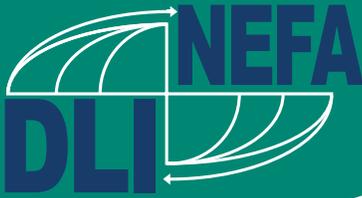


# Headlines & More



North East Fabricare Association  
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## NEFA Coming to Providence, RI for Annual Fall Fest Conference



NEFA'S ANNUAL MANAGEMENT CONFERENCE AND TABLE-TOP EXHIBIT IS COMING TO PROVIDENCE ON NOVEMBER 14 & 15. NEFA HAS SELECTED THE HISTORIC BILTMORE HOTEL TO BE THE HEADQUARTERS FOR EVENT.

"We are excited to return to Providence," offered NEFA President John Dallas. "We haven't had a major event here

since the big equipment shows 10 years ago. We have some great speakers lined-up, some new technology to display, and the most progressive companies in the industry participating. I know it will be a fantastic event."

Providence was chosen due to its central location, terrific restaurants and night time activities. It is easily reachable by car, train, and with TF Green Airport only a few minutes from the hotel -- it is a perfect venue.

### THE SCHEDULE OF EVENTS

NEFA has already enlisted some of the industry's best speakers to help drycleaners learn and explore how increase productivity, performance, and profits!

Catherine McCann of America's Best Cleaners will be this years keynote speaker and she will be sharing her expertise and observations on growing your business. James Peuster will be conducting a leadership program aimed at top and mid-level managers. This is a great way to help you and your key personnel receive the training and support needed to succeed.

Fall Fest will again feature allied trade exhibits, great food, fun atmosphere and the annual Silent Auction where one lucky person will win an Autographed, framed Rob Gronkowski Jersey!

Watch for a full schedule of events and detailed information on [www.nefabricare.com](http://www.nefabricare.com) or call NEFA at 800-442-6848 to register.

JULY/AUGUST 2015

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## PRESIDENT'S MESSAGE...

# Thank You All for a GREAT Day

THANK YOU TO THOSE OF YOU WHO COULD COME OUT AND ENJOY THE DAY WITH US AT NEFA'S GOLF TOURNAMENT.

I really want to thank all the suppliers who help to make the day special and consistently support NEFA's events and programs. NEFA can not do all the work we currently do, and provide all the services we currently are providing without the generosity of our Allied Trades.

When you read through this newsletter, you will see how active we have been on the entire industry's behalf. In the last couple months alone NEFA has worked with the CT DECD and DOR on the issues that are plaguing the CT Drycleaners Remediation Fund. Through several meetings, and trips to Hartford -- and countless of hours work behind the scenes -- NEFA in conjunction with the HCLDA have made some tremendous headway. NEFA has worked with the members in RI on tough permitting issues, NEFA is assisting members caught up in MA Toxic Use Reduction and helping guide members through the myriad of issues involved in that program. NEFA is helping cleaners understand the MA Boiler License rules and recently held a class renewal class.

We can't do this without the support of the Allied trades... so I sincerely thank them for supporting the Clean Classic -- and strongly urge you to refer to the list below -- and the Associate Membership listing in this newsletter when making your business decisions!

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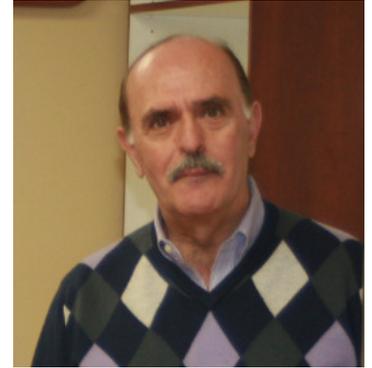
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# MA ERP FORMS DUE September 15



ANY DRYCLEANER USING PERC IN THE STATE OF MASSACHUSETTS IS REQUIRED TO SUBMIT AN ENVIRONMENTAL RESULTS PROGRAM CERTIFICATION BY SEPTEMBER 15TH.

The forms are a self-certification that you are in compliance with all the rules and regulations regarding perc use. It is a multi-media checklist incorporating Air, Water, and Hazardous Waste reg-

ulations facing drycleaners. The Certification is a snap shot of your compliance with all the regulations, and also serves as a great reminder of exactly what you need to be doing each week. The workbook that goes with the cert form is a valuable resource and is a great tool to help make sure you are doing everything right.

The form has undergone some slight changes over the past year, but the only real significant change is in the monitoring of alternative technologies and the installations of new or used machines.

### WORD OF CAUTION

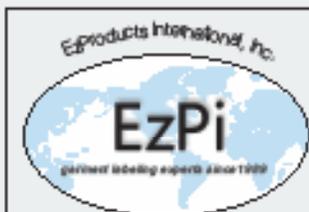
“Many cleaners have forgotten the significance of what these self certification forms mean,” warned Peter Blake, NEFA Executive Vice President. “I fear there are operators who may just be using the previous year’s forms as a guide and filling them out without comprehending the importance of the information.”

The ERP forms are a signed statement that you are doing all the MANDATED leak checks, temperature readings, and other specific requirements. The DEP is then using the information you provide to help ascertain compliance. You need to be careful, and make sure your certification is accurate and complete.

