing

over a decline in business from the pre-covid days set the current business volume as your baseline. Celebrate a ten percent increase from last week rather than lamenting a fifty percent decrease year over year.

- Voluntarily act to reduce stress and anxiety. Designate time for both exercise and relaxation. Set up a consistent and generous sleep schedule. Fuel your body and mind with a healthy diet.

## Clean 2021 Postponed

Messe Frankfurt recently announced that it would postpone Clean 2021 — originally set to take place in Atlanta, GA, this June. It will still be held in Atlanta, but the new dates will be from July 30 to Aug. 2, 2022. The move now pushes the Clean Show to an even-numbered format with the 2024 Clean Show planned to take place in August in Orlando, FL. Visit [www.cleanshow.com](http://www.cleanshow.com).



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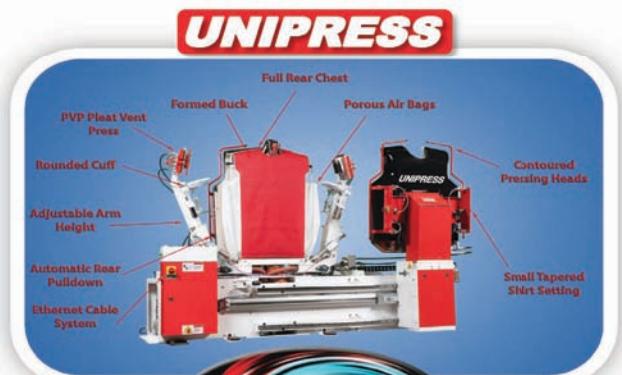


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## district director's message



Mark Pollock

As I write this column, the year 2020 is coming down to its merciful close. The resulting effects of the global pandemic in terms of an economic impact and loss of human life have been staggering. As we look to the future, news of vaccines fuels the hopes of better days ahead.

Assuming that life will be getting back to "normal" at some point in late 2021 or early 2022, how are you planning to reestablish your company's presence in your market? For sure, it won't be easy. More difficult decisions will need to be made.

While it may seem that you are alone in this situation, believe me, you are not.

Resources are available if you care to look for them. For example, DLI/PDCA has been hosting twice-per-week zoom conference calls on Tuesdays and Wednesdays.

The pre-selected topics vary in each session, but the main purpose is for the participants to engage with their peers in sharing information. Learn from each other!

DLI/PDCA also holds weekly seminars free to its members. Topics such as using social media, various types of stain removal, wash-dry-fold, etc. — information that we can all use!

Check out the DLI and PDCA websites for more information. Opportunities for assistance are available if you seek them out. If I can be of assistance, please feel free to reach out at 267-701-6045.

Stay safe and be well!!

Mark Pollock  
Director of Operations,  
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# Upcoming Webinar to Focus On Why Phase I ESAs Are Crucial

National Clothesline and Enviroforensics will be teaming up on Wednesday, Dec. 9 to co-host a free webinar on “Why Phase I ESAs Are Important for Buying or Selling a Drycleaner” that will begin at 3 p.m. EST.

Presenters will include David Hoffman, LSRP, partner at Enviroforensics; Dru Shields, director of drycleaning accounts for Enviroforensics; John Scagnelli, JD, partner at Scarinci Hollebeck; and Kristen Brown, director of operations at PolicyFind.

Attendees will have the opportunity to learn about when

they need environmental due diligence, what to expect during a Phase I and a Phase II, how to use Phase I and Phase II results when buying or selling a drycleaning business, how to use old insurance to help offset environmental costs and attendees will be able to submit their own questions and sign up for a free consultation with an insurance archeologist at the conclusion of the event.

For more information, or to register for the seminar, go online to <https://attendee.gotowebinar.com/register/5191971282572087055>.

## DLI's Exclusive Facebook Group

DLI has created a Facebook group for DLI members to meet online. The group is open to DLI members only. In addition to allowing members to exchange ideas and otherwise network, participants have access to training and educational videos which can be shared with employees.

To join the group, go to:

<https://www.facebook.com/groups/2826193787471334>

DLI will verify your membership and open the link for you.



## support group

*The following allied tradespeople support PDCA as Associate Members. Show your appreciation by supporting them.*

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# FALLfest EXPO

## WITNESS THE FUTURE

November 9-13, 2020



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view the recordings and breakout rooms On Demand.

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“I took 12 pages of notes over the course of the event.”

“My time was well spent. Not only did I learn a lot, I found it to be uplifting as well. The interaction with the other participants was also a big plus for me.”

~ Fall Fest EXPO attendee



Save the Dates 2021: Spring Fest EXPO April 14-16 • Fall Fest EXPO during the weeks of November 1-12

For more information, contact Peter Blake at [Peter@SEFA.org](mailto:Peter@SEFA.org) or Leslie Schaeffer at [Leslie@pdclean.org](mailto:Leslie@pdclean.org)