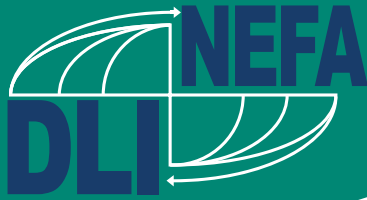


# Headlines & More



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## Attendees Rate Fall Fest '17 Best Conference Yet



NEFA HELD ITS 11TH ANNUAL FALL FEST PROGRAM ON NOVEMBER 11 & 12 AT THE PLYMOUTH HARBOR HOTEL IN PLYMOUTH, MA

“Amazing,” exclaimed Larry Fish, NEFA President. “From the first speaker on Saturday, through the final wrap-up on Sunday morning, everything was

terrific. I believe this is one of the best events we have ever held. Speaking with my colleagues from around the region, they were all equally impressed. It is really unfortunate for all the cleaners who desperately needed to hear the messages, but were unable to attend the conference. They really missed out on an incredible opportunity.”

“Of all the events like this I have ever attended over the past 10 years, I really think this was the best,” observed second time attendee Mike Maulucci of Battiston’s of Avon. “NEFA really knocked it out of the park. From the speakers, to the allied trade exhibits, to the social interaction: it was all first-class. I started making changes and investing in my business right when I got back. I will be bringing my whole team back next year and even some of my top-level managers. I won’t miss another one.”

### TOP INDUSTRY SPEAKERS

Thanks to the generous support of our Session Sponsors and Breakfast Sponsors (**AristoCraft Supply, Kreussler, Aldrich CleanTech, and Spot Business Systems**), we were able to bring in dynamic speakers from all over the country.

First up was Jennifer O’Keefe from GlikStorm, LLC. She explored the world of Social media Marketing and Reputation Management. She drew on her wealth of experience working with small business and demonstrated the power -- both good and bad-- that social media has.

“Like it or not”, commented Peter Blake, NEFA Executive Vice President, “Social media has a great impact on your business. If you are actively engaged with your customer base, reaching out to your potential customer, and closely monitoring and working on your online reputation, it can really enhance your marketing strategy. However, if you aren’t

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NOVEMBER/DECEMBER 2017

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## PRESIDENT'S MESSAGE...

### Thank You For the Support!

ON BEHALF OF OUR MEMBERS, AND THE INDUSTRY, WE WANT TO THANK ALL THE COMPANIES THAT HELPED MAKE FALL FEST '17 A SUCCESS.

It is through their generosity that NEFA is able to accomplish all that we do for the industry. From regulatory advocacy and assistance to education and special programs, the allies that support NEFA enable us to help our members and the industry.

When looking for products and services -- use the companies that help support you and your association. This year's Fall Fest Sponsors Include:

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Larry Fish, NEFA President at NEFA's Fall Fest Management Conference

## Larry Fish

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continued from page 1

careful, and aren't active you can have some very bad experiences and a negative online-reputation without even knowing it. Jennifer did a terrific job of highlighting the opportunities available to small business and the potential pitfalls many small businesses can run into.

## KEYNOTE SPEAKER: KRISTA CLIVE-SMITH

As promised, Krista Clive-Smith was the highlight of the conference. As a special gift, each full-conference attendee received a copy of her book, "Get Noticed. Be Remembered". She explored the needs and benefits of strategic branding. She was able to share her experiences and knowledge to discuss specific strategies that have worked in the past -- as well as ways to relate these ideas to your own marketing strategy.

"She was terrific", observed Don Fawcett of Dependable Cleaners. She brought energy and excitement to the program, and really got people to think. Sometimes what is being said isn't as important as what you think about when you hear it. She really engaged the audience and made us think."

