



MWDLI

MIDWEST DRYCLEANING & LAUNDRY INSTITUTE

Executive Director Report

By Jon Meijer



Moving Forward

I have spent nearly 40 years working on behalf of members as part of the Drycleaning & Laundry

Institute (DLI) as well as the last few years for the Midwest Drycleaning & Laundry Institute (MWDLI). In all of those years and being part of the changes the drycleaning industry has experienced, nothing has ever changed the industry as fast as Covid-19. The industry is changing at warp speed. Many of our business models from just a year ago have gone out the window. DLI and MWDLI have also had to change to respond to member needs during the pandemic.

No, life will never be the same, but we are seeing signs of improvement. The country is starting to open up and hopefully we will have a vaccine so we can really move forward. With that said, what will the drycleaning industry look like in one year, two years? Will it be back to normal? The answer is no, at least not the way you might think. There will be changes in the type of clothing we clean, the delivery of our services, and the responsibility to our customers that they feel safe as they

visit your store. The pandemic may be gone, but it will never really go away.

Moving forward, there will be far fewer drycleaners in the U.S. A 20-30% drop of U.S. cleaners or more is a real possibility. While it's horrible that many of us will lose our competitor and many times, friendly competitors, the reality is that there are more drycleaners than there are clothes to clean. The bottom line is that business's always benefit from the loss of their competitor/s. Drycleanable clothing has been dropping for many years and is not likely to increase any time soon. The time is now to rebrand ourselves. Drycleaners are in the business of cleaning anything the customer's wears, but do your customers know this? Have you told them? There will be plenty of opportunity going forward.

DLI and MWDLI have the resources to help you navigate some of the unpredictability's. If you haven't utilize our services or participated in a Zoom meeting, you are missing out. Helpful information is available and we want our members to utilize all of the information and resources. In the meantime, stay safe and if we can be of any help to you, please do not hesitate to call!

September / October 2020

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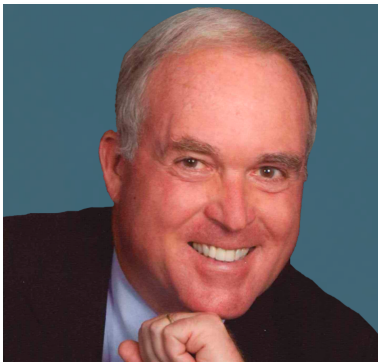
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Reclassifying from independent contractor to employee

BY THE SEAY MANAGEMENT CONSULTANTS TEAM



One of the key employment questions today is whether a person qualifies as an independent contractor or an employee. This has been a target issue by the Department of Labor for the last several years.

Independent contractors do not receive overtime nor keep a time card. They pay their own withholding and Social Security taxes, are not eligible for benefits and do not fall under the employment regulations.

In this Time of COVID, some employers have classified their employees as independent contractors instead of employees because, among other reasons, it's less expensive.

However, it's our experience that most independent contractors do not qualify for this designation and the IRS and DOL penalties for mis-classification are steep. So, if you survey your work force and determine that, in order to avoid this exposure, you need to reclassify your independent contractors to employees, here are some important points to remember.

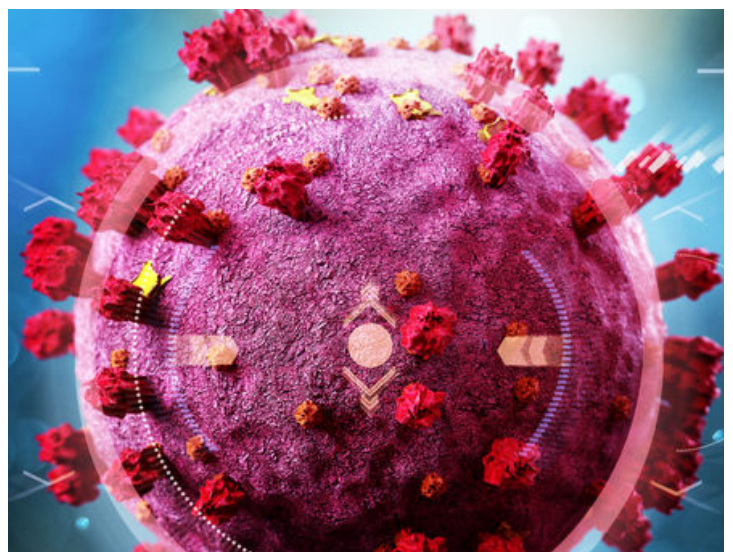
1. Mitigate the exposure. If a person has been improperly classified as an independent contractor, the exposure is already there and can't be eliminated. The goal would be to mitigate it by making the change promptly and communicating it to those who will be reclassified in a positive and user-friendly way.
2. Determine the date you want to make the change. Many employers choose January 1st because you would not have to send the person a W4 and 1099 in the same year, which could raise a red flag with the DOL or IRS.

