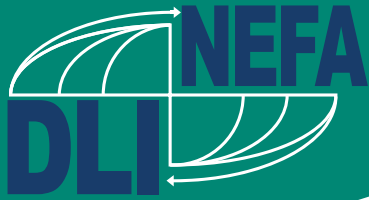


# Headlines & More



North East Fabricare Association  
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## Branding Expert, Brian Rashid, Tops Great Fall Fest Speaker List



FALL FEST '18 IS COMING BACK TO PLYMOUTH, MA ON OCTOBER 27 AND 28! THE MANAGEMENT PROGRAM WILL AGAIN FEATURE A UNIQUE BLEND OF INDUSTRY EXPERTS, GREAT SOCIAL INTERACTION, AND TERRIFIC LEARNING OPPORTUNITIES .

Brian Rashid is a marketing and branding expert who will present, "Helping YOU Tell Stories that Sell". Brian was recently a featured speaker at both the SEFA and CCA Exhibits and the feedback was amazing.

"Brian is an engaging speaker," offered Peter Blake, NEFA Executive Vice President, "and having seen both his recent presentations, I know he is a perfect fit for Fall Fest. I have never heard such positive comments from attendees at a convention as I did after his workshop."

Brian will draw on his marketing experience, and his true passion of helping small businesses succeed, to demonstrate ways you can develop your brand -- and successfully market your business effectively.

### MORE CELEBRATED SPEAKERS COMING TO PLYMOUTH

Management Expert James Peuster has developed a program to help answer one of the biggest challenges facing industry today: finding good help. He has put together a program that explores ways to find, recruit and retain good employees.

"Again, I have seen this program James has put together," continued Blake, "and it is terrific. His program has already helped many drycleaners change the way they recruit people, and has really opened up new tools and tricks to keep you fully staffed. With all the changes we have been seeing in the marketplace -- this is a critical topic, and a critical session. This is one program our members NEED to see."

NEFA has also arranged for Trudy Adams to return to Fall Fest on Sunday, October 28. Her presentation, "Developing A Consistent Customer Service Promise" is an in-depth look at the customer experience. She will look at the role counter personnel, managers, and owners all play in establishing a consistent level of service. This will include ways front counter workers can take ownership of the front call office, as well as techniques for management to both encourage them and empower them.

*Visit us at [www.nefabricare.com](http://www.nefabricare.com) for more information and*

JULY/AUGUST, 2018

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## EXECUTIVE DIRECTOR'S MESSAGE...

# Your Success is Our Goal

ARE YOU GETTING THE MOST OF YOUR MEMBERSHIP? HAVE YOU LOOKED AT THE BENEFITS YOU HAVE INCLUDED WITH YOUR MEMBERSHIP?

I want you to use your membership to the fullest. I want NEFA/DLI to be one of your hardest working employees. We are a resource for you to use, and I want you to use us as much as possible. I recently was invited to speak at the Mid West Drycleaners and Launderers Annual Convention, and my topic was using all the tools in your business toolbox.

I used DLI membership as the basic framework and then added other resources that are available to all drycleaners to explore ways you ensure your success. In making my presentation I was struck by how many attendees were not using the services available to them.

In this day and age, we all need to learn how to do more with less. That is the perfect spot for us! We help you do more. Over the course of the past year, I have written how-to articles on some of the best programs DLI members have available to them including:

- DLI Apps: Stain Removal, Encyclopedia, and Garment Analysis
- Effortless Social Media
- Cleaning Performance Test/Laundry Performance Test
- Mystery Shopper Service
- Certification Programs

If you are a Silver or above member, all of these programs are included as a part of your membership -- but yet many cleaners are not taking advantage of them. All of these articles can be found in the archive section of: [www.nefabricare.com](http://www.nefabricare.com).

If you haven't used these services, make it a priority. These are some of the best programs DLI/NEFA has available to you, and you need to utilize them.

When I recently asked members to send me their greatest challenges, many of them revolved around needing more business. These programs can all have a positive effect on your business. From marketing your services -- to ensuring you are delivering the highest quality service possible.

The title of the article is one of my core beliefs: I am here to help you succeed. Anything we can do to make your job easier, to make you more successful, or to help you better serve your customers -- we want to know! We want to help. When you have questions, or need to discuss ideas -- I really hope I am one of your first calls. I may not know all the answers, but I can certainly find answers and point you in the right direction.



*Peter Blake,  
NEFA Executive Vice President*

## Peter Blake

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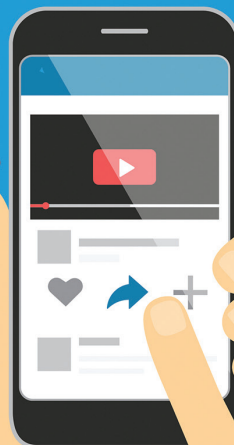


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## Industry Leaders Meet with DECD for Annual Update on Clean-up Fund



DECD RECENTLY HELD THEIR SEMI-ANNUAL MEETING WITH THE INDUSTRY UPDATING EVERYONE ON THE STATUS OF THE CONNECTICUT CLEAN-UP FUND.

The meeting was attended by Industry representatives, drycleaners, Environmental Remediation Companies as well as representatives from DRS, and DEEP. The meeting was led by new DECD Deputy Commissioner David Kooris.

The main focus of the meeting is to update everyone on the status of the fund, and discuss any potential changes or necessary updates that the group as a whole foresees.

