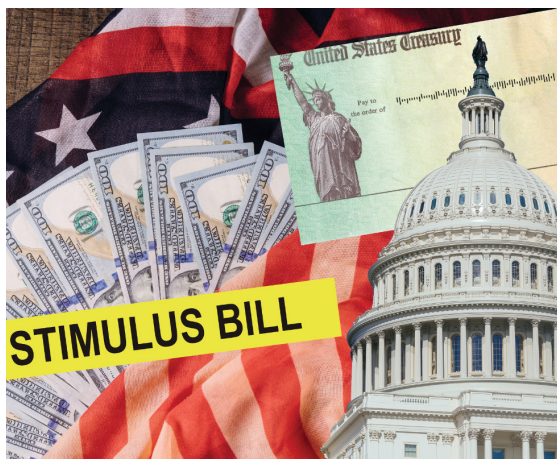




THE Messenger

President Trump Signs New Stimulus Bill Into Law



SMALL BUSINESSES ACROSS THE COUNTRY GOT WHAT THEY MOST NEEDED OVER THE HOLIDAYS: A NEW STIMULUS BILL! ONE OF THE MOST ANTICIPATED RELIEF MEASURES IS FINALLY IN PLACE, AND IT OFFERS MORE ASSISTANCE THEN PREVIOUSLY THOUGHT.

The new bill provides 3 of the things MAC, DLI and our members had been advocating for: further PPP funding, tax clarity on deducting expenses paid for with PPP funds as

well as all forgiveness being non-taxable, and simplified forgiveness for people with loans under \$150,000. In addition to those changes, the new round of PPP funding has expanded expenses that can be covered with PPP funds including supplies, and additional services.

The bill also reaches farther than anticipated by allowing small businesses to also take advantage of the Employee Retention Credit as well as the PPP loans. The ERC has been expanded in scope to provide even more relief. Under the former regulations, you had to choose which one to use.

The new stimulus bill also makes Economic Injury Development Loans (EIDL) clearly separate from the PPP forgiveness, which means the first \$1,000/employee (up to \$10,000) is a true grant and does not have to be paid back.

“These are great steps forward,” offered Peter Blake, MAC Executive Director, “but there is a lot of work still to do, and the road to recovery is a long one. I want to thank all our members for being aggressive in supporting our efforts and making our voices heard. I believe your efforts have been rewarded. I am grateful for such active support.”

One of the new stipulations in the new round of PPP funding is economic distress, which no drycleaner will have trouble verifying. Applicants are again entitled to request up to 2.5 times payroll, however, there is an added stipulation calling for restaurants to apply for 3.5 times. MAC will join with DLI to advocate including our industry sector in this section as well. We will keep members posted on how they can help and get involved.

NOVEMBER/DECEMBER
2020

IN THIS ISSUE

Executive Director’s Report: Turning the Page on 2020	2
Montgomery County Amends “Ban the Box” Law	5
MAC/DLI Live Training Schedule for January	7
Pandemic Relief Payments to Give Employees Assistance	8
MAC/DLI Members Find Strength in Unity	9
Fall Fest Expo Week a Huge Success	10
Allied Trade Members	11

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EXECUTIVE DIRECTOR'S MESSAGE...

Time to Turn the Page on 2020

AS I WRITE THIS, WE ARE NEARING THE END OF A MISERABLE 2020 AND WELCOMING THE HOPE OF A NEW YEAR. MY SINCERE WISH FOR ALL OF YOU IS FOR A 2021 THAT IS A DAMN SITE BETTER THAN THIS PAST YEAR.



*Peter Blake,
MAC Executive Director*

Trust me, we have weathered a great storm, but the new year is bringing with it some much needed hope. There is a light at the end of this long dark tunnel -- I just wish it were a lot brighter and closer than it looks to be. President Trump has finally signed the new stimulus bill we have been asking for providing more PPP funding, making forgiveness much easier for loans \$150,000 and less, and providing clarity on the tax-free intent of the loans. With that package comes more Pandemic unemployment Aid in the amount of \$300/week which still provides an incentive to keep working.

The vaccines are starting to be rolled out nationwide. The first tier of recipients have already gotten them, the first responders and essential workers are next. Within the next few months, my hope is that it will be widely available to all so we can truly get people back to work and start being able to end "social distancing" a term I hope to never hear again.

