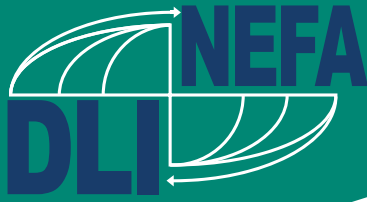


Headlines & More



North East Fabricare Association
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NEFA To Host Route Development Workshop



NEFA HAS TEAMED UP WITH THE ROUTE PRO, JAMES PEUSTER, TO DEVELOP ONE AND A HALF DAY LONG ROUTE DEVELOPMENT WORKSHOP.

The program will be held on Friday, May 4, from 10:00 - 5:00, and on Saturday, May 5th, from 9:00 - 12:00 noon at the

Technology Learning Center in Oxford, MA.

This workshop is geared for owners, managers, and all sales staff. Peuster will draw on his years of experience in the industry to share some of the essential strategies of Route Development. This workshop is for anyone who wishes to increase their route sales and who feel like they may be missing the extra edge to grow.

“We are excited to be able to present this opportunity to NEFA members,” commented Peter Blake, NEFA Executive Director. “Routes are becoming more and more of a necessity for businesses to grow and thrive. James is known nationwide as the leading expert on route development and route sales, and we are excited to be able to present our members with this opportunity to learn from the best.”

The program will feature discussions of some of the core strategies for route development and growth including:

- How to get and keep staff motivated
- How to hold your team accountable
- 10 things to increase sales
- Effective Marketing materials & tools

The cost for NEFA/DLI members is \$179/person for members, and \$279 for non-members. Significant discounts are available for multiple attendees from the same plant. Seats are limited, so act quickly.

TO REGISTER

To register, call NEFA at 800-442-6848 or visit us at www.nefabricare.com to download a registration form.

JANUARY/FEBRUARY, 2018

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PRESIDENT'S MESSAGE...

NEFA Programs On the Horizon

WITH THE NEW YEAR ALREADY UNDERWAY, IT IS A GOOD TIME TO TAKE STOCK OF WHERE WE ARE, AND WHERE WE HOPE TO BE BY THE END OF 2018.

This is a great time of year to reflect back on the past year, and think about all that we have accomplished, as well as a good time to take a look ahead at our own goals and objectives. I know I am always looking ahead and meeting all the challenges and obstacles, both personal and professional, that come my way head-on. I plan on applying that same determination to all the opportunities that present themselves to me in 2018. I hope you will do the same.

I am really proud of all that we have been able to accomplish with NEFA over the past year. We continue to provide excellent services, programs, and information. I am really proud of the NEFA's Headlines&More magazine, and I think it is one of the best regional association publications in the country. We have seen a stability in membership that many thought wasn't possible. We have made some positive changes, and they have been embraced by the industry.

We have had some GREAT programs this year. This year's Fall Fest had a phenomenal speaker line-up including Krista Clive-Smith and Norman Way. I learned so much from all the presentations, and I can't wait to see what this Fall will bring. We had a very successful Boiler License training program, unveiled our new Management BootCamp, and our Clean Classic is a highlight of the summer. These were all great programs, and I know we have more strong programs on tap in the coming year.

IT TAKES A VILLAGE

Contrary to some belief, it is not just myself working on behalf of NEFA. We have a great Board of Directors giving direction and some great staff. I want to thank Fran Johnson, NEFA's Director of Member Services. Most members probably don't realize all she does to keep NEFA moving forward. The works she does on the magazine, the NEFA Website (nefabricare.com), and all our other communications vehicles is critical to keeping you all informed. She is a tremendous asset for NEFA and our members.

We also need to thank the membership team at DLI and Rebecca Ferguson who you have all probably talked to on the DLI Hotline at one time or another. She plays a critical role in Membership retention, and in assisting with the myriad of DLI programs you all need.

As I look to the future, I see some great things on the horizon. We have a Route Development Workshop in May (see page 1), a Management BootCamp II is under development, and we will have our traditional programs like Fall Fest, the Clean Classic, and Boiler License programs. We are also developing a workshop series for Upstate New York this summer and seminars in CT, RI, and NH. Keep watching -- NEFA is planning some great events!



