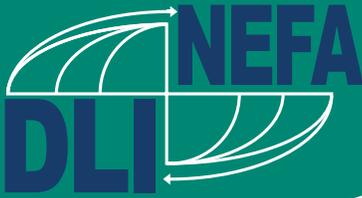


# Headlines & More



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## New DLI/NEFA Dues Structure Takes Effect April 1!



STARTING IN APRIL, MEMBERS WILL BE ASKED TO SELECT THE LEVEL OF MEMBERSHIP THEY WISH TO JOIN AT: BUDGET, SILVER, GOLD OR PREMIER. Gone are the days of membership fee based on the size of the operation.

“I have been here for over 27 years,” commented Peter Blake, “and it has always been the larger the operation, the more your membership cost. It

was always difficult to explain membership fees and to educate members, and potential members, the reason for the pricing discrepancy. Now it is up to the individual members to decide what level best serves their need.”

Each of the different levels have a menu of programs, services, and benefits attached to it. The higher the level of membership -- the more services that are included. The “Silver” membership is the most popular, but the “Gold” and “Premier” may offer you the best value.

“When you see how much the Gold and Premier levels give you for the dues investment it is really amazing”, offered Blake. “You get the secret shopper program, garment analysis, technical training, correspondence courses, and the list just goes on and on and on.” A complete list of service and what is included in each of the categories is located on [www.dlionline.org/us-cleaners-structure](http://www.dlionline.org/us-cleaners-structure). As you run the cursor over each of the benefits/services -- you get a brief description explaining each.

### GIVING WHAT THE MEMBERSHIP HAS BEEN ASKING FOR

This new program is an answer to what many cleaners have been looking for. This simplifies the dues structures throughout the country and gives you a voice in what level of support you are comfortable with. This is a great departure for the organizations, and it is a great opportunity to demonstrate the value our programs and services have to offer.

### VISIT [WWW.DLIONLINE.ORG](http://WWW.DLIONLINE.ORG) FOR NEW DLI VIDEO

DLI has produced a great 4-min introduction to DLI video on its website. The video is a great description of what DLI has to offer, and how DLI can help you and your business. It is a great look behind the scenes, and a great reminder of all that DLI offers its members. It is also a great description of ways you can put DLI/NEFA to work for you!

MARCH/APRIL 2014

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## PRESIDENT'S MESSAGE...

### *Getting Involved is the Best Way to Make Your Membership Investment Pay!*

THESE ARE INTERESTING TIMES FOR NEFA, DLI, AND THE WHOLE INDUSTRY! DLI AND NEFA HAVE TAKEN A BOLD STEP FORWARD IN ANSWER TO OUR MEMBERS REQUESTS TO CHANGE OUR WHOLE DUES STRUCTURE AND SYSTEM.

This is one of the boldest ways we can say to the membership: we listen to you, and we want to constantly improve our worth. If you take a look at the menu of services DLI and NEFA offer, it is amazing how many "new" programs there are. The DLI Encyclopedia of Drycleaning is now online, always there at a touch of your fingers. DLI has a new professional Secret shopper program to evaluate how your store or plant is performing. DLI and NEFA e-bulletins for Monday Morning Marketing Tips, latest industry news and events, and garments to watch out for come in almost weekly to your e-mail inbox. Free websites and Great Impressions Newsletters are available to help you reach new customers and make significant connections with current ones. DLI certifications are now done online making the more accessible to all members. The services are there, BUT, and that's a big but, you have to use them. You have to take advantage of what we offer you.

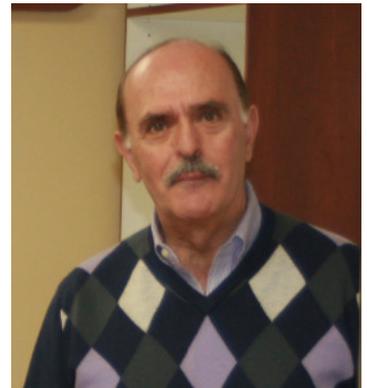
The single most important piece of advice I can give you is to get involved. I am President of NEFA and I am also on the DLI Board of Directors. I can honestly tell you I have done more for my business just by getting to know my peers from around the Northeast and around the country. That interaction with my peers has done so much for me and my business I can't even genuinely express the benefits. It has helped me learn how to make my membership pay for itself 10 times over.

It doesn't matter if it is at the NEFA Clean Classic where the point of the day is to have fun and a few laughs -- I still have a chance to interact with people who share my concerns, challenges, and need for improvement. Out on the golf links -- I can still learn.

