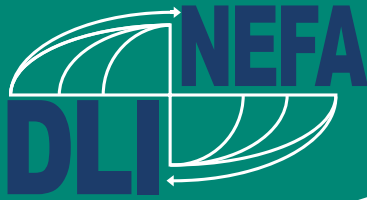


Headlines & More



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Connecticut Passes Sales Tax on Dry Cleaning



EARLIER THIS MONTH, CONNECTICUT BECAME THE FIRST STATE IN THE NORTHEAST TO PASS A RETAIL SALES TAX ON DRYCLEANING AND LAUNDRY.

Governor Ned Lamont rallied enough Democratic Support to overcome any opposition as he

bullied his budget through the legislature. The budget called for an expansion of the current sales tax to a number of personal services which included dry cleaning and laundry.

NEFA worked with numerous CT members and the Connecticut Retail Merchants Association (CRMA) to try and halt the measure, but its efforts were unsuccessful. The Governor, backed by a democratic led house and senate, were able to rally enough support without even talking with the republican opposition. They were able to steam roll the changes through the process.

"This is a travesty," observed Peter Blake, NEFA Executive Vice President, "and is a clear-cut demonstration of party politics. This back room agreement was made among the democratic leadership and without consultation of the republican lawmakers. We supplied talking points to the membership in CT that outlined the issues with expanding the sales tax. Included in those arguments was the basic unfairness of the tax."

"Sales tax is a regressive tax," continued Blake, "that hurts the very people they are trying to help. It is a direct assault on the middle class that needs and uses these services. This is not a 'luxury' item, but rather a staple of life. The need to have clean clothes. It is also a redundant tax since you now pay a tax to purchase the items -- and a tax every time you clean it."

A complete list of the talking points distributed to the legislature can be found on www.nefabricare.com. NEFA will continue to inform the membership as the law begins to be implemented.

NEFA will continue to be vigilant in monitoring the other States throughout the Northeast in case similar measures are introduced. Many states throughout the country have also expanded their sales tax as well -- so CT is not alone. If you have any questions or concerns -- contact NEFA: peter@nefabricare.com

MAY/JUNE, 2019

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EXECUTIVE DIRECTOR'S MESSAGE...

Getting Back To Work

HOPEFULLY AS YOU ARE READING THIS YOU ARE FRESH OFF YOUR TRIP TO THE CLEAN SHOW! LAST ISSUE I TALKED ABOUT THE IMPORTANCE OF EVENTS LIKE THIS AND THE NEED TO KEEP INVESTING IN YOUR BUSINESS.

Now that you are back at the plant it is time to take all that information you were able to soak in and get back to work. Don't delay -- and put things on the back burner as you get distracted by the day-to-day operations. If you are like me, when you attend these events, you spend your time getting re-energized, and exploring all the ways you can improve your business. You probably have a list of things you are excited to get done and to begin using. You have all the best intentions to focus on building your business. But, like most of us, these intentions get pushed backwards as we are confronted with the realities of what we missed while gone.

Take some time and create a list of 5 things you want to implement. New ideas you want to incorporate, or new pieces of equipment you want to purchase and integrate into your operation. Make the list-- display it prominently and make a pledge to work through them,

What is on your list? E-mail it to me, I would love to see what you got from the Clean Show or any of the recent programs you may have attended. I would love some insight into what you, our members, find interesting and compelling. I will share some of these projects in future articles and will follow-up to see what kind of impact these changes have had on your business.

Hope to see you at the Clean Classic next month, and NEFA's Fall Fest in November. Like the Clean Show -- these events are extremely important to the growth of your business and can pay dividends in unexpected ways!



Peter Blake,
MAC Executive Director



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Birdies, Bogies, & Beer: Clean Classic Returns to Cyprian Keyes on July 17



NEFA'S POPULAR ANNUAL SUMMER EVENT, "THE BRAD FRIEL MEMORIAL CLEAN CLASSIC" IS RETURNING TO CYPRIAN KEYES GOLF CLUB IN BOYLSTON, MA ON WEDNESDAY, JULY 17. REGISTRATION WILL OPEN AT 8:30 AND THE TOURNAMENT WILL BEGIN WITH A 9:45 SHOTGUN START.