3. Since the independent contractor is now an employee, decide the compensation you want to pay to the person. The employer will now have to match the Social Security tax and there may be other expenses, such as insurance premiums and unemployment taxes. You may want to reduce the employee's rate to cover those expenses.
4. Determine if the former independent contractor is exempt or non-exempt. If non-exempt, you will need to have the employee keep a time record and receive overtime compensation. Most non-exempt employees are paid hourly but there are some exceptions.
5. Have the employee complete a W4 Form, an I-9 Form and other employment forms that could include a drug policy, etc. Provide the employee with a copy of the employee handbook and have him or her sign a receipt for it.
6. Communicate fully and regularly with the independent contractor who is now an employee. Explain the change and its implications in a positive way and demonstrate how the former independent contractor will now be better off as an employee. For example, the employee may be eligible for insurance and other benefits like PTO, the employer pays half of the Social Security taxes, the employee is now covered under unemployment insurance and Workers' Compensation, etc. Frequent communication is essential. Whenever there is a void in communications, most people fill the void with negative thoughts rather than positive ones. So, you must meet with the former independent contractor on several occasions.
7. The person's employment date will be the date you make the change. However, you could choose to credit the employee with seniority based on time worked as an independent contractor, for benefits purposes.
8. Not every independent contractor will be happy with the change so you should be prepared for some pushback. A good way to prepare is to have a list of items to discuss so you'll be consistent in providing everyone with the same information. If you use a personality temperament analysis like the DISC profile, it's a good idea to review the person's pattern,

since the employee will receive your communications based on his or her pattern. In particular, prepare for the High C Perfectionistic pattern, which will be very skeptical and will ask lots of questions, like "Why?"

9. Adding employees through re-classification will increase your total number of employees in the work force and could bring you under some additional employment regulations that come into play based on the number of employees. These include sexual harassment (15 employees), various kinds of discrimination (15-20 employees), pregnancy requirements (15 employees, maybe less), COBRA (20 employees), Family and Medical Leave (50 employees), Affirmative Action Programs and others. Some states and localities have lower employee thresholds. In addition, you may now fall under Obamacare that requires you to offer insurance, so it's important review these requirements with your insurance representative.
10. Finally, designate some member of management as a Point of Contact for questions and concerns that may arise. This person should be a natural voice of comfort and assurance, employer friendly and quickly accessible.

Please contact Seay Management Consultants if you have any questions about the qualifications for the independent contractor requirements.



Cleaning Cloth Face Masks

By Drycleaning & Laundry Institute



Guidance on Cleaning Cloth Face Masks

Face masks may be with us for some time. This is a great service you can offer your customers. The most important concern is making sure the masks are

disinfected and ready to wear when you return them. Disinfecting is different from sanitizing. Disinfecting kills microscopic organisms (germs, viruses, fungi).

Disinfection is usually achieved by using EPA-approved chemicals that kill the organisms and prevent them from spreading. Sanitizing reduces, not kills, the number and growth of bacteria, viruses, and fungi.

For Facemasks we think it is important that you take every step to ensure they are virus and bacteria free.