My firm belief is that January will also bring about the rollback of some of the state and local restrictions on people and activities that have been strengthening since Thanksgiving week. I know I am not alone when I say I have Covid-fatigue and I am ready to turn the page and start rebuilding our industry.

TIME TO BEGIN THE REBUILD

Covid-19 has left an indelible mark on our industry. Some of the changes we have seen are here for the foreseeable future and we need to accept that, and make those changes a part of our on-going plan to revitalize fabric care.

Pre-covid, our customers had been making a slow steady crawl to a more casual appearance and dress. It was always headed in that direction, and drycleaners had been slowly dipping their toes into the water and deciding whether this was a worthwhile venture -- but along comes Covid and makes us jump into the deep end and figure it out. Now this segment of the market is far ahead of all projections, and it is now here to stay. We are going to have to accept it, adapt to it, and figure out how we can make it profitable.

The same can be said for pick-up and delivery. Amazon has been conditioning our clientele to expect instant gratification and delivery of whatever they need or want for years. Along comes Covid, and now people don't want to have to go out for anything. Contactless Delivery is now the norm and is something every business owner has had to adapt to. The public health crisis will dissipate in the coming months, but the consumer's thirst for convenience won't. They have built it into their lifestyle and now enjoy the freedom of being catered to and the demand for these services will continue to grow.

As we start to claw and climb our way back, we need to reflect on some of the other changes in society. With less physical and social contact, social media, email, and texting have become even more popular and even more essential to keeping connected. The fabricare industry needs to embrace those changes as well. We need to develop a

Continued on page 6

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“ DLI has done an **excellent** and **timely** job educating members. DLI's response to the crisis has been **spot on, fast, and continuous.** ”

Gary Maloney

Nu Yale Glacier Cleaners
Jeffersonville, IN

“ DLI keeps every **member apprised** of changes and offers **training** to owners, operators, and employees. What you put in is **multiplied** in return **many times over.** ”

Danny Bahlman, CGCP

Bahlman Cleaners
San Angelo, TX

“ DLI is helping us **navigate unprecedented times.** The weekly **webinars** and **conference calls** provide much-needed **guidance.** The **networking** and **professional relationships** are also **tremendous assets.** ”

Rhonda Eysel

Master Kleen Dry Cleaners
Columbus, GA

“ My favorite things about DLI used to be the **problem garment bulletins** in the back of the magazine. Now, it's the **live spotting web series.** Do it! **It's well worth the money.** ”

Angela Rowekamp

Mascari Cleaners
Indianapolis, IN

“ DLI assists us with **marketing ideas, news articles, blogs, and webinars** to help us cope with this pandemic. With our **busy work schedules,** we don't realize we're working with **blinders on.** DLI helps us **focus** on the creative insights we often overlook. ”

Angelo Nguyen

British Dryclean Club
Santa Ana, CA

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Montgomery County Amends “Ban the Box” Law



In February 2020, Maryland joined a growing number of jurisdictions by enacting a “ban-the-box” law prohibiting employers from asking job applicants about their criminal history on the initial job application.

The new Maryland law, the Criminal Record

Screening Practices Act, took effect on February 29, 2020. To get the bill passed into law, the state’s Democratic-controlled legislature overrode Republican Governor Larry Hogan’s veto of the legislation (HB 994/SB 839).

MONTGOMERY COUNTY AMENDMENTS

On November 20, 2020, the Montgomery County Council approved legislation (B35-20) amending its Ban the Box law to:

1. Redefine an inquiry as not including voluntarily disclosed information not offered in response to an employer’s question and covered employers as having one or more employees in the county.
2. Prohibit employers from asking about criminal records before extending a conditional job offer to an applicant.
3. Prohibit employers from considering any of the following in employment decisions:
 - Arrests that did not result in a conviction;
 - First convictions of trespass, disturbing the peace, and second degree assault;
 - Misdemeanor convictions at least three years old; and
 - When criminal records are confidential or expunged.

These amendments to the law are set to take effect on February 19, 2021 in Montgomery County. The other areas of MD are still subject to the rules and regulations set forth in February 2020 and are outlined below.

“While the changes noted above only affect Montgomery County,” cautioned Peter Blake, MAC Executive Director, “it is important to review your compliance and understanding of this important legislation.”