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

Larry Fish

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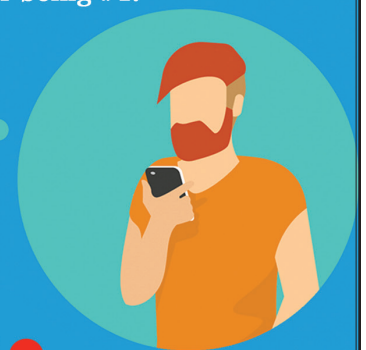


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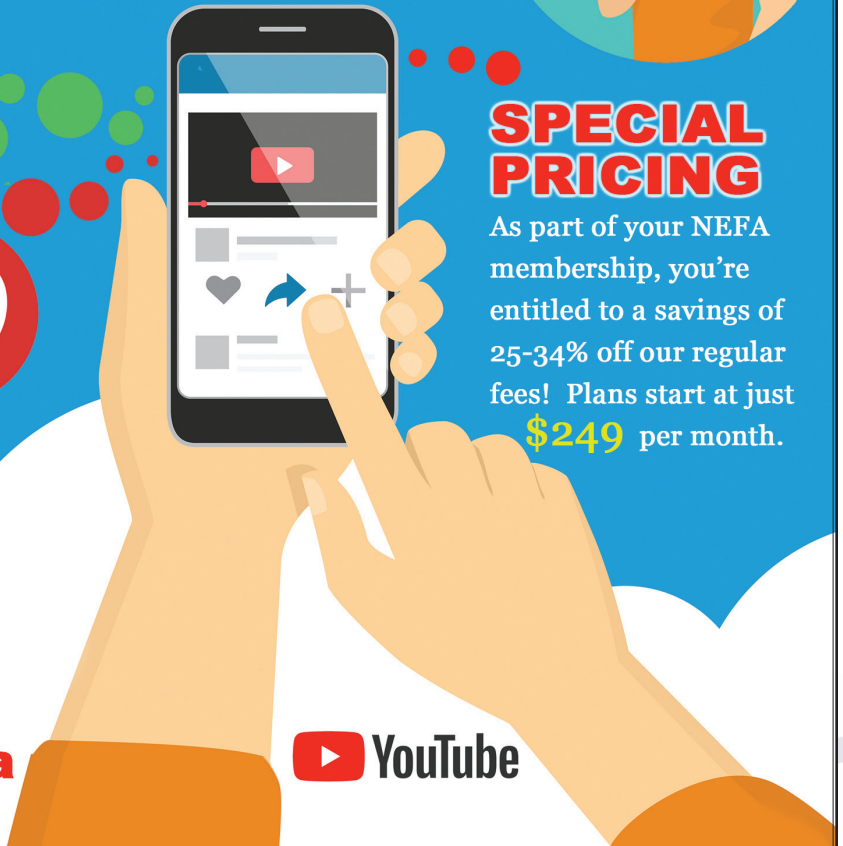


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How Much Did You Make at Previous Employer?

Written By Raleigh F. "Sandy" Seay, Jr., PHD, Chairman of The Seay Management Consulting Firm



FOR AS LONG AS EMPLOYERS HAVE BEEN HIRING EMPLOYEES, PART OF THE INTERVIEW PROCESS HAS BEEN TO ASK CANDIDATES FOR EMPLOYMENT ABOUT THEIR COMPENSATION HISTORY.

This has been an important question because it helps an employer understand the candidate's pay expectations. If

a candidate has made significantly more money for a previous employer, he or she is unlikely to be happy with a lesser rate, even if the person is moving from a high cost of living area where wages are generally higher. If a candidate says, "I know wages are lower here than where I'm coming from, but I'm willing to take less because the cost of living is less," that willingness is likely to last no longer than the first five minutes of employment. The reason is because once a person has received a certain pay rate, he or she feels "worth" that amount of money. As Maslow taught us years ago, a satisfied need is not a motivator. In this case, the candidate has an unsatisfied need, which is a job offer, and is therefore motivated to say, "I'll take less." Once candidate receives the job offer, however, the need is satisfied and the person is no longer motivated to take less, but is motivated to lobby for more.

Another reason for asking about compensation history is that you want to compensate an employee properly and fairly, based on experience and qualifications. If a candidate has earned, say, \$12.00 per hour at a previous employer, and your pay range for the position is \$12.00 --\$20.00 per hour, you may want to offer the candidate \$14.00 per hour, which is a nice increase from the person's previous position and provides the person with an opportunity to grow within the range. If we don't know the candidate's compensation history, we're shooting in the dark and may offer too much or too little. We know that compensation, standing alone, is not a motivator for increased productivity.[1] If it were, we would not have schoolteachers, EMT's or caregivers for disabled children. There are some elements of the job that are more important than money. Compensation is, however, a "satisfier," which is to say that if pay rates are not competitive at some level, the employees will, to some degree, be dissatisfied

HOW TO DISCUSS PAY EXPECTATIONS

Compensation can be something of a sensitive subject in an interview and sometimes candidates are reluctant to reveal their compensation history. I've found that a good question to ask is, "I know it's

sometimes tough to talk about pay, but do you have a particular pay range in mind?" If the answer to this question is a pay range significantly higher than you want to pay, then it's likely that you will probably not want to move forward with this candidate. However, if the answer is in the compensation ballpark, this provides you with a basis for further discussion.