1. Place the facemasks from each customer or household in a net bag and secure the bag closed. Then mark the bag to identify the customer. The net bag will help prevent the face masks from entangling. It is important that you leave ample room in the bag so the face masks get the necessary mechanical action during laundering.

For a small net bag such as the size used for lingerie, usually 20-25 masks fit well. You can adjust this number based on the size of the bag. The key is to provide enough space for the mask to move round in the bag with tangling.

You might want to consider giving your customer a net bag they can use at home to store their dirty facemasks until they bring them to you.

2. There are a couple of ways to ensure disinfection during laundering. We suggest using an EPA-approved chemical that would be safe on most colored fabrics. The reusable facemasks from the general public can be made from dyed or printed

fabrics. Also, some of these masks may contain spandex fibers. In these instances, chlorine-based bleach would not be appropriate. A color-safe bleach, peroxyacetic acid or hydrogen peroxide, a citric acid product or quaternary ammonium like Lysol would work best.

Since these masks may contain cotton you want to minimize shrinkage. So, while hot water (160F) is best, with the appropriate chemicals, water temperature can be reduced.

3. After tumble drying, medium setting, the masks can be removed from the bag. Discard any inserts, and press.
4. Return the disinfected, pressed masks to your customer.

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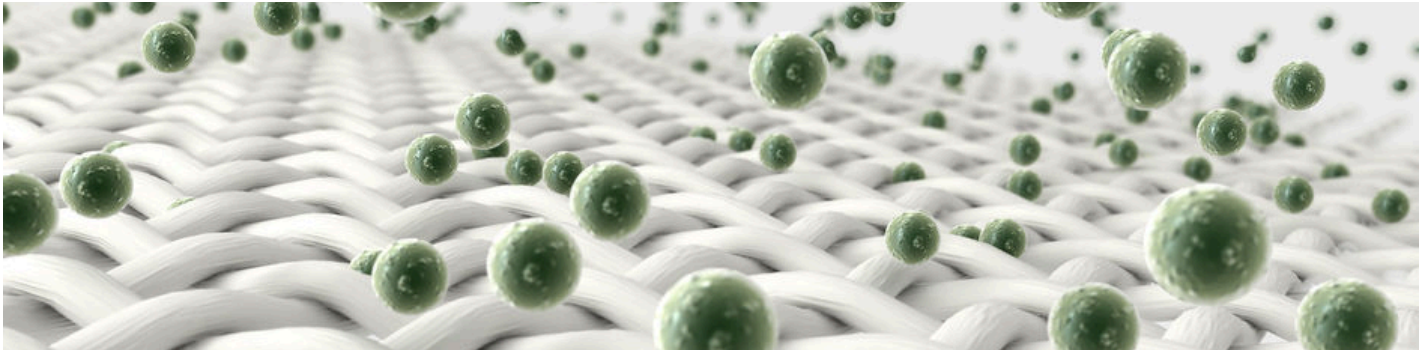
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DLI COVID-19 Guidance

DLI's Coronavirus-COVID-19 Guidance

The information developed for this guidance was taken largely from the Centers for Disease Control (CDC) website, <https://www.cdc.gov/coronavirus/2019-ncov>. ***It is important to note that the information is still developing as world health officials learn more about this strain of virus. We will continue to monitor the situation and adjust any guidance as needed. This information is also available as a [printable PDF](#)***

Covid-19 Stats

- The virus is transmitted from person to person by exposure to large respiratory drops (by sneezing!), and by direct contact. The infection itself takes place in the respiratory tract. The recommendation at this point is to take the same precautions as a flu outbreak. Wash hands frequently or use hand sanitizer and when sneezing do not cover your mouth and nose with your hand but sneeze into the crook of your arm.
- Transmission of Covid-19 to persons from surfaces contaminated with the virus has not been documented. Transmission of coronavirus occurs much more commonly through respiratory droplets than through objects or materials which are likely to carry infection, such as clothes, utensils, and furniture. Current evidence suggests that novel coronavirus may remain viable for hours to days on surfaces made from a variety of materials, according to the Centers for Disease Control. At this time testing has only been done on hard surfaces, as more information regarding textiles becomes

available we will be sure to get information out to you.