## LUNCHEON ROUNDTABLE

One of the highlights of the conference worked out to be NEFA's Industry Expert Roundtable hosted by Larry Fish. NEFA arranged for industry experts: Wash Respress of Drycleaning Advisors, Jennifer O'Keefe of GlikStorm, Krista Clive-Smith, Norman Way of Puritan Cleaners, Jim Groshans of FabriCoach, and James Christman of Starch-Up to move from table to table during the lunch presentation and brainstorm industry best practices-- and ways to meet the challenges of today. Each expert spent 10 minutes at each table helping to foster conversation, and to assist in ways to capitalize on opportunities and help solve some of the challenges attendees were facing.

"This was innovative and unique," observed Eric Pooler, Gold Star Cleaners, "and you really wished you had more time with each of the experts. The discussion was great, and it carried through to all the rest of the conference. It really helped build on all the topics and ideas we had been discussing, and laid a great foundation for the next presentations."

## INDUSTRY SPOTLIGHT: NORMAN WAY

A new feature of Fall Fest is the Industry Spotlight presentation. Each year NEFA will highlight one of the best operators in the country and invite them to NEFA to discuss their "Best Practices" and some of the ways they are unique. NEFA couldn't have asked for a better honoree for the first year than



Roundtables spark conversation, Norman Way highlighting his Support Team, FabriCoach Jim Groshans, and Brian Snow of OHI Engineering, team members of The Clothes Clinic and Columbus Cleaners.



Norman Way of Puritan Cleaners. Norman discussed the Puritan brand, and some of the ideals and practices they have instituted. They are extremely community oriented, depend a great deal on social media for marketing their brand, and believe in investing in their employees through continual training.

Continued on page 6



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# Start Creating Your Social Media Strategy

Written by Jennifer O'Keefe, Glikstorm LLC



IN LAST ISSUE'S ARTICLE, WE TALKED ABOUT THE STRATEGY OF DEFINING WHO YOU'RE TRYING TO REACH. NOW THAT YOU'VE IDENTIFIED YOUR TARGET CUSTOMERS, LET'S FIGURE OUT THE BEST SOCIAL MEDIA PLATFORMS YOU CAN USE TO REACH THEM. THE DEMOGRAPHICS ARE DIFFERENT FOR EACH SOCIAL MEDIA PLATFORM, AND PEOPLE

EXPECT DIFFERENT TYPES OF CONTENT ON DIFFERENT PLATFORMS.

## WHAT TYPE OF PEOPLE ARE YOU LOOKING FOR?

Starting broadly, is your target customer male or female? While all social media platforms are used by both genders, men are likely to be active on Twitter, LinkedIn, and Facebook. Women are likely to be active on Facebook, Pinterest, and Instagram.

There's an age differentiator, too. The average age of users on the social media platforms from youngest to oldest is generally: Snapchat, Instagram, Facebook, Pinterest, Twitter and LinkedIn. Some platforms have a wider age-range of users than others. Snapchat is popular with the under 20 crowd, but also has an audience of 40-60 year old females (mothers of college kids using Snapchat). Facebook's main audience ranges drastically from 25-70 years old.

## WHAT ARE THEIR INTERESTS & CAREERS?

You can find CEOs and upper-level business professionals on LinkedIn and Twitter. Mothers with young children can be found on Facebook, Pinterest, and possibly Instagram. College students can be found on Instagram, Facebook, and possibly Snapchat. Creative people who are artists, photographers or crafters can be found on Instagram, Pinterest, and possibly Facebook.

## IS GOOGLE+ DEAD?

You may have noticed that Google+ hasn't been mentioned. While Google+ is not currently a very popular platform where people go to consume information, it's still important to your online marketing strategy. If used properly, Google+ can help the SEO (search engine optimization) of your website.

## DIFFERENT PLATFORMS = DIFFERENT FOCUSES

People expect to find different types of content on the different platforms. On Instagram, Pinterest and Snapchat people expect to see pictures as the focus and main point of each post. On Twitter, posts are expected to be simple and concise. Twitter is also used heavily for breaking news and politics. Facebook users are tolerant of the widest variety of posts, including short videos

and Facebook Live. On LinkedIn, posts are expected to be links to business/professional articles, press releases, job postings, or industry-related news.

