

# Headlines & More



North East Fabricare Association  
www.nefabricare.com

## Fall Fest '17 Features Top-notch Speakers & Industry Experts



GET NOTICED.  
**BE REMEMBERED.**

CREATING A PERSONAL BRAND STRATEGY FOR SUCCESS

KRISTA CLIVE-SMITH

NEFA'S FALL FEST IS BEING HELD ON NOVEMBER 11 & 12 IN PLYMOUTH, MA. THE ASSOCIATION HAS CHOSEN THE PLYMOUTH HARBOR HOTEL TO SERVE AS THE HOST HOTEL.

NEFA has tapped accomplished author, Krista Clive-Smith as this year's key-note speaker. She has a wealth of experience with small business -- and especially drycleaners -- and will use her observations to help drycleaner focus on their business.

"Many small businesses are in survival mode," observed Smith, "and they really have some great opportunities to thrive -- not just survive. All businesses, large and small need to really take advantage of their opportunities, focus on their business, and they can overcome the challenges they face and exceed even their own expectations."

Joining Smith on the speaker slate will be well known industry icons like Norman Way of Puritan Cleaners, and Jim Groshans, FabriCoach as well as NEFA's endorsed Marketing Expert, Jennifer O'Keefe of Glikstorm. The program also features an interactive lunch roundtable with industry experts, and a panel discussion on innovative ways you can look to increase your bottom line. Fall Fest promises something for everyone, and is the perfect opportunity to prepare your business for success.

"This is an exciting program," offered Larry Fish, NEFA President. "We have really brought in very talented, knowledgeable speakers -- and coupled that with some terrific opportunities to learn from our vendors and peers -- to make this an incredible opportunity for everyone. I get excited every year about the program, and I think this may be our strongest program yet. I am looking forward to attending -- and bringing my key staff."

### REGISTER BY NOVEMBER 3 AND RECEIVE A FREE GIFT!

All full -conference attendees that register by November 3, will receive a copy of Krista Clive Smith's latest book: "Get Noticed. Be Remembered: Creating a Personal Brand Strategy for Success."

*Call the NEFA Office, 800-442-6848, or visit [www.nefabricare.com](http://www.nefabricare.com) for full schedule of events and to register.*

SEPTEMBER/OCTOBER 2017

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## PRESIDENT'S MESSAGE...

# State of the Association

I AM PROUD OF THE PROGRESS NEFA HAS MADE OVER THE PAST FEW YEARS. WE ARE ON A GREAT TRACK AND I KNOW EVEN BETTER THINGS LIE AHEAD. I WANT TO THANK THE NEFA BOARD OF DIRECTORS AND THE VOLUNTEER LEADERS FOR ALL THE GUIDANCE AND SUPPORT. NEFA MEMBERS CAN REST ASSURED NEFA HAS SOME GREAT LEADERSHIP AND SOME DEDICATED INDIVIDUALS WHO WANT THE BEST FOR OUR MEMBERS -- AND THE INDUSTRY.



*Peter Blake, MAC Executive Director*

NEFA membership has remained stable and is actually starting to grow. The communication with members has vastly improved over the past couple years. Our magazine, "Headlines&More", is now one of the best in the drycleaning association industry. We are constantly striving to make it even better. So if you have any suggestions for features or articles you would like to hear about... call or email me and we will do our best to accommodate you. Our e-mail database is growing and we are using it more to help educate our members on the latest trends and programs.

We want to reach out to more people -- and more people within your organization. It is free to list as many employees on the membership as you want. Send in your list of managers and we will ensure they are all on our mailing list. You will be surprised at how much they can learn and what they may find important. Your dedicated staff will want to learn all they can about what is happening in the area and ways they can improve their skill levels.

We are focussing on education -- and are bringing some of the best the industry has to offer to our members. We recently held our first ever Management BootCamp with Don Desrosiers, and our annual Fall Management Conference, Fall Fest, is just around the corner. Management training is one of the most requested topics we get, and there is a lack of training programs available. There simply are very limited opportunities to have your management get professional training within our industry, so I implore you to take a look at the programs like Fall Fest and support NEFA-- and your own staff-- by making a commitment to education. We are also holding a spotting workshop this November.

## WHAT LIES AHEAD?

While we are going in some terrific directions, we need input and support. You can help shape where NEFA goes next. You can help decide on educational trainings, new programs and services, and where we can assist our members.

Get involved... simply put... we need your input and assistance. We need more people to join together and help guide us and improve the association -- and the industry. Call me, e-mail me and let me know if you are interested. I can promise you one thing, you will not be disappointed and your investment of time will be well worth it.