The cost is \$165/player which includes greens fees, cart, dinner, skills competitions, and raffle prizes. This is an extremely popular event, so register early!

The event features coffee and donuts prior to the shotgun start and includes a great buffet dinner and prize banquet after the round. Every player will receive a complimentary round of golf from the course for use later in the year.

"This is a great venue for the event," offered Peter Blake, NEFA Executive Director. "It may be challenging, but it is scenic and in great shape. The restaurant is terrific, and they really do a great job hosting events like this. Last year's event was great, and we are looking forward to an even better one this year."

NEFA will again be using the popular 2-score, Bramble format this year. 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.

"We look forward to this event every year," offered Larry Fish of Pier Cleaners. "It is great to spend a day in the sun with friends and peers, and then relax over a great dinner and a couple drinks at the clubhouse. Even for the casual hackers, this really is a terrific time, and I really recommend people make the time to just get out of the plant and join in."

Since opening in 1997, Cyprian Keyes has received numerous national recognition and awards. The dramatic course combines

the beauty of nature with stimulating play. The course features a challenging, but fair layout and is frequently rated one of the best maintained courses in central MA.

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. 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 on the links.

"Brad had a zest for life that was unmatched." Observed Blake, "and while he is missed -- his spirit has always lived on with events like this. Everyone who was around when Brad was involved in the industry knew his smile and laughter was infectious. He had a unique ability to bring a smile to your face with one of any number of brad-isms like "get the wallpaper out honey, I am coming home plastered". He was a true icon in the area."

"Not too bad for a poor boy from Peasdale."

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NEFA's Boiler License Program Hits the Mark



NEFA RECENTLY HELD IS BOILER LICENSE RENEWAL PROGRAM IN TEWKSBURY, MA.

This program was the first one featuring Richard Feeney of RTF Consulting, and by all accounts it was a great program. The 10 students that were participating thought

the program was concise, well developed and provided the information they needed to be able to run their boilers safely.

"I am excited about the partnership we have started with RTF Consulting," observed Peter Blake, NEFA Executive Vice President. "Through this relationship, we will be able to offer classes easier, and in different parts of the state. We will also be able to streamline a process to assist cleaners in getting their licenses."

In Massachusetts, all boilers must be operated by a licensed operator. Most drycleaners have "Special license to Operate or Be in Charge". Once you obtain your initial license, in order to re-

new them, you have to complete 6-hours of continuing education. Without programs like this, drycleaners are subjected to expensive programs that teach subjects that a drycleaner would never need to learn about like steam turbines and locomotive engines. By having this class tailored to the Drycleaning industry, we are able to focus on the matters that are critical to safety in boiler maintenance and operation.

Each attendee received a certificate of completion that they can send into the state when renewing their license.

DON'T HAVE THE REQUIRED LICENSE? NEFA CAN HELP

Contact Peter Blake at NEFA for assistance immediately: (603) 635-0322, peter@nefabricare.com. NEFA is now partnering with RTF Consulting to assist drycleaners with obtaining their license.

The new program will help applicants learn proper boiler procedures, how to care for your boiler, and will help train you for the State Exam. The program features in-plant, personalized training for your specific boiler. Arrangements can also be made to be present for the on-site exam from the fire marshal office.

If you don't have a license -- contact NEFA today!



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NEFA Environmental Webinar a Great Success



NEFA RECENTLY TEAMED UP WITH ENVIROFORENSICS TO HOST AN ENVIRONMENTAL WEBINAR ENTITLED "CLEANING-UP CONTAMINATION". THE PROGRAM WAS ALSO SPONSORED BY SEFA, MAC AND CCA. WITH OVER 65 PEOPLE TUNING IN FROM AROUND THE COUNTRY -- THE PROGRAM WAS EXTREMELY SUCCESSFUL AND PAVES THE WAY FOR SIMILAR PROGRAMS IN THE FUTURE.

Jeff Carnahan and Dru Shields of EnviroForensics discussed what you can expect in a dry cleaner's environmental cleanup, emerging issues, available funding opportunities, and how to get yourself into the driver's seat. The program provided a proverbial road map for dry cleaners to address their environmental issues while minimizing out-of-pocket expenses.