## ALL SOCIAL MEDIA PLATFORMS HAVE TWO THINGS IN COMMON:

#1 Obnoxious, blatant promotional posting is frowned upon. On all platforms, promotional messages should be in-frequent, gentle, subdued, and not screaming at readers.

#2 Posts are expected to have a picture or video. Posts that contain only words tend to be skipped over by the reader's eyes. Don't post anything without a picture, unless it's an emergency...like "the building is on fire!!!"

## KEEP YOUR END GOAL IN MIND

When trying to decide which social media platforms to use, you also need to refer to your strategic plan and the results you hope to achieve. Different goals may require very different tactics. If your strategy involves using sales and coupons, Facebook, Twitter and Google+ would work well. If you want to increase your public relations and highlight the work your company does within the community, Twitter, LinkedIn, and Facebook would work well. If you want to share before and after photos of your work, Instagram, Facebook and Twitter would work well. If you want to take advantage of trending topics to increase the number of people who read your posts, Twitter and Instagram would work well.

## CLEAR AS MUD?

Do you have a clear idea of where to find your target customers online or are you now thoroughly overwhelmed? A basic strategy we use with many of our clients is to start by using a combination of Facebook, Twitter and Google+, with a limited amount of relevant posts released on LinkedIn as well. This is a good general starting strategy for most small businesses. Here's a secret: if done correctly, you can use the same picture and most of the wording for each of these 4 platforms! The wording for Twitter just needs to be shortened a bit, but it can be done.

## GLIKSTORM: NEW NEFA MEMBERSHIP BENEFIT

Using social media strategically doesn't need to be a headache. If you have questions about your social media strategy please contact me for a complimentary discussion today.

If you are not sure how to get started, or if you need assistance, NEFA has arranged for members to receive Glikstorm services at a greatly reduced rate. This discount includes reduced fees on image creation and specially designed packages that include postings on Facebook, Twitter, and Google+.

For more information on Social Media packages available for dry-cleaners, contact Jennifer O'Keefe at Glikstorm: (603) 943-6480 or by email: [info@glikstorm.com](mailto:info@glikstorm.com).

## Spring Fever: NEFA Night at Fenway



GET READY FOR NEFA'S NEW ANNUAL SOCIAL EVENT: NEFA NIGHT AT THE BALLPARK. NEFA HAS SECURED 85 TICKETS TO THE JUNE 6TH RED SOX GAME AT FENWAY PARK VERSUS THE DETROIT TIGERS. THE FIRST PITCH IS

limited number of seats for this game, and is likely to sell out very quickly. We have already gotten pre-registrations for over 40 of the tickets -- so you will need to act quickly.

"This should really be a fun evening", offered Carlyn Parker of Dependable Cleaners, "and we are looking forward to going and bringing some of our staff. We love the Red Sox, the Tigers always have a strong team, and Fenway Park is an iconic landmark, what more can you ask for? It will be a great experience, and a lot of fun. Couple all that with joining our industry friends and suppliers for great early summer evening -- and I think you really have a homerun."

SCHEDULED FOR 7:10 P.M.

This should be a fun night, expressed Chuck Anton of John Anton's Fabricare. "It is a great opportunity to spend some time with peers, colleagues, and friends in a social setting. I am looking forward to bringing key members of my management team as a reward for their hard work."

The seats are all located together in the rightfield roofbox area (Depicted to the left of this article) and is near the Refreshment Pavilion formerly hosted by Budweiser. NEFA has purchased a

### RESERVE YOUR TICKETS TODAY

Tickets for the game are \$65/ticket -- and are available on a first-come/first serve basis. To reserve your tickets call Peter Blake at the NEFA Office (800-442-6848) or email him at [peter@nefabricare.com](mailto:peter@nefabricare.com). These tickets will sell out, and we will not be able to secure more in this area.