# Peter Blake

NEFA Executive Vice President  
(617) 791-0128

# NEFA's Fall Fest '17 Highlights



## NEW VENUE: HOTEL 1620 PLYMOUTH HARBOR

The Plymouth Harbor Hotel is situated across the street from the bay. Hotel 1620 Plymouth Harbor offers spacious, beautifully-appointed Plymouth accommodations in a convenient setting. It also features a thoughtful collection of modern services and amenities for the business and leisure traveler. Come and discover a sparkling indoor swimming pool, fitness center, business center and uniquely-inviting 1620 Bistro.

“We are excited about the new venue,” offered Larry Fish, NEFA President. “It is a great hotel -- and a fun town to spend a weekend in. Plymouth is a gorgeous place to be in November, and the town does a really good job of highlighting the Thanksgiving season.”

NEFA has arranged for a VERY special rate of \$149/night. Reservations can be made by calling the hotel directly at (508) 747-4900 and mentioning you are with the North East Fabricare Association (NEFA). Registrations may also be made online on [www.hotel1620.com](http://www.hotel1620.com) and using promo code NEFA2017. There are limited rooms available -- so book early in order to not get shut out.

## THE EXHIBITOR SHOWCASE

NEFA's Fall Fest is a unique blend of educational sessions, interactive social events, and a showcase of tabletop exhibits from the most progressive companies in the industry. Attendees will have ample time to get to talk in-depth, learn from our Allied Trade sponsors and exhibitors, and to explore innovative products and services.

“I learn a lot from the vendors about what is happening in the industry,” commented Carlyn Parker of Dependable Cleaners, “and I have the opportunity to see what tools other businesses are using effectively. Sometimes you can learn as much from the vendors and our fellow drycleaners as you can during the sessions, and it is a great opportunity for our Managers to learn as well.”

The preliminary list of companies committed to supporting Fall Fest '17 include:

- AristoCraft Supply
- Aldrich CleanTech Equipment
- Kreussler
- Rubin and Rudman
- Fabritec/Sanitone
- Spot Computer Systems
- Tata and Howard,
- Starch-Up
- Fabricare Manager
- Stry-Lenkoff
- Unipress
- Realstar
- Green Earth Cleaning
- CompassMax
- OHI Engineering, INC.

There promises to be much more... visit [www.nefabricare.com](http://www.nefabricare.com) for the updated list.

## NEFA SILENT AUCTION & COCKTAIL RECEPTION

One of the weekend's highlight is NEFA's Silent Auction and Cocktail Reception. The event will feature entertainment, hors d'oeuvre, and of course the silent auction. Come relax and enjoy some appetizers, a little entertainment, and a whole lot of fun with your peers.

Come on down and take a look at some of the valuable items available to bid on. Everything from sports memorabilia to sports tickets to products and services.



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**North East Fabricare Association Presents**  
**Spotting Magic: A Guide to Effective Stain Removal**  
*Featuring Industry Expert*  
**Jim Groshans, Head Coach, FabriCoach.com**

**Thursday**  
**November 9, 2017**  
**10 am - 5 pm**

**Friday**  
**November 10, 2017**  
**8:30 am - 3:00 pm**

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**PERSON**

Jim Groshans will put his 30+ years of experience to work as he guides students through the complex world of stain removal. Through his leadership, students will learn about basic drycleaning chemistry, surfactants, tips and tools of the trade, and even the use of some bleaches.

Whether you are new to the spotting board or a seasoned professional looking to hone your skills -- this program is a great opportunity to learn new effective techniques to remove even the most stubborn stains.

- \* Tools of the Trade
- \* Proper Technique
- \* Chemistry & Reactants
- \* Bleaching
- \* And much, much more!

2 Day Workshop



**For More Information**  
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## Management BootCamp Receives Rave Reviews



NEFA HELD ITS FIRST EVER, MANAGEMENT BOOTCAMP TO RAVE REVIEWS. THE PROGRAM WAS HELD ON AUGUST 24 AND 25TH IN SALEM, NH AND WAS ATTENDED BY 10

MANAGERS FROM THROUGHOUT THE REGION.

The program, “How to Run a Drycleaning Plant Easily, Efficiently, and Profitably” was a first of its kind, and was presented by Management Expert Don Desrosiers of Tailwind Systems. Plans are underway to bring this program to different regions of the country.