Risks to Drycleaning & Laundry Personnel

The risk when transporting and cleaning linen from the general public is considered very small at this point. General standard hygienic procedures that you have outlined for your plant are appropriate such as

- Wearing Face Masks
- Wash your hands regularly.
- Cough and sneeze in the inside of your elbow.
- Use tissues.
- Routine cleaning of hard surfaces with a disinfectant.
- Availability of hand sanitizers throughout the plant and counter area.
- Drivers should routinely use hand sanitizers and wipe down the steering wheel and other hard surfaces frequently handled.

Cleaning Garments from the General Public

There is no need to take any special precautions AT THIS TIME. The CDC advises that the drycleaning process, which includes cleaning and pressing, is effective on most viruses.

As is true with other viruses, laundering in hot water, 160 degrees F and with chlorine bleach is the most effective method for sanitizing laundry. If hot water and chlorine bleach are not safe for the items then laundering with a disinfectant product is an option. The CDC states the laundering with detergent alone is an effective method.

Cleaning Linens Suspected of Being Contaminated with Bodily Fluids.

Follow Blood borne Pathogens Guidelines for handling and laundering. See DLI bulletins OSHA 4 & 5 and R & L 10 for further information.

- The customer or care institution can or must supply the linen marked and packaged separately.
- Other guidelines from the Centers for Disease Control (CDC) and Joint Commission on Accreditation of Healthcare Organizations (JCAHO) on the handling of linen need mentioning. If linen is to be transported on routes, then the soiled linen must be separated from the clean linen. Any containers used to transport clean linen, if previously used for soiled linen, must be properly decontaminated. Containers need to be labeled appropriately.
- Personnel should wear protective clothing if there is a risk of direct contact with biological agents (for example in the event of splashing). Replace and launder protective clothing in the event of contamination.
- Washing should be done at high temperature, 160F, for 25 minutes with chlorine bleach.

What is the Best Way to handle Garments Suspected to be Covid19 Contaminated?

Any garments that are reasonably suspected of being contaminated with Covid19 should be handled using extra precautions. Garments should be brought to you in a sealed bag, left sealed for 24 hours and handled as little as possible. Avoid shaking the garments once they are removed from the bag. Disposable gloves should be worn and counters should be disinfected following each visit from the customer. The CDC is also now recommending wearing masks to act as a barrier between you and the customer. Take time to reassure your customers on the hygienic measures you are taking in the store. They will appreciate that you are wiping down the counter and having staff wash their hands or use hand sanitizer frequently.

Can I Clean Garments Brought in by First Responders?

In general yes, following the normal precautions you are already taking such as, wearing gloves, using disinfectants on your counter, and frequent hand washing should be all that is required. First

responders would include EMT's, fireman, police, etc.

However, if uniforms from first responders are suspected to have blood or other bodily fluids on them, **it is incumbent on the first responder to let you know this before receiving the garments.** If this is the case, then you have to comply with the Blood borne Pathogen requirements, required by the Occupational Safety and Health Administration (OSHA). OSHA requires that these types of garments that contain blood and or body fluids would require the cleaner to follow rules for handling Blood borne Pathogens. The Blood borne Pathogen rule essentially requires three things:

- 1) A written training Program
- 2) Hepatitis B vaccinations
- 3) The use of bio hazard bags.



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Help Preserve the Care Label Rule *Use Our Prepared Comments to* *Make Your Voice Heard*

The Federal Trade Commission (FTC) is considering repealing the Care Labeling Rule. According to the notice published in the Federal Register, the FTC is considering repeal because manufacturers - even if not required - would still provide care instructions, the definitions of care processes, i.e. drycleaning, may place limitations on innovations in cleaning technology, and repeal would give manufacturers more flexibility in providing care instructions which may be less confusing to consumers.

Comments must be received by September 21, 2020. Comments can be submitted online at www.regulations.gov website. Enter 2020-13919 in the search bar and that will take you directly to the comment section.