Based on the success of the Event, NEFA will look to possibly expand the event in the future. Go Sox!



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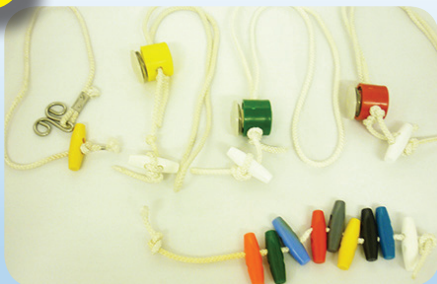
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Continued from page 3



"I like to hear from other cleaners," commented Alan Kushinsky, Champion Cleaners, "I like to learn how other people handle problems.. When I can learn a new technique or new trick of the trade -- it pays for my whole conference."

The last program on Saturday was a discussion of ways you can implement technology to help improve the bottom line. James Christman of Starch-Up showed ways you can embrace apps and other technology to showcase your business and streamline your process. James Moretti of RGS Energy showed how Solar Energy can save come cleaners thousands of dollars each year. Larry Fish also highlighted some of the recent changes he has made -- and the profound effect it has had on his business -- including a move to solar energy.

### ACHIEVING CUSTOMER SERVICE EXCELLENCE

Sunday's theme was improving your customer relations, and enhancing the customer experience. First up was Jim Groshans,

Head Coach of FabriCoach. With a lifetime of experience both behind the counter and in front of it, he was able to demonstrate the need for teamwork in order to achieve customer service excellence. It starts and ends with the counter -- but the entire staff has a role and bears responsibility for the customer experience. His unique observations helped attendees understand the need for proper front-end training including an understanding of the back-end of the processes.

Krista Clive-Smith had the attendees dancing in the aisles as she wrapped up the program. Her second Fall Fest presentation was geared to Managers, Customer Service Managers, and even Customer Service Personnel. She showed the importance of understanding the company's brand, policies, and corporate culture. She used examples of ways your counter personnel can affect your entire business and how it is perceived

### PLANNING AHEAD: FALL FEST '18

NEFA will be moving Fall Fest to October next year, and planning is already underway. The Board is looking for new speakers and topics, so any suggestions should be directed to the NEFA Office.

"I want to thank NEFA for creating something like Fall Fest for people like me", observed Joel Bien-Amie of New Process Cleaners in New York. It really is an incredible opportunity and I can't wait till next year.






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# Using DLI's New Effortless Social Media

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 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.

## EFFORTLESS SOCIAL MEDIA

Most members I talk to understand the need and benefits of maintaining an online presence. They know they need to do it, and they want to do it, but it often ends up on the bottom of the "To Do" list. Members who don't use professional services like NEFA's GlikStorm or Be Creative will start a program, but won't be consistent and before you know it -- its been months since something was posted.

That is where DLI's new **Effortless Social Media Program** comes into play. When you sign up for the service, DLI will post consumer oriented posts directly to your page weekly. It is consistent, automatic, and best of all -- included with your membership at Silver and above.

It is a GREAT program, and one that can be used to compliment what you are already doing, or can be a stand alone beginning to getting your company an online presence.

## GET STARTED

Go to [DLIOnline.org](http://DLIOnline.org) and click the login button on the top menu bar. You will have to put your membership number in. You will be taken to the members only page, where you can select "Effortless Social Media" from the menu. There you will fill out your business information and submit it to DLI.

Once registered, you need to set-up the program and grant DLI access to your Facebook page. There is a downloadable PDF on the next page that will walk you through it. It is best to do the following steps on a computer rather than a mobile device.

First step is to log-in to your Facebook page (you will need your username and password). Once in Facebook, you need to click on your business page. Click on the top right arrow and select your page. If you don't have a separate business page, call me and I will help you get set-up.