“As we head into the new year,” Blake Continued, “I know members are going to be looking to re-staff and hire new team members. It really is critical that you take notice of the new requirements about what you can ask and what you can use as hiring criteria. If you need help -- let us know!”

“BAN THE BOX” PROHIBIT INQUIRIES AND ACTIONS

Under the Act, employers with at least 15 full-time employees may not, before the first in-person interview, require an applicant for employment to disclose whether the applicant has a criminal record or has had criminal accusations brought against the applicant. The Act applies not only to traditional employment, but also more broadly to “any work for pay and any form of vocational or educational training, with or without pay,” including contractual, temporary, seasonal, or contingent work, and work assigned through a temporary or other employment agency.

Unlike some other “ban-the-box” laws that prohibit asking about an applicant’s criminal record at any time before a conditional offer of employment is made, the Act only prohibits such inquiries before the first in-person interview. Under the Act, an employer may require an applicant to disclose during the first in-person interview whether the applicant has a criminal record or has had criminal accusations brought against the applicant.

Employers also are prohibited from retaliating or discriminating against an applicant or employee as retribution for alleging a violation of the Act.

EXEMPTIONS

The Act does not apply to employers that provide programs, services, or direct care to minors or vulnerable adults. The Act also does not prohibit an employer from making a criminal record inquiry or taking other action that the employer is required or authorized to take under another federal or state law.

ENFORCEMENT AND PENALTIES

The Commissioner of Labor and Industry is authorized to enforce the Act. If the Commissioner determines that an employer has violated this law, the Commissioner will issue an order compelling compliance. For each subsequent violation, in the Commissioner’s discretion, the Commissioner may assess a civil penalty of up to \$300.

FEDERAL CONTRACTOR AND LOCAL BAN-THE-BOX LAWS

The Act permits local jurisdictions to enact “ban-the-box” legislation that is more restrictive than the state law. Currently, three local jurisdictions in Maryland (Baltimore City, Montgomery County, and Prince George’s County) already have more restrictive “ban-the-box” laws with greater requirements than the state law. Federal contractors also must comply with more restrictive requirements under the Fair Chance Act effective December 2021. Accordingly, employers should review and, if necessary, conform their current forms and practices to comply with federal, state, local laws and applicable guidances.

For more information, visit PuzzleHR.com or e-mail Sue Boardman at Sue@puzzlehr.com.

Turning the Page

Continued from page 2

multitude of ways we send our messages. There is no easy answer: It takes hard work, dedication, consistency, and a vary diversified approach. You need to understand and embrace as many different ways of communicating with your customers, and potential customers, that you can. I can't tell you how many times I get asked: "What is the best way to contact my customers?" My answer is always the same: "EVERY way you can." Email is a GREAT tool, but it can't stand alone. Texting is a GREAT service, but it will only reach a fraction of your customers.

Small businesses need to develop a comprehensive plan that includes a good website, a business Facebook page, a strong social media presence, an email marketing strategy, and a texting service. All these tools should be used in a coordinated fashion, and in many respects should be backed up with some direct mail marketing. If you are like most cleaners, you have some of that list, but not all of it. You should be working towards a program that will encompass all of it. Don't worry – you are not alone. If you need help there are plenty of low cost, high value programs out there to assist you. I can help. Reach out – DLI can help – reach out!

Let me give you one key piece of advice: Don't Wait. If you only have a couple of these tools in place, start using them. Build up your presence. Don't have everyone's email address? Don't wait – start a program and build to it. The longer you wait, the farther you fall behind, and the more excuses you will find to delay. Make a plan to use what you have and then add and build upon it.

Not only have the lines of communication changed, so have the messages. Time is one of the most important commodities we have. We need to demonstrate the time savings of our industry. We need to promote the benefits of lessening the workload and increasing family time. Trust me, I recently endured a couple days of working while Zoom-schooling my 5-year old grandson, and then taking care of dinner. There is no time or energy left to do laundry or anything else. People that work from home are far more likely to be stressed for time and in need of services like ours!

People are recognizing the value of local businesses. They realize that these main street businesses are important to the landscape of the community and help build a strong foundation. People see the need to keep businesses in town open and thriving. Your messaging can capitalize on that by promoting yourself, but also use cross promotion with other businesses that are dealing with the same stresses. You can find some great local marketing partnerships with companies that provide landscaping services, lawn care, car washes, and house cleaning services. Take advantage of alliances you can build within a community.