### FORMS ONLINE

The forms should be filled out online and can be found at the DEP website: [edep.dep.mass.gov](http://edep.dep.mass.gov).

Any cleaner needing assistance in filling out the forms is urged to contact Peter Blake at 800-442-6848 or by e-mail, [peter@nefabricare.com](mailto:peter@nefabricare.com)



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# Split Happens!

Written by James Peuster, 21st Century Drycleaning & NEFA Board Member



**ONE OF THE BIGGEST CHALLENGES OF HAVING ROUTES IN WHEN IT COMES TIME TO ADD ANOTHER VAN NO MATTER WHAT LEVEL YOU ARE ON YOUR ROUTES.**

The evolution of growth can only occur when you accept the fact it may be time to split a route. As you grow, you will find yourself faced with many difficult decisions. Here

are some helpful tips of what most of you have, or will experience in the future, with route development.

## 1 VAN:

99% of the time SPLIT HAPPENS when

the route takes over 7-8 hours a day to operate. Your sales volume may not be where you want it--but you must plan on growth. Average weekly volume of the route is approximately \$3,000 to \$4,000.

## 2 VANS:

This is where many owners are experiencing profitability and do not want to take on a third van. However, time again will be the determinate of splitting. One mistake people make is to shift days to accommodate the time factor. It's ok to do once---but only once.

Shifting route customers to another route done the same days is ok too--but do not keep shifting back and forth. Average weekly volume of the routes are approximately \$6,000-\$7,500.

## 3 VANS:

This is where most owners get stuck at. Since there isn't a full-time route manager in place, the drivers tend to go on auto-pilot and retention is not always focused upon. If you are following our route development program--this transition from 3-4 is a breeze.

But if not, this is the perfect time to hire a Route Development Manager to sell and build your routes. Ideally, you would have already had this position in place; however, some of you still have stagnant drivers which is hurting your growth. Average weekly volume of the routes is \$10,000-\$14,000.

## 4+ VANS:

When you reach this position, you want your vans to be driving 6-7 hours a day max. You need the drivers to spend time selling and retaining in order to ensure growth.

The most successful cleaners have drivers who add 1-2 a week and spend time with customer service. You also have internal retention strategies that solidifies the entire process.

## BOTTOM LINE:

The quicker you split a route, the faster you will experience growth. One of the things to stress when growing your routes is the need to be prepared. One of the keys to proper preparation is training. I have developed numerous training tools, and a route services manual that will help you be better prepared. Feel free to contact me to purchase one of our manuals, and I would be glad to help you prepare for success.

## NEED MORE INFORMATION?

James has been a contributing author to Headlines&More and been a featured speaker at numerous NEFA events and workshops. He will be at Fall Fest '15 in Providence this November, come and learn from the best. Routes are the single fastest growing service for drycleaners across the country.

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# HERE WE COME!



## DLI ON THE ROAD

The Drycleaning & Laundry Institute and its State Affiliates are conducting DLI's Five Day Introduction to Drycleaning across the U.S, featuring Brian Johnson. The course provides individuals with a solid foundation for professional cleaning. It is ideal for people who are new to the industry or have some experience. The course covers the basics, including:

- Sorting loads for drycleaning
- Cleaning garments, including silk, satin, and more
- Operating a drycleaning machine
- Removing stains, including coffee, ink, grease, and more
- Pressing pants, coats, and skirts
- Using tensioning equipment to improve finishing quality

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**CONTACT DLI REGISTRAR MELISSA WAGNER AT 800-638-2627 FOR MORE INFORMATION.**

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## 20th Annual Clean Classic Great Success



WITH ALMOST 50 GOLFERS, A TERRIFIC COURSE, AND IDEAL WEATHER -- NEFA'S BRADLEY FRIEL MEMORIAL CLEAN CLASSIC WAS A TERRIFIC EVENT! There was some great golf played as judged by the scores turned in, but even more importantly there were some great laughs, smiles, and some friendships renewed.

Golfers were treated to donuts in the morning donated by Kl-emms Bakery in Windham, NH, followed by hotdogs, hamburgers and beer at the turn sponsored by AristoCraft Supply. The golf course was in perfect condition, and the golf carts sponsored by Kreussler Chemical featured the latest in GPS course positioning.

After golf, people enjoyed the sunny summer weather and feasted on a steak dinner as the prizes were awarded. The Bramble format proved to be challenging at times, but still fun and enjoyable for all. Those who attended praised the course and the food -- and were looking forward to coming back next year.

### CONGRATULATIONS TO THE WINNERS:

First Place: **Shawn McCann, Bill McCann, and Mark Fong**

Second Place: **Ed Alexander, Mike Pavone, and Steven Phaneuf**

Third place: **Al Adamson, Vinny Diprizio, Randy Aubrey, Peter Blake.**

Long Drive: **Frank Maresca**

Closest to the Pins: **Brad Asher, John Stafford, Steven Phaneuf, and Tom Medlin**

Check out [www.nefabricare.com](http://www.nefabricare.com) for a copy of the program distributed at the event and pictures from throughout the day!