“This was a great program,” observed Jim Desjardins of Daisy Cleaners, “it reinforced many of the thoughts and ideas I had, but gave me some solutions to many problems I have when implementing them. It was great to have two people there, myself and one of my key managers, so we could be on the same page moving

forward and really understand where we need to go.”

The course explored the necessity of monitoring labor and production. Attendees learned the basics of why you need to track information, and then they explored how to put that information to use. Included in the discussion was methodology for calculating cost per piece, boosting productivity, managing labor costs, and interpreting information.

“Management training is one of the most requested topics we receive,” offered Peter Blake, NEFA Executive Vice President, “and this was a great opportunity. I wish more people had been able to take advantage of it. People need training like this, and need to prioritize it when it is available. Unfortunately, there is never a guarantee the program will be repeated in an area.”

Due to the feedback of the attendees, NEFA will be planning a second, follow-up BootCamp in the Spring. For more information on all upcoming events, visit [www.nefabricare.com](http://www.nefabricare.com) where you will find the most up-to-date information on all NEFA Activities. Please call the NEFA Office at 800-442-6848 or e-mail us at [peter@nefabricare.com](mailto:peter@nefabricare.com) if you would like to request a class or educational program in your area.

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# MA Mandatory Boiler License Training



IN MASSACHUSETTS, ALL BOILERS MUST BE OPERATED BY A LICENSED OPERATOR. MOST DRYCLEANERS HAVE "SPECIAL LICENSE TO OPERATE OR BE IN CHARGE".

Safety's continuing education requirements to renew your license. This is crucial to all operators holding current licenses that need to be renewed.

Those who Attend this workshop and learn:

- Boiler plant principles
- Boiler plant operation and maintenance
- Water treatment for boiler plant
- Understanding your boiler
- Massachusetts laws and regulations regarding boiler operation

Once you obtain your initial license, in order to renew them, you have to complete 6-hours of continuing education.

NEFA has teamed up with the Technology Learning Center to develop a 6-hour continuing education course to renew Special Boiler Operator and Special Boiler Operator In Charge licenses. A certificate to renew your license will be awarded to all attendees.

This course satisfies the Massachusetts Department of Public

The program will be Wednesday, October 25, from 1:00 PM - 7:00 PM. The cost for NEFA/DLI members is \$225/person and \$325 for non-members.

There is a strict maximum class size of 20 and there are only 8 seats left! Please register ASAP to guarantee your spot!

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- ⦿ All types of appeals – administrative and litigation – including white collar crime defense
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- ⦿ Succession Planning and Trusts and Estates

Whatever your legal needs are today or in the future,  
Rubin and Rudman LLP offers legal advice that's spot-on.

Contact NEFA Board Director-at-Large **Robert A. Fasanella** at Rubin and Rudman LLP.  
Call Bob at 617.330.7018 or email him at [rfsanella@rubinrudman.com](mailto:rfsanella@rubinrudman.com)



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## What's the Point?

Written By Don Desrosiers, Tailwind Systems -- Management Consultant

MOST PLANT OWNERS OR MANAGERS DO SOME SORT OF RECORD-KEEPING. SOME TRACK SALES, SOME TRACK PIECES, SOME TRACK LABOR AS A PERCENTAGE OF SALES, SOME TRACK PIECES PER LABOR HOUR. BUT WHY?

### WHAT DO THEY DO WITH THAT INFORMATION?

This is an important question. The first company that I worked with that kept daily records was meticulous about it. On a pre-printed form, they would jot down the number of drycleaning pieces and the number of labor hours used in that department. Similarly, they would collect and record the number of shirts and labor hours. Then, using a calculator, they would divide the number of pieces by the number of labor hours. The result was the number of pieces per labor hour. On the form, there was a space for these entries for each day of the week. I considered this to be quite impressive. But I soon changed my tune.

I asked the manager what he did with that data. He responded immediately with an answer that was both accurate and disappointing. He said, "We put it in a file and never look at it again." He was 100% correct. That is exactly what they did. I cannot help but wonder why they kept records. What purpose did this serve? I doubt that they had an answer. I guess that the boss asked for the

data. Compiling this data sounds like the right thing to do. So, compiling and storing the data must be necessary, but it doesn't serve any purpose unless the compilers of these numbers use the data in the future.

Recording numbers is very important. The point is to tell management what needs attention. Data first acts as a call to action.... This is what needs a manager's attention.... And then it maps the progress of the remedial action. You cannot accomplish this if the paperwork is buried in a file cabinet!