Don't fall into the trap of always looking for a "Drycleaning Customer", be on the lookout for people that live a certain lifestyle. People that value their time and recognize service. People that care for their personal items like their yard, their vehicles, their homes – these are where you may find your biggest potential growth.

LOOKING AHEAD

Like many of you, I have had to make drastic changes in my life. For those who have gotten to know me over the years – I am not built well for "Social Distancing". I enjoy people. I like meeting

with people, sharing insights and experiences, learning from them, and helping people in their efforts to make their businesses more successful. I will be happy to never hear those 2 words again in that context, and it is my profound hope this isn't one of the changes that remain. We can't lose the humanity that is so important, and my fear is that this distancing has caused far too many people to withdraw from society. The more we accept it, the more normal it all seems.

I for one, can't wait to get back out to meeting people, have live conferences and board meetings, and join society once again. SEFA is planning on holding its first live Board Meeting in April and are discussing potential Educational programs for as early as February. Like you, we are all anxious to move forward and start rebuilding some of the momentum we lost. I can't wait to be able to see and meet with you all again. I firmly believe the worst is now behind us and we are in fact "Turning the Page".

Help us all to reconnect... reach out and share your stories with me. The good, the bad... your hopes for 2021 and beyond. Share your fears of what lies ahead.

Peter Blake

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LIVE TRAINING JANUARY 2021

- **Tuesday, January 5**
Using LinkedIn to Generate Business with Lou D'Autorio
- **Wednesday, January 6**
29 Tech Tools to Create Social Media Content with Beth Z
- **Tuesday, January 12**
Wetcleaning with Laundrylux's Dan Goldman
- **Wednesday, January 13**
Little Known COVID Tax Benefits with PuzzleHR
- **Tuesday, January 19**
Tailoring with Dale Kaplan of Kaplan's Careful Cleaners
- **Wednesday, January 20**
Create Your Marketing Plan for 2021 with Dave Coyle
- **Tuesday, January 26**
Using Bleaches with the A.L. Wilson Chemical Company
- **Wednesday, January 27**
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Pandemic Relief Payments to Give Employees Financial Assistance



AS EMPLOYERS CONTINUE TO NAVIGATE THROUGH THE MURKY WATERS OF PANDEMIC-RELATED TAX RELIEF AND CREDITS, THERE IS

ONE LITTLE-KNOWN SECTION OF THE IRS CODE THAT OFFERS EMPLOYERS ONE INTERESTING WAY TO HELP EMPLOYEES THROUGH FINANCIAL BURDENS: PANDEMIC DISASTER RELIEF PAYMENTS.

This aspect of IRS code 139 allows employers to reimburse employees for expenses incurred due to the pandemic, whether it be personal, family, living or funeral expenses related to the pandemic disaster, or repair or rehabilitation to their home (or contents) as a result of the pandemic disaster. These payments are not subject to FICA taxes and are tax-free to the employee.

How would an employer initiate such a program? Best practice would be to create a policy to identify a few key elements includ-

ing who is eligible to participate, what expenses will be reimbursed or paid (and any limits imposed), whether employees must provide receipts for reimbursement (highly recommended), and how and when payments will be made.

The IRS is relatively vague on the topic of what kind of expenses can be reimbursable. A few suggestions include un-reimbursed Covid-19 medical expenses (testing, treatment, etc.), work from home expenses (desk, chair, printer, monitor, etc.), dependent care expenses such as childcare, remote learning expenses, or educational resources, increased transportation expenses due to public transit being unavailable, and even funeral expenses.

One important aspect to remember is that qualified wages are not considered disaster relief payments. Qualified wages are what an individual would otherwise earn as compensation, and not payments to offset any expenses that an individual would incur due to COVID-19. This program is meant to help employees deal with the cost of expenses as a result of the pandemic, not replace their wages.

For more information, visit PuzzleHR.com or e-mail Sue Boardman at Sue@puzzlehr.com.



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MAC/DLI Members Find Strength in Unity: 2021 Starts with Live Webinars & Peer-Peer Meetings



"THAT WHICH DOES NOT KILL US MAKES US STRONGER," IS A TIME-TESTED ADAGE FIT FOR THE CURRENT MOMENT. THE CORONAVIRUS PANDEMIC'S IMPACT ON THE DRYCLEANING INDUSTRY HAS BEEN DEVASTATING.