"I thought it was excellent", observed Peter Blake, NEFA Execu-

tive Vice President, "Jeff and Dru were able to guide attendees through the myriad of issues revolving around contamination and potential clean-ups. They were able to provide those participating with guidelines, suggestions, and tips in preparing for future issues, and to help those that are currently involved in the process. One of the key issues discussed was funding mechanisms like historical insurance coverage, and clean-up funds in some areas."

"This can be a very scary time for cleaners", concluded Blake, "and they alleviated some of that fear, and gave them practical steps they can take to explore the process."

For those that missed the event, but would like to learn more, contact Peter Blake at the NEFA Office: peter@nefabricare.com.

WHAT LIES AHEAD

Based on the success of this program, NEFA will be developing more partnerships like this and will be looking to host more webinars in the future.

NEFA is already looking at developing programs with James Peuster of The Route Pro's, and will be producing its own series of Marketing/Membership webinars.

If you are interested in any specific topics, please contact us at the NEFA Office and let us know. We are always looking to help.

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Has Contamination Cracked Your Nest Egg? (Pt. 1)

Written By Jeff Carnahan, LPG President, EnviroForensics



AT THE THREAT OF MIXING METAPHORS RIGHT OUT OF THE GATE, I'D LIKE TO START THIS ARTICLE BY REFERENCING A FABLE WE ALL KNOW; THAT OF THE ANT AND THE GRASSHOPPER.

While the care-free grasshopper chirped away and enjoyed times of plenty, the industrious and hard-working ant busily labored to store food for winter. When readily available food became scarce as winter fell, the grasshopper starved but the clever ants remained well-fed from their stockpiles. I have met many dry cleaners throughout my career, and their work ethic and wisdom have consistently impressed me. Without fail, the hard work they've put into their business is intended to help build-up winter stores for lean times, their retirement, or to pass-on to their children. A lot of people refer to this as building a nest egg. Regardless of what you call it, the monetary value of the hard work, blood, sweat, and tears that you've invested in your business is held in the potential sales price of your business assets and potentially, your property.

THE GOOD OLD DAYS ARE OVER

During all the years of doing business, the fact that your future nest egg could be potentially devalued by an environmental contamination problem was probably not part of the equation. Decades ago, it didn't need to be. Back then, when businesses and properties were bought and sold, it wasn't standard practice to even consider the environmental condition of the land. As such, the value of the sale wasn't affected.

Today, however, nearly every commercial property and business acquisition involves a real estate and environmental due diligence process intended to specifically and thoroughly find out whether environmental contamination has occurred. The days of expecting someone to buy your business without determining if its value has been impacted by contamination, are gone.

Let's talk for a minute about the environmental assessment process during sales transactions, and then we can go over a couple of things that you can do to help yourself out and minimize the damage to your nest egg when the time to retire comes.

WHAT HAPPENED?

A short discussion about the environmental due diligence process was presented in my last two articles, How Clean is Clean Enough? Regulatory Closure vs. Environmental Cleanup, but I'll breakdown the process step-by-step. Back in the late 70s and 80s, a series of laws were passed by congress that put into place two major facts:

1. Certain chemicals were determined to be hazardous and had

to managed in specific ways; and

2. As a generator of wastes containing these certain hazardous chemicals, businesses or individuals would forever carry any associated liabilities resulting from these chemicals.

The laws were comprised primarily of the Resource Conservation and Recovery Act (RCRA) and the Comprehensive Environmental Response, Compensation and Liability Act (CERCLA). Some of you may remember these days because you had to manage your solvent waste differently and ramp-up your record keeping.

It may have even seemed unfair that the government was going to be holding you responsible for what contamination may have happened as a result of your business, or on your property, regardless of if you had anything to do with it. The fact is that RCRA and CERCLA ended up causing a standard of practice in the property and business transaction world that was intended to avoid those liabilities from being transferred along with what was being sold.