At Board meetings, I have a chance to discuss industry pressures and challenges that we all face, and learn how others are coping with them. I have a chance to express my needs and have the associations try to develop programs to help me meet those needs.

You have that same ability. Come to the Clean Classic. Come to Fall Fest. Get involved with NEFA and DLI. NEFA is always looking for new Board Members and new people to get involved. Help us shape our Education Schedule.

Don't lose sight of the fact: this is truly your association. We are here for you, and we always welcome input. Take advantage of what we have to offer and most importantly: Get Involved!



*John Dallas, NEFA President*

## John Dallas

*Fabricare House*

781-337-4495 / [JohnD3473@aol.com](mailto:JohnD3473@aol.com)

## NEFA's 19th Annual Clean Classic Set for June 11!



NEFA'S ANNUAL SUMMER EVENT WILL BE BACK AT BLACKSTONE NATIONAL GOLF COURSE IN SUTTON, MA ON WEDNESDAY, JUNE 11 AT 9:45.

Last year, the tournament moved to Blackstone National, and NEFA changed the scoring format to a “Bramble” instead of the traditional scramble. The changes were met with great enthusiasm, and all those who entered liked the new competitive nature, the new site, and the great food. In this format, all players tee off, the group selects the spot of the best drive, and then all players hit their second shot from that spot and play their own ball in through the hole. The team then records the two best scores for the hole using the handicap provided. This enables players to play more of their own shots, and the handicapping systems makes it fair for all players in all skill levels.

The cost will be the same as last year: \$150/player which includes the Brad Friel Action Pack. The Action Pack includes 5 raffle tickets, 1 milligan, and enters you into the skills competition. The

registration fee includes greens fees, cart, lunch at the turn, dinner, prizes, and even a couple beers to help you beat the heat! This is an extremely popular event, so register early!

As an added feature this year, The Route Pro is sponsoring a “Route Cup” for the best team score for a 4-some from a plant that does home pick-up and delivery! The group must feature at least one route driver, and must represent one drycleaning business.

### THE BRAD FRIEL MEMORIAL CLEAN CLASSIC

Several years ago the NEFA Board decided to re-name the tournament after long-time NEFA member, former NEFA President, and all-around fun loving friend to all -- Brad Friel. He passed away much too early after a battle with pancreatic cancer. Those who were fortunate enough to know Brad, and to have enjoyed his friendship, remember how much he loved this event and looked forward to seeing all his NEFA friends and associates on the links. The old adage *“it isn't the years in the life -- but the life in the years”* never fit anyone so well. He loved life, enjoyed golf, and enjoyed all his NEFA friends. It was in that spirit that we all remember him during this event!

Hope to see you out in the sunshine with us! To register, use the form inserted in this newsletter, call NEFA at 800-442-6848, or visit [www.nefabricare.com](http://www.nefabricare.com) for more information!

### YOUR CHANCE TO PARTICIPATE...

## Vote for Your Favorite DLI Video



THE VIDEOS ARE IN, AND YOU CAN HELP TO CHOOSE THE WINNER. A world of wrinkled zombies, a rap video called “I Feel Great When My Clothes are Drycleaned”, a serious discussion about

your appearance with your pre-teen daughter, a talking shirt at a job interview, one slob's process for creating wrinkles and odors, a funny take on the history of cleaning clothes, #FreshPress, and many more creative ideas flowed into the Drycleaning & Laundry Institute's offices in response to a call for entries in the Institute's first-ever \$5,000 video contest.

In total, 22 videographers entered the contest by the April 1 deadline. In order to qualify, each video logged at least 100 views. By April 2 more than 8,550 people viewed the entries, meaning the message “professional drycleaning is superior to home laundry” reached 8,550 people in the entry process and that number increases everyday.

Videos were capped at two-minutes and could not promote a specific business. The goal was to promote drycleaning services in general. DLI members may vote on their favorite videos at [www.DLIonline.org/Contest](http://www.DLIonline.org/Contest). DLI's Board of Directors will choose the winner from all the finalists. We need your help in voting. Please visit the page and vote for your favorite videos by Tuesday, April 22. We'll pass the top six finalists along to DLI's Board of Directors for a final decision later this month.

Dave Beatty, owner of Murrysville Cleaners in Murrysville, Pennsylvania, said the contest entries surprised him. “I did not expect to see so many young people telling other young people about how cool drycleaning is,” he said. “It wouldn't work if I did it, but these younger folks really ran with the message.”