However, there is a bright side to everything. Members of the Drycleaning & Laundry Institute are pulling together to share ideas and help each other survive in new

ways. In response to the crisis, DLI has strengthened its focus on education and fellowship, presenting two virtual training sessions each week and hosting separate opportunities for members to share ideas an equal number of times.

"Our school may be closed for now but DLI is committed to sharing information drycleaning professionals need to survive this crisis," said Brian Johnson, DLI's Director of Education. "So far we've produced more than 50 webinars and we're not slowing down anytime soon. Drycleaners need this information. We're here to help them survive this and come out stronger on the other side."

TWICE-WEEKLY ZOOM MEETINGS

DLI offers members two opportunities each week to discuss any and all industry-related topics. Zoom meetings are held Tuesdays at 10 a.m. and Wednesdays at 3 p.m.

JANUARY 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:

- Tuesday, Jan. 5 – Using LinkedIn to Generate Business with Lou D'Autorio
- Wednesday, Jan. 6 – 29 Tech Tools to Create Social Media Content with Beth Z
- Tuesday, Jan. 12 – Wetcleaning with Laundrylux's Dan Goldman
- Wednesday, Jan. 13 – Little Known COVID Tax Benefits with PuzzleHR
- Tuesday, Jan. 19 – Tailoring with Dale Kaplan of Kaplan's Careful Cleaners
- Wednesday, Jan. 20 – Create Your Marketing Plan for 2021 with Dave Coyle
- Tuesday, Jan. 26 – Using Bleaches with the A.L. Wilson

Chemical Company

- Wednesday, Jan. 27 – Top 10 Things to Do Now to Prosper with Diana Vollmer

"COVID has hit the drycleaning and laundry industry hard," said LeAnn Glasser of Plantengas Cleaners in Spring Lake, Michigan. "DLI continues to work hard to help us succeed. Whether it's information on how to process garments and bedding during Covid, navigate the financial tools that have been provided by the government to help keep us afloat or create new marketing strategies to obtain additional sales, they are there for us."

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 simply login to DLIonline.org and click the program to watch. DLI's archive currently contains these videos and more:

- Routes are More Important Than Ever with James Peuster
- 4M Rule for Route Drivers with James Peuster
- Wash-Dry-Fold, Pt. 1 & Pt. 2 Webinars
- Wash-Dry-Fold Panel Presentation
- How to Clean Wedding Gowns with Michael Schapiro
- Best Practices for Setting Up & Operating Locker Systems
- Drycleaning Machine Maintenance with Bill Hay
- Proper Maintenance: The Key to Productivity and Efficiency with Jerry Moore
- Boiler Maintenance: Picking the Low Hanging Fruit with Bruce Grossman and Mike Leeming
- Hiring Do's and Do Not's with PuzzleHR
- How to Streamline Processes and Save your Business Money by Leveraging Technology with PuzzleHR
- The OSHA Man Cometh with Mike Tatch, OSHA Consultant
- Three Ways to Enhance Your Business
- WSDLA's Fireside Chat: A Discussion About How to Survive Tough Times
- Lease Negotiation with Riaz Chauthauni
- COVID-19 Crisis, Preparing for Restart with Puzzle HR
- Business Changes I Made in Response to COVID-19

... and much more! Visit dlionline.org for the entire Members Only Library of Videos!

Fall Fest Expo Week a Great Success!



WITH ALL REGIONAL TRADE SHOWS LIKE PDCA'S THE EXPO IN BALTIMORE CANCELLED IN 2020, MEMBERS WERE LEFT SCRAMBLING TO FILL THE EDUCATIONAL VOID.

In order to help answer those needs, MAC members were invited to participate

in a new Virtual Educational Conference designed to enlist some of the most important aspects of traditional trade shows: education, equipment demonstrations, and peer-to-peer interactions.

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

Among the highlights was keynote speaker was Beth Z., Your Nerdy Best Friend, whose lively presentation was full of suggestions and web sites that showed attendees tech tools that can help 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 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 panel discussions on many aspects of our businesses, including equipment maintenance, employee relations, legal questions and more.

The event was recorded allowing participants to see the sessions either live or on demand. The recordings will be available until February 28, 2021 for viewing.

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 November 1-12, 2021.

There is still time to register and access all the recordings. Visit www.nefabricare.com to register or call Peter Blake at 617-791-0128 for more information.



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