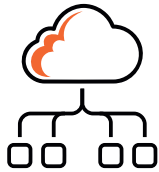
The main concern for the FTC is the economic impact of repeal of the care labeling rule. [Sample comments can be found on our website.](#) Please feel free to use these as a guideline. There is a 5,000 character limit for the comments. If you have any questions please do not hesitate to contact us. Thank you for your help.

It is important we let the FTC know that repeal of this regulation will have a significant and devastating economic impact not only on our industry but for consumers as well.

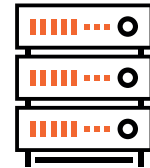


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Getting Started with a Successful Route

By Drycleaning & Laundry Institute

One key factor for starting a successful route, or any successful business for that matter, is to start out with good decisions. By making a few simple, positive choices, a route will produce desirable results quickly.

Vehicle

The vehicle is key to building a successful route service. A van can be bought or leased—new or used. If needed, start conservatively with a small van and work up to a larger size as the route volume increases. No matter which van is chosen, it must be clean and in good condition.

The vehicle should absolutely have a wrap or design that brands the company image reflecting the company colors, name, logo, phone number, and any other pertinent information. What must be kept in mind is that this vehicle is a rolling billboard for the pick up and delivery service, and it should look the part.

Driver

The biggest concern is finding someone who is going to show up every day who can be trained on your route areas and procedures. The search should lead you to an individual with a desire to succeed and who is trustworthy. Look for someone who might even be able to be promoted later within the company. This individual will be representing the company so it is important to find the right person.

Owners often look to retired persons to run their routes part-time. More often than not, part-timers will have issues with the schedule and workload when the route begins to grow. Too much work causes them to quit or diminish the integrity of the route service. If a part-time driver is hired, only a part-time route will result.

Route Salesperson

The route driver is usually not the best option for building route sales. The exception would be only if the driver is going to be the route manager in the future. It would be desirable if the driver had some sales knowledge for the times when potential customers inquire about the service, however, the driver should not be the primary sales representative for the route.

Dedicated Phone Line

There should be a dedicated phone line set up exclusively for the route. Whoever is managing the route should be the main contact person. Since most of the calls coming in will be either customer service issues or potential new customers, someone knowledgeable about the service should be the one to respond. Mobile phones are a great way to reduce the chances of a miscommunication with potential customers.

Marketing Materials

Flyers and direct mail pieces can be used, and they do work. But they must be followed up with phone calls and door-to-door marketing to achieve their greatest results.

Again, all customers should be given a bag with the company logo and a personalized tag with the customer's information and, if possible, customer preferences.

Business cards are great ways of marketing the route service, and they should be handed out freely. It is not unusual to put prices on the back of the card.

The use of a customer sign-up sheet is a must. This sheet should have customer information as well as prices.

Computer Systems

Ideally, a computer system for a route should:

- Produce a route manifest that arranges the pick up and delivery in order by route stops.
- Provide billing and accounting features that can print invoices and simplify credit card payments.
- Provide accurate reports that can be used for marketing the route.

Conclusion

By applying a few basic guidelines in the beginning, the foundation will be set to allow the route to accomplish exactly what the goals are—to grow and prosper.

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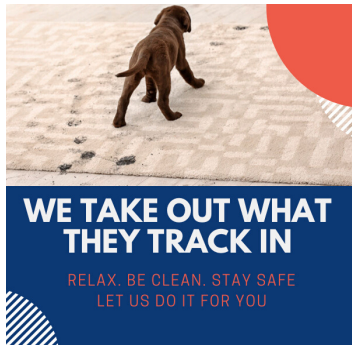
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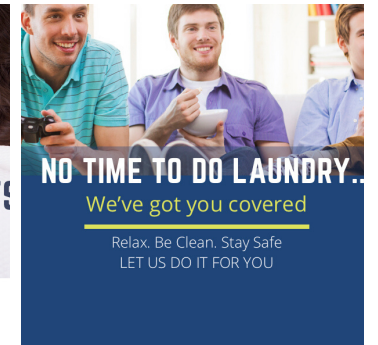
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