HOW IT WORKS THESE DAYS

When a business entity buys a property, if a series of environmental inquiries aren't performed properly, they could accidentally be held responsible for contamination in accordance with CERCLA. If the inquiries are performed correctly, the buyer may qualify for an exemption from those CERCLA liabilities. The first inquiry that is needed is called a Phase I Environmental Site Assessment (ESA). The Phase I ESA needs to be performed by a qualified Environmental Professional (EP), like an environmental consultant. Your consultant will follow a specific set of due diligence standards to look at environmental records and databases to determine what the sale property has been used for in the past, and what has gone on at surrounding properties to see if those activities could potentially have impacted the sale property. They will also come do a site visit to walk around the property and buildings to see if any present operations may be potentially causing a problem. They'll also need to do an interview to ask some standard questions about knowledge of environmental issues, etc. If they do find something during this process, they may have to put in their report that a Recognized Environmental Condition (REC) has been identified. If a REC is identified during the Phase I ESA process, then there needs to be samples of soil, groundwater and/or vapor collected from the sale property to determine if an actual environmental release has occurred.

The subsurface investigation process is called the Phase II ESA. If an environmental release is identified at the property, there will be additional investigations to gather more data. There needs to be more data to gain insight into the potential cost of cleanup so that the buyer and seller of the property can start talking about how the price is impacted, or even if the buyer wants to still buy the property. The cost estimating process will also need to take into consideration that the cleanup would be performed in a state agency program so that a regulatory closure can be received afterward.

In part 2, we will discuss the challenge for drycleaners and ways you can preserve your nest egg!

Save the Date: Fall Fest '19 Coming to Worcester



THE NEFA BOARD RECENTLY VOTED TO BRING FALL FEST '19 TO THE AC HOTEL IN WORCESTER, MA. THE PROGRAM WILL BE ON THE WEEKEND OF NOVEMBER 15 - 17, 2019.

“We are really excited about the new location”, offered Peter Blake, NEFA Executive Director. “This is a brand new, European designed hotel built in 2018. The facilities are well designed, the event space is perfect for our needs, and the location is in the heart of NEFA. Easily accessible for everyone.”

“I really can’t believe the metamorphosis of Worcester over the past few years,” continued Blake. “It is amazing how much the area has changes since we were here with our trade shows 14 years ago. The entire downtown area has been renovated. There are some chic nightspot and unique dining opportunities and some very upscale restaurants. Everything from craft brew pubs to

comedy clubs to high-end steak houses. Worcester is becoming a popular destination.”

NEFA promises the same high caliber management conferences as they have had in the past with new speakers, top-notch workshop leaders including the popular “Drycleaner Spotlight” program, and discussions focussed on timely topics everyone needs to hear.

NEFA will be emphasizing vendors and participants that support the association, and will be providing more opportunities for companies to get involved. The basic format will remain including the popular “Brainstorming Luncheon and the “Silent Auction and Cocktail Party”.

“Of all the events I have gone to over the past 10 years,” observed Mike Maulucci of Battiston’s of Avon, “NEFA’s Fall Fest remains the best. I learned a lot, made some great connections, and when I got back to my plant, I instituted changes. I think the whole team is coming back next year, and we will even be bringing some of our management team.”

NEFA has already locked in a special room rate of only \$149/night based on double occupancy and reservations should be open by the end of the month.

For Fall Fest updates: visit www.nefabricare.com



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North East Fabricare Association 24th Annual

"Brad Friel Memorial Clean Classic" *Wednesday, July 17, 2019*



NEFA's annual summer event is moving to Cyprian Keyes Golf Club in Boylston, MA on Wednesday July 17, 2019 with a 9:45 shotgun start.

Since opening in 1997, Cyprian Keyes has received numerous national recognition and awards. The dramatic course combines the beauty of nature with stimulating play. The course features a challenging, but fair layout and is frequently rated one of the best maintained courses in central MA.

NEFA will again be using the popular 2-score, Bramble format this year. 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.

Wednesday July 17, 2019

Cyprian Keyes Golf Club, 284 E Temple St, Boylston, MA 01505 * www.cypriankeyes.com

Registration: 8:30 a.m * Opening Remarks & Shotgun Start: 9:45 a.m. * Awards & Dinner: 3:00 p.m.

Cost to Play: \$660/foursome or \$165/individual

Cost includes: greens fees for 18 holes of golf, cart, participation in the Longest Drive (men's and women's), Closest to the Pin, and other fun contests, hamburgers, hotdogs, beer and soda at the turn and our scrumptious award dinner!

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As thanks for your generous contribution, a sign displaying your name as a proud sponsor will be displayed on the course at one of the 18 Beautiful Tee areas. You will also receive a business card ad in our Clean Classic welcome booklet as well as paid entry for 1 player to represent you on the golf course.

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