“Drycleaning does not have to be a dry topic. We love seeing all the creative ideas and concepts,” said Harry Kimmel, DLI Communications Director. “The best part is that all the videos promote drycleaning services in general, so they all be useful in social media.”

To view all the contestants and vote for your favorites, please check out [www.DLIonline.org/contest](http://www.DLIonline.org/contest).



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## NEFA Hosts Boiler License Renewal Program



NEFA TEAMED UP WITH THE TECHNOLOGY LEARNING CENTER TO HOST A 6-HOUR CONTINUING EDUCATION PROGRAM FOR BOILER LICENSEES. This program is mandatory for all holders of "Special Licenses to Operate", or

"In Charge" before they can renew their licenses.

The program covered everything from the rules and regulations regarding boiler operation to the preventative maintenance that should be done -- but is too often neglected. Those who attended learned how to safely care for and operate their boiler, as well as ways to cut down energy consumption and conserve gas and oil.

"This was a great program," commented Yaakhov Cohn of Symphony Cleaners, "I wish I had attended this when I first opened! I learned more here than I have operating my equipment."

The MA Department of Public Safety is beginning to focus on drycleaners and boiler licenses. NEFA urges anyone still in need of training to contact the office ASAP. Once there are enough names on a wait list, we will schedule another program. ***If you currently have a license and it is up for renewal -- or has expired less than a year ago, renew it immediately.*** Even if you haven't had the training yet. This will keep your license on file.

Those who have let their license lapse for more than a year -- or who do not have a license should contact Peter Blake immediately to begin the licensing procedure. If there is enough demand for an introductory boiler license program, NEFA will design a program for potential licensees.

For more information on boiler licenses, continuing education for renewal, or on the meaning of a "Special License to Operate", contact Peter Blake at the NEFA Office: 800-442-6848, peter@nefabricare.com.



### REGULATORY ALERT...

## Mass TURA Planning and Reporting Deadline Looming!

ANY PERC DRYCLEANER IN THE STATE OF MASSACHUSETTS THAT USES OVER 74 GALLONS AND HAS MORE 10 OR MORE FULL-TIME EQUIVALENT EMPLOYEES IS SUBJECT TO TURA FILING AND PLANNING BY JULY 1. Since 2014 is a planning year, those drycleaners in the program must also file a Toxic Use Reduction Plan in addition to the annual reporting requirement.

This plan must be certified by a Toxic Use Reduction Planner (TURP). This can be a very expensive process -- and could cost as much as \$5,000 for the plan alone.

Any NEFA Member who is affected by this regulation is urged to contact Peter Blake at the NEFA office for assistance. NEFA will be teaming up with a TURP to assist NEFA members in their filing at a greatly reduced cost of under \$1,000. This program worked very well in 2012, the last planning session.

It can be a long, and very involved process so members are advised to not wait until the last minute to begin the planning process. Contact NEFA to set-up a program to ensure your compliance: 800-442-6848 or email: peter@nefabricare.com.

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## Diane Rue, EzProducts International

DIANE RUE HAS BEEN WITH EZ-PRODUCTS INTERNATIONAL INC FOR 20 YEARS, AND OVERSEES SALES AND MARKETING OPERATIONS, I.T. AND RUNS THE BUSINESS. Her husband Dave invents the products, and it is up to her to market them. She loves to go to all the industry trade shows and talk to present customers and meet new people. They have exhibited at all the Industry trade shows for years, including NEFA's Fall Fest Program! EzProducts International proudly manufactures their heat seal presses for personal clothing for the dry cleaning and laundry industries in Florida. They also manufacture permanent text and barcode clothing labels that are applied with presses.

### BEHIND THE SCENES

Diane grew up in Oakwood, a suburb of Dayton Ohio. All the schools were private and the high school was a college-prep school.

Her father was a dealer in exotic cars in Dayton. The dealership sold Corvettes, Ferraris, Lamborghinis, Jaguars and a host of other rare and exclusive sports cars. That is how she got her love for beautifully crafted, high performance sports cars. On her 21st birthday, she bought a red convertible Jaguar XKE. In exchange for the opportunity to drive whatever car she liked each week, after school Diane washed and waxed cars, changed oil and checked antifreeze for those cold Ohio winters. She spent a great deal of time at the car lot and learned the fine art of customer service by watching her father in action. She also learned the value of focusing on the individual needs of each customer, the essentials of follow-through, and the importance of attention to detail.

She bought her first home when she was 26 and fixed it up and sold it on her own without a realtor. This started her later interest in real estate. After selling a beautiful corvette with special paint (7 layers of pearlescent paint), she purchased a printing company and became one of the first women to own a successful printing business in a primarily all-male industry, pioneering standards for exceptional customer service including free pickup and delivery. She served on the training and steering committee for the parent corporation, developing and testing new ideas, technologies, and sources of revenue.