Nevertheless, in some states and localities, all of this is about to come to a screeching halt. Massachusetts, New York City and other locations have banned employers from asking about a candidate's compensation history, and several other locations are considering it. Connecticut, Maine, Rhode Island, New Jersey, Vermont and Rhode Island are all currently considering legislation, and the democrats have introduced a bill at the Federal level.

COMPENSATION MANAGEMENT AND ADMINISTRATION PROGRAM

It seems clear that this idea of not asking for compensation history is a strong trend and we expect it to spread. According to our sources, the thinking behind it is that asking for pay history perpetuates continuing pay differences between men and women and, thus, could be gender discrimination.

This underlines and emphasizes the importance of every employer having a comprehensive Compensation Management and Administration Program complete with job descriptions, job evaluation, pay grades with minimums and maximums, and a performance evaluation system, on which to base pay rates that are fair, equitable and competitive. If you have any questions or concerns when dealing with employment issues. Seay Management Consultants are under retainer by DLI to assist DLI/NEFA members in HR and Management issues. Members are invited to call 888-245-6272.



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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@nefabri-care.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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CT Clean-Up Fund Status Report



NEFA RECENTLY ATTENDING THE CT REMEDIATION FUND SUMMIT MEETING WITH THE CT DECD, DEP, AND DOR.

The Department arranges these status meeting twice per year to keep the industry apprised of all the updates, progress and any and all changes to the fund.

"These are very informative and substantial meetings," offered Peter Blake, NEFA Executive Vice president, "and they demonstrate the commitment the CT DECD has shown to the industry and the fund. I think they have done a terrific job of getting the program active and being completely transparent with the inner workings of the fund."

The meeting focussed on the recent activities regarding the fund. Since we last met, three new drycleaning grants have been approved totaling expenditures of \$335,000. As of January 18, the combined pipeline of applications waiting for funding stands at 49. This projects to be approximately \$10,000,000 of grants. This would mean at current funding levels -- it will take close to 13 years to fund all companies on the current "waiting list". There

are more companies expected to join the list during future intake rounds.

All these companies on "the list" have secured a place in line to approach the fund and will be contacted when the fund is in the position to fully review the application and to offer grant funds. Any available funds that open up are quickly channeled to awaiting applications. These companies, however, should still expect a significant waiting period as the receipts can't keep up with the demand.

"The DECD reported that receipts in the program are down 15-20% over recent collection periods," explained Peter Blake, NEFA Executive Vice President, "and that bears watching. While the receipts had seen significant growth with the emphasis on enforcement in the recent few years, we need to make sure that the downturn is related to the business and not to under reporting or avoiding the mandatory surcharge."

In recent years, the DOR had increased the number of registered companies from 442 - 515 in the program. There is still a belief that there are a number of cleaners that could be in jeopardy of serious penalties for non-reporting. This is not an optional surcharge -- it is mandated. If you have questions, you are urged to contact NEFA: 603-635-0322.



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Three Viral Videos: A Lesson in Social Media

Written by Jennifer O'Keefe, Glikstorm LLC

SEEING RESULTS FROM SOCIAL MEDIA MARKETING ONLY HAPPENS WHEN YOU HAVE A WELL-DEVELOPED STRATEGIC PLAN.

There are exceptions to this rule—like a video of a kitten playing in warm, laundered blankets that miraculously “goes viral” on its own. But even a viral video can be ineffective if it doesn’t reach the ideal target customers, have a clear marketing message that moves people to take action, and have an easy, welcoming call-to-action.

Lets look closer at three examples of viral videos. Toby’s Cleaners, Zebra Cleaners and Lilly’s Cleaners have each captured a cute, short video on their cell phones of a kitten playing in laundry. Amazingly, all three videos have “gone viral,” meaning they were shared many, many times and viewed by an exponential amount of people.

Three viral videos! That’s crazy success, right? Well, only if each of these cleaners had a strategic plan. It turns out that only two of these cleaners saw a bump in new business and enquiries as a result of their viral cat video. In our hypothetical example, Zebra Cleaners and Lilly’s Cleaners benefitted from their silly cat videos, but Toby’s Cleaners did not.