Next select the "Settings" button. Select the "Page Roles" option. You will then be able to add DLI as an editor to the page. Under "Assign A New Page Role", enter [ricgnzlzcr@gmail.com](mailto:ricgnzlzcr@gmail.com) as an editor, select the account titled "Ric Go", and click the "Add" button. You will have to confirm your password, but you are all set. Just sit back and wait for the automatic posts to start populating your page.

## HOW MANY BOXES HAVE YOU CHECKED?

This is our fourth article on how to increase your membership return on investment. How many have you done?

If you haven't checked them all, you are not making the most of your membership. Don't wait, do them now before the year is up and you are wondering how can DLI help us.

All articles are archived on our website, so if you missed a past article visit [www.ne-fabricare.com](http://www.ne-fabricare.com).



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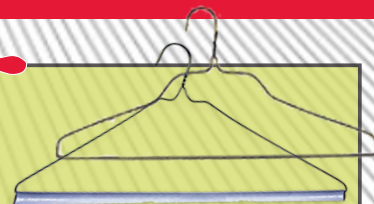
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# New England Energy Market: Winter Update

Submitted by Sprague Operating Resources LLC



THE SEASONAL WEATHER HAS FINALLY ARRIVED IN NEW ENGLAND AND WITH THAT COMES INCREASED TRAVEL AND TOUR-

ISM INTO THE REGION PARTICULARLY FOR WINTER SPORTS AND RECREATION.

With days shorter at this time of the year and temperatures dropping, the demand for electricity is strong as we use more electricity for lighting, heating and even snowmaking! However, the ability to meet the regional electricity demands for these purposes is dependent upon a number of factors including energy ample infrastructure and fuel to run our power plants.

## FORECASTING ENERGY DEMAND

While New England is typically a summer peaking system, winter peak loads can exceed 21,000 megawatts (1 megawatt is said to be enough capacity to power 1,000 homes). Peak electricity demand this winter is forecasted to be 21,197 megawatts based on a temperature of 7°F with an extreme peak forecast of just under 22,000 megawatts if a cold snap occurs. Last winter season, peak electricity demand was 19,647 megawatts which occurred on December 15, 2016 even before the official start to winter. This was still well below the all-time New England winter system peak of roughly 23,000 megawatts.

The good news is that ISO-New England – the entity that oversees the regional electricity grid - expects to have the resources necessary to meet the electric generation needs this winter season. However, power system operations could become challenging if: demand is higher than projected typically due to a significant cold snap; the region loses a large electric generator; or natural-gas-pipeline constraints limit the availability of fuel to natural-gas-fired electric power plants. The pipeline infrastructure in place to deliver natural gas in the region has been slow to expand while the demand for natural gas continues to grow for both fuel for heating purposes and for natural-gas-fired electric generation. During extreme weather conditions, the availability of natural gas for electric generation can become limited as the demand for natural gas for heating increases (and heating typically has a priority over electric generation).

## PLANNING AHEAD

What can be done to prevent or mitigate the impact of these possible scenarios? ISO-New England has initiated a number of efforts to assist in this regard: (1) a winter reliability program is in place which provides financial incentives for electric generators to store oil and/or liquefied natural gas during the winter season enabling them to switch fuels and fire electric generation under

certain conditions; (2) there are demand-side efforts in place that are aimed at reducing demand; passive efforts such as energy efficiency measures reduce demand by making electricity consumption more efficient, and active measures whereby certain qualified businesses are called upon directly to reduce their electric load if needed; and (3) operational procedures to maintain electric system reliability which can include a request for voluntary efforts to conserve electricity by businesses and individuals, a more-directed demand response effort (by qualified entities) and importing electricity from outside the New England region.

In the near term, the energy situation in New England is in relatively good shape but the energy market continues to change and those changes do affect your energy costs. Sprague can help you understand and manage your business in a changing energy marketplace.

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