She sold the business years later and moved to Sarasota Florida where her parents lived. While there she got her Florida Real Estate license, which is still active today.



*(From top left, clockwise) Husband Dave with Ray Griffin at their new facility, Diane in her BMW Z4, Diane ready for work, and with Dave on his sailboat in Sarasota when they first met!*



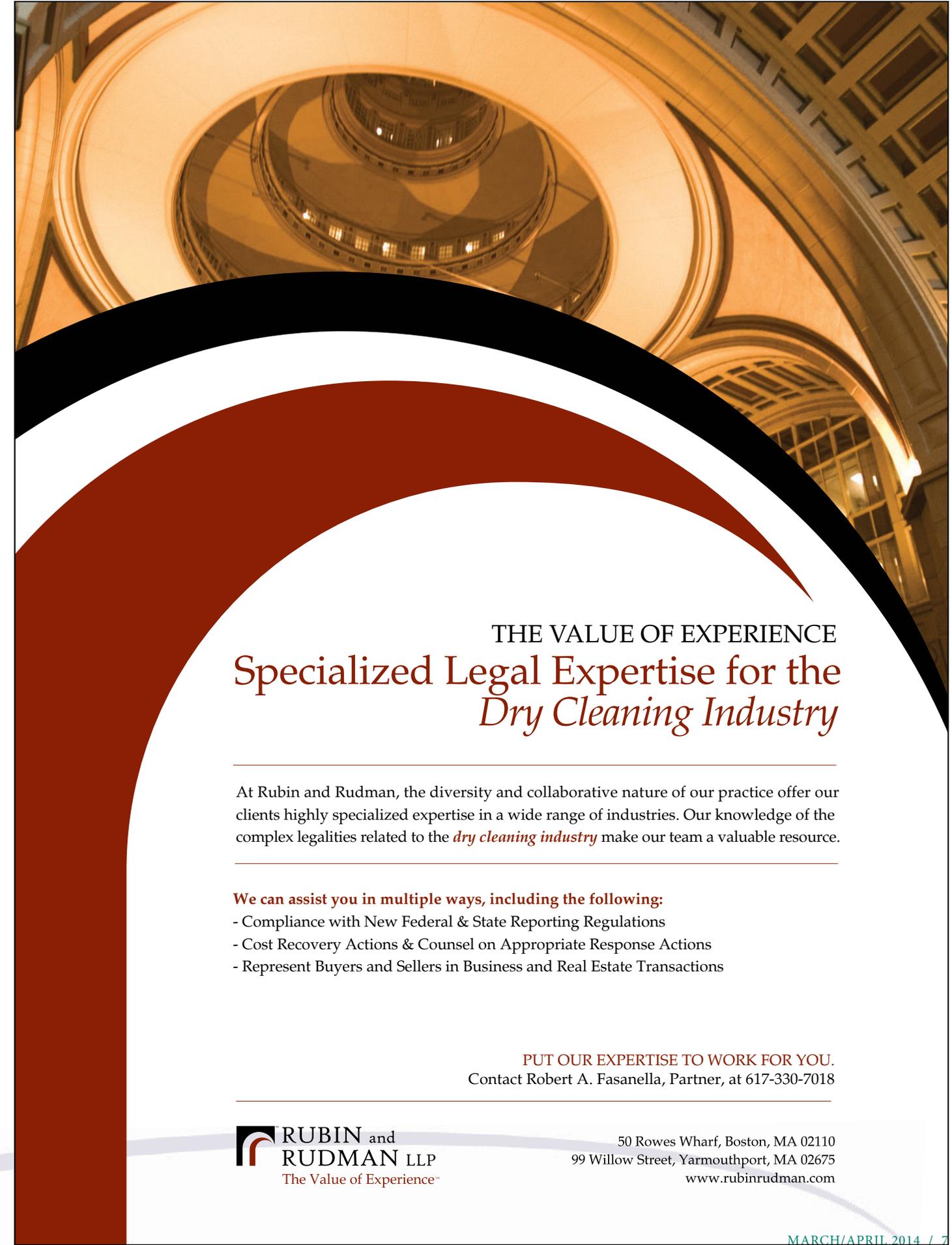
### SETTING SAIL

She had sailed a bit in Ohio, but here in Sarasota she could sail almost every day in the Gulf of Mexico and Sarasota Bay as a volunteer first mate on a charter sailboat. Diane met Dave Brown at the marina. His sailboat was next to the charter sailboat she crewed on. His dog, a large black Labrador named Bosun, would grab her shirt tail with his teeth and pull her over to Dave who happened to be in the cockpit of his sailboat every time she came back from a cruise. He jokes about how long it took to train Bosun to do that.