TOBY’S CLEANERS

Toby’s Cleaners does not have a social media strategy. They post sporadically to Facebook without any schedule or defined purpose



for their posts. They don’t really understand what to do with Twitter, Google+ and LinkedIn, so they’ve ignored these social media platforms. They also haven’t used any strategies to build their social media following, so they only have about 20 followers on Facebook. To-

by’s Cleaners posted the video on their business Facebook page with the wording “Funny cat video.” The video did “go viral,” and ended up getting seen by a lot of people around the world, but this business didn’t see any real results. People thought the video was cute, but there was no connection to the business or action for people to take.

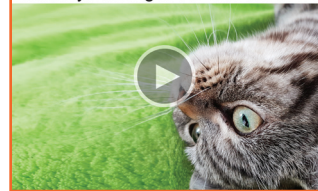
LILLY’S CLEANERS

In contrast, Lilly’s Cleaners and Zebra Cleaners each have strong social media strategies. The management team at Lilly’s Cleaners invested time to learn about basic social media strategy and they successfully manage their own social media. They use Facebook, Twitter, Google+ regularly, and LinkedIn sparingly.

Lilly’s Cleaners does work for a few veterinary hospitals and some charity work for a few local animal shelters. Their main target customers are actually families with children. They decided to use the video to publicize their charity work with animal shelters, pull on

Lilly's Cleaners @LillysCleaners
We have a soft spot for animals & happily support @TownAnimalShelter! We keep blankets clean, soft & cuddly for animal hospitals & everyday families! www.lillyscleaners.com

Use this coupon code for 25% off your next #drycleaning order with us: CAT32



the heart-strings of families, and encourage people to shop with them by adding a 25%-off coupon code to the post. The wording for this post was “We have a soft spot for animals & happily support @TownAnimalShelter! We keep blankets clean, soft & cuddly for animal hospitals & everyday families! www.lillyscleaners.com. Use this coupon code for 25% off your next #drycleaning order with us: CAT32”.

They included a link to their website for brand recognition and tagged the animal shelter they support in hopes of increasing the number of people who would see the post.

Their video was shared by animal lovers, activists, community leaders, and some of their veterinary hospital clients. In the weeks that followed the video’s release, a significant number of new customers visited their shop and used the coupon.

Although this post was successful, Lilly’s Cleaners missed one important detail with this post. To protect themselves from people abusing the coupon code, they should have mentioned any limits, (ex: one coupon per customer, no other discounts apply, offer good through January 5 only...etc.). Any time a sale, special, or coupon is mentioned in a social media post it’s important to clearly specify limitations or direct people to a website for the full details of the offer.

ZEBRA CLEANERS

Like Lilly’s Cleaners, Zebra Cleaners also has a strong social media strategy. They have delegated their social media management to a professional social media marketing firm. They see the value of social media, but prefer to spend their time working on the “meat and potatoes” of their business. Zebra Cleaners’ social media strategy involves regular posts to Facebook, Twitter, and Google+.

Zebra Cleaners has a very upscale business clientele and does a lot of work on designer suits and high-end women’s pocketbooks. Because their clients spend time on LinkedIn, Zebra Cleaners’ social media strategy also involves a lot of posting on LinkedIn. A silly cat video doesn’t really fit with this particular brand, so their social media gurus suggested using the contrast of the video against the seriousness of the brand. The wording for this post

Continued on page 10

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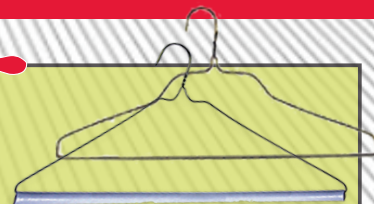
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Viral Videos...

Continued from page 8

was “Everybody loves cuddly cats, but we don’t fool around with laundry. Only the BEST #drycleaning care for your professional #suits, #pocketbooks & ties! Free pickup & delivery: ow.ly.235.” They used hashtags for relevant words, and a shortened website link that led to the free pickup and delivery page on their website.



Zebra Cleaners also received a few enquiries about corporate dry-cleaning service.

Another differentiator between these three video posts was the marketing quality of the videos. Both Zebra Cleaners and Lilly’s Cleaners took the time to edit their videos, adding in their logos

and websites at the end for brand recognition. This can be important if a video, picture, or post “goes viral” and the credit to the original company is lost because of they way someone shared the content. Adding your branding into all videos and pictures is important so that the credit (and marketing value) remains with YOU.

Nobody can predict when a video or social media post will “go viral”, but it’s important to treat ALL your social media posts with a strategic purpose. If your business is showing up in all the right places online, with relevant content that people want to see/read, and you’ve built a strong number of followers, you’ll be ready to reap the benefits of your popular or viral posts.

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