For example, let's say that a manager finds that the drycleaning department pieces per labor hour (PPLH) is 14. He considers this to be unacceptable. The manager now has something to do; improve that statistic! The record-keeping is already on its way to becoming invaluable. The data has pointed to and highlighted a problem area. The manager sees this as a call to action. Now, the data becomes a monitor. Assuming that the manager works on the problem at hand, the daily reporting reports back to him/her. It says "This is how you're doing." If the statistic improves, the manager is on the right path. If it does not, they a different tactic is in order.

*That's what record-keeping is for!*



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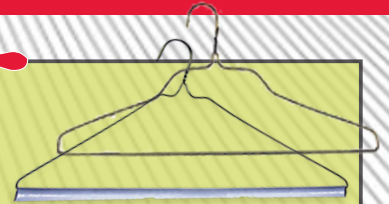
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# Information at Your Fingertips: Have you Downloaded Your DLI Apps Yet?

Written by Peter Blake, NEFA Executive Vice President



ARE YOU PUTTING YOUR MEMBERSHIP TO GOOD USE? ARE YOU MAXIMIZING YOUR RETURN ON INVESTMENT FOR YOUR MEMBERSHIP DOLLAR?

I sincerely hope you are, but if you are like many members you get too busy

and things seem to slip through the cracks and before you know it a year has passed and you haven't used your membership as much as you intended. This new series of articles are designed to make sure you get the most from your membership. Six times a year we will highlight one member service for you to use this month.

## PUT DLI TECHNOLOGY TO WORK

*Free download for all Members: DLI's Garment Analysis App*

*Free download for all Silver, Gold and Premier Members: Stain Removal App & Encyclopedia of Drycleaning App*

DLI remains the leading expert of drycleaning and laundry. They are the premier source of information for all things drycleaning, and have been providing members with information and guidance crucial to their success.

They continue to publish great information in Fabricare Magazine, their e-blasts and services, and on their website, but now you can access it all through their series of Apps and fully-searchable Member Only section of DLIONLINE.org.

## DLI ENCYCLOPEDIA APP

This app is free to members in Silver level and above, and features main topics you can browse including: Fibers & Fabrics, Customer Service, Laundry, Management & Marketing, Not-In-Vogue, TABS, Technical Operating Information, Wet Cleaning, and Regulatory & Legislative.

Or you can type in your subject matter in the search line at the top of the initial page. All results are downloadable and can be printed in full color.

One caution, you do need an active internet connection to access use the app.

"This is a great tool for owners, managers, and even counter sales personnel", offered Blake. "I know cleaners that have placed iPads at the front counter so if there are any questions from consumers, you can look up information instantly. Can you imagine the reaction from the customer that sees you have all this information available at the touch of a button? It really shows your professionalism."

## DLI STAIN REMOVAL APP

This app was DLI's initial venture into the digital world back at the Atlanta Clean Show in 2015 -- and it has been getting better and better ever since.

The app is an easy to use, step by step guide to removing even the toughest stains. The initial screen comes up and you identify the type of stain: beverage, food, pets, oils, cosmetics, personal, or household. Then you are brought to a second screen where you identify the type of stain (wine, ketchup, mustard, etc.). Lastly, you are brought to a third screen where you identify the fabric (cashmere, angora, ramie, etc.).

Then you are brought to a page featuring step-by-step instructions on removing the stain. It is as simple as that: effective, easy to use, and accurate. You do not need an active internet connection to use this app, but you do need to update the information periodically.

But that is not all.. on the initial start-up screen, there is a red button "SP" in the top right hand corner. If you hit that button, it changes the language from English to Spanish! Just click the EN to put it back in English.

## DLI GARMENT ANALYSIS APP

This app is free to download for all members, but there is a cost to use the service. All levels of membership can use the analysis services, and some levels have a number of free analysis included as a part of their membership investment.

This new service has been working very well. With the quality of images that can be taken with cell phones and other technology today, DLI can effectively analyze up to 75% of all issues through pictures and information without having to send in the garment. The process is much quicker, and saves on shipping costs of garments to and from the Institute.

Even after using the app, there is still the possibility of further testing required, so some garments will still have to be sent in for evaluation.

## DOWNLOAD THEM NOW-- HERE'S HOW!

For android devices, visit "Play Store" and type in "DLI" and search. Both the "Stain Solver" and "Garment Analysis" apps will show up for free download. Download them both and when you open them, you will need to enter your 6-digit membership number to access them and begin use. You may need to search: "DLI Encyclopedia" to locate and download the last app.

On Apple Products, visit the APP store, and search for "DLI" and all three apps will come up. You may have to scroll down to find them all, but they are there for free download. Once installed, you will need your member number to activate them.

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