### MEMBER SERVICE UPDATE...

## DLI Spotting App Is Now Available for Android Devices



EARLIER THIS YEAR, DLI UNVEILED WHAT MANY ARE CALLING THE GREATEST STAIN REMOVAL WEAPON IN THE INDUSTRY ON THE APPLE PLATFORM.

Unfortunately, there were many members who couldn't take full advantage of the member service until it became available on the Android platform as well.

DLI has surpassed all expectations, and the DLI Spotting App is now fully functional on all Android devices, nearly 4 months ahead of schedule!

Try it out now, it is an amazing Membership be-

nefit, and it is available for FREE to all Silver, Golf and Premier Members.

Numerous MAC members have already started using the app in their day-to-day operations. One member has mounted it at the spotting board to help with stain removal. Having the TABs available at your fingers tips can be a great customer service benefit. The feedback from members has been amazing, and all that have tried it have come away impressed with the stain removal tool.

"It was truly amazing" offered Peter Blake, NEFA Executive Vice President, "to see the member's reaction to the app, and then the genuine appreciation for all that it could do when we demonstrated the power of using it. Members were raving about the stain removal tools, but also the ease in which you could find the tab bulletins and other useful information. One member said he will be downloading it on all the route driver's I-phones so they can answer customer's questions. The best part is it is FREE with a minimum of Silver membership. There isn't a better reason to upgrade membership than this new tool."

This was developed for all those members who are sick of searching through books, training manuals, on-line tutorials, or staff asking for help with tough stains, commented DLI's Ricardo Gonzalez, creator of the app. "Now you can have stain removal solutions and customer service documents on hand, in your hand."



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## How are you Attracting New Business?

Written By Peter Blake, NEFA Executive Vice President



AS WE WORK THROUGH THE SUMMER SEASON, I AM GETTING ASKED MORE AND MORE --"HOW DO I GET MORE BUSINESS?"

I usually respond by asking who your best prospects are? Your best prospect for more business is your current customer.

You need to educate your current customers on the true extent of your menu of services. Far too often you are stuck in the shirts-pants-coats mentality of your basic offerings, not the full scope of what you can offer your best customers.

The best advice I can give you is to start by making a list of services you provide. I would then take a look at what the cleaners around you are promoting to see if there is something on their menu of services you aren't providing -- but should be. Next, I would analyze which of your customers are using your services

in order to list the most popular optional services. When you take that information into consideration with the profit potential of the service, you can then determine what services you want to grow.

Once you have the list of services you want to concentrate on, take a look at how you are getting the information out to your current customers. Are you utilizing Social Media? Remember the old adage, "A picture is worth a thousand words"? It is even more true today because the picture can be seen by so many, so quickly. A video is even more powerful. When you can show before and after affects of your service, or a video demonstrating the complex nature of your business -- customers will begin to understand the professionalism and talent you use in caring for their garments. The effect of E-mail Marketing, using Facebook, and utilizing your webpage can be dramatic when done right.

How do you promote your services? What do you offer? Are your counter personnel trained to introduce customers to optional services they may see value in? These are the things you need to concentrate on to increase volume and business. Call me at the NEFA office if you need help developing your marketing strategy.



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# Rhode Island Taking Closer Look at Wastewater Practices



LET THIS SERVE AS A WARNING TO ALL PERC DRYCLEANERS IN RHODE ISLAND -- BE CAREFUL HOW YOU ARE HANDLING YOUR SEPARATOR WATER.

According to the RI DEM, all drycleaners need to have a sewer discharge permit, even if you have no discharges to the sewer. Any drycleaner doing any type of laundry also needs to be properly permitted. In reviewing the state's requirements, NEFA has learned that in order to be properly permitted by the Narragansett Bay Commission and probably all other sewer authorities, all perc cleaners will need to either ship their separator water out as a hazardous waste or use an approved device that is hard-piped to the drycleaning machine.

"This effort was reported by one of our members," cautioned Peter Blake, NEFA Executive Vice President, "and we have helped him come into compliance with the regulations and to obtain the required permits. It wasn't as easy as we had hoped, and it did require some reworking of his systems. It was a little unclear if "misting" devices are acceptable units. In order to facilitate the permitting process, we advised the member to purchase an evaporator. While they wouldn't specifically rule them out, it was clear from discussions with the permitting agencies that the use of a mister would not be approved without some great difficulty and continuous testing and reporting of any and all effluent."

"This is a serious issue in the state," cautioned Blake, "and I advise all drycleaners to review their use of solvents -- and water-- carefully to ensure compliance with all permitting issues. If you need help or have questions, you are urged to call NEFA."

Rhode Island has begun to look at the drycleaning industry a little more carefully. Recent changes in their guidance on waste water evaporator units and their role in the permitting process has placed some drycleaners in jeopardy. More than likely you will need a permit is you use perc and any kind of washing equipment. You will need a sewer discharge permit for all laundry operations, regardless of solvent type being used.

## OTHER STATES

These rules could also become applicable to other drycleaners in the North East. At a minimum, all wastewater devices should be hard-piped to the machine and use some form of carbon before treatment.



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