Sailing became a passion and she mastered charts, navigation and the electronics on boats. She spent the better half of 5 years sailing the Caribbean. She accompanied by Dave, would deliver a charter company's sailboats back to their home ports after their customers sailed the boats one way. Their farthest delivery was from Grenada to St Pete Florida bringing a 50 foot sailboat back to its owner. Her most exotic trip was sailing in Tahiti for a week though.

Two years ago Dave and she and crew sailed his 33ft Pearson sailboat from Sarasota FL to Montego Bay Jamaica. It is still at the Montego Bay Yacht Club in a slip. Dave tries to go there once a month, but Diane does not go that often as she runs the company.

She enjoys talking with and meeting EzProducts present and future customers and helping them solve their problems.



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# Save the Date: Fall Fest '14, November 15 & 16

THE NEFA BOARD HAS VOTED TO RETURN TO WENTWORTH BY THE SEA IN PORTSMOUTH, NH FOR FALL FEST '14!

“Last year’s event was our best Fall Conference yet,” commented John Dallas, NEFA President. “The venue was first class, the speakers were the best in the country, and the opportunities to socialize and mix with our brethren in the industry made this a tremendous event.”

Looking to capitalize on the success of last year, NEFA is already researching speakers, and looking into topics that will help our membership grow their businesses. Fall Fest will still feature table top exhibits from the most innovative companies in the industry. NEFA will also be holding its Cocktail Reception & Silent Auction on the Saturday night.

## WE NEED YOUR INPUT!

There is still time to make your voice heard. Are there topics

you would like to see covered? Are there questions you have about how to run your business more efficiently? One of the new programs will be a roundtable lunch-

eon that will feature discussion of some of the hottest and most important subjects sent in by our members. This is your chance to help shape the Conference Program. We want to hear what worries you, what interests you, and what topics you would like to learn more about.

Contact Peter Blake at the NEFA Office with your suggestions, comments and concerns. We are dedicated to bringing the best to our membership -- and we are reaching out for your help. Contact NEFA at 800-442-6848 or e-mail us at [peteblke@aol.com](mailto:peteblke@aol.com).



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# Connecticut Drycleaner Remediation Fund Update!



NEFA HAS BEEN WORKING CLOSELY WITH THE HARTFORD COUNTY LAUNDRY AND DRYCLEANING ASSOCIATION (HCLDA) TO TRY AND FIX THE ONGOING PROBLEMS WITH THE CONNECTICUT RE-

## MEETING WITH DRS

The industry group then met with representative from the DRS who has been responsible for collecting the surcharge. It was a productive meeting as we discussed ways to better educate potential contributors who may not be aware of their obligations. The DRS will be working with the industry to investigate those who have not been contributing as they should -- and to develop a strategy for those who come into compliance.

MEDIATION FUND -- AND HAVE BEEN MAKING GREAT HEADWAY!

Representatives from NEFA and HCLDA met with Senator Kissel in early March to lay the groundwork for potential legislative activity, and to begin to educate the Legislature on the importance of the fund and of the problems the industry has been encountering. The Senator was very open to listening, and provided some great input and advice on how we should proceed. His office helped arrange a meeting with Commissioner Smith of the Department of Economic and Community Development (DECD) who oversees the fund.

## MEETING WITH COMMISSIONER SMITH

The industry group then met with DECD Commissioner Smith and Tim Sullivan, the person in charge of the Remediation Fund and Brownfields.

“While we have not received much traction on getting our issues resolved”, commented Peter Blake, “this meeting has given us a great sense that we have been heard. We got the distinct impression that the department was keenly interested in trying to make the program viable, and to listening to the industry as we develop ways to fix the program.”

Based on this meeting, the DECD has already proposed changes to try and help fix the program. They arranged a meeting with Department of Revenue Services (DRS), have agreed to start taking applications for the program, develop a listing of those in the funding pipeline and those with completed applications awaiting funding information.

The department will also be working with industry leaders to work together on any changes to the fund. There will be more open communications and more input from the industry. The Department has committed to meeting with the industry twice per year to discuss the program. The DECD has also indicated there may be ways to help fund drycleaning sites. They are investigating the potential use of funding from other state programs as a way of compensating for lost revenue.

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