Currently, there is a balance of \$700,000 in the fund, and that will probably lead to grant approvals for the next 4 cleaners currently on the waiting list. The Department did reveal the fund's collections are trending down. The most recent quarter showed a drop in revenues of almost \$61,000. While there is a concern that this drop may be a result of the recent changes in drop stores/wholesalers -- the Department feels it is too early to have seen that much of an effect. Instead, the reduction is probably more attributable to a downturn in drycleaning services and an increase in wetcleaning and laundry which are not subject to the gross receipts surcharge.

"There is a problem with the fund", cautioned Peter Blake, NEFA Executive Vice President, "and it all stems from under funding. It didn't help that the state previously raided the fund of almost \$750,000. There are simply more sites that need to be cleaned up than there are dollars available. Under the current programs, incoming funds will continue to shrink. If we want to increase the effectiveness of the fund, then we may have to look at additional funding."

"I think Deputy Commissioner Kooris understands the issue," expressed Gail Reiner of the HCDLA, "and he seems open to discussions on how to fix the program. This may be a perfect time to approach the legislature for a one-time Capital Expense into the fund -- and I think we should look at requisition in the area of \$10 million to help get clean-ups finished."

There are a number of options that will be explored including CT helping to fund the program from the general fund, a raise in the surcharge, or maybe an expansion to cover wetcleaning and laundry. These are all topics that will continue to be discussed.

### IMPORTANT REMINDER: WHOLESALE

In September of 2017, the Legislature changed the way the Clean-up Fund is applied to drop stores and providers of wholesale work. For all cleaners that own and operate their own drop stores and routes within CT, there are no changes. If you are doing wholesale work for other cleaners' drop stores and/or routes, the wholesaler is now responsible to pay the 1% Gross Receipts Surcharge.

This means that you are required by law to report all receipts for the cleaning you do. ***This includes any wholesale work being done for routes and drop stores out of CT.*** For instance if you are providing cleaning for routes in MA, NY or RI, you now are required to pay the surcharge on those sales.

If you own and operate independent drop stores, or offer cleaning services through businesses like tailor shops or laundromats, and don't process your own cleaning, you are not responsible for the surcharge. The wholesaler needs to pay the fee for those services.

"This is a complex change", offered Peter Blake, NEFA Executive Director, "and it is even more involved than the department understood. ***This is already in effect, so you need to review your practices immediately and take these changes into account.***"

### IF IN DOUBT: CALL NEFA

If you have questions, comments and/or concerns about the Connecticut Clean-Up Fund, and its applicability to your business, you are encouraged to reach out to NEFA: 603-635-0322 or via e-mail: [Peter@nefabricare.com](mailto:Peter@nefabricare.com).



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## NEFA's Fall Fest '18 Returning to Plymouth Harbor Hotel this October



NEFA'S FALL FEST IS BEING HELD ON NOVEMBER 27 & 28 IN PLYMOUTH, MA. NEFA IS RETURNING TO THE PLYMOUTH HARBOR HOTEL AS ITS HOST HOTEL.

Final preparations are being made to the speaker slate and for the social events. Fall Fest will again include presentations from some of the best speakers in the industry, a special spotlight on a dry-cleaner of the year, table-top exhibits from the most progressive companies, and the ever-popular Silent Auction.

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.

"This was a fantastic venue last year and we are excited to be returning," offered Larry Fish, NEFA President. "It is a great hotel -- and a fun town to spend a weekend in. The speakers we have enlisted are fantastic, and I can't wait. It is a "can't" miss event if you are ready invest in your success."

### RESERVATIONS NOW OPEN

NEFA has arranged for a VERY special rate of \$159/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 NEFA2018.



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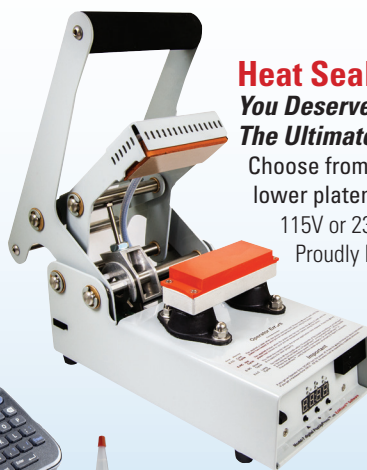
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## Raymond E. Goddard, 88



RAYMOND E. GODDARD, AGE 88, DIED PEACEFULLY AT MADONNA MANOR IN NORTH ATTLEBORO WITH HIS DEVOTED WIFE & CAREGIVER ELLIE BY HIS SIDE ON AUG. 8.

Many in the industry knew Ray, founder of Rays Dry Cleaners in Wrentham, and he has a long legacy of working with the Cleansing Plant Owners of Massachusetts, the forerunner of NEFA, and has been an industry activist.

“He will be missed, he has always been a strong supporter of the industry and even today still has strong roots in the drycleaning community”, offered Peter Blake, NEFA Executive Vice President. “I have know his family for over 30 years, and I know we will all feel his loss, and our hearts go out to the family. His daughter, Susan Jean, founded Sue’s Cleaners in 2010 continuing the fine family tradition she learned from her father, and his son-in-law, Mike Achin of Aristo-Craft Supply, is a true industry expert and I know he has learned a great deal from Ray over the years.”

Raymond was born in Medford and was the son of Genevieve and Charles Goddard. He graduated Mansfield High School Class of 1947. Ray entered the Air Force and served in the Korean War.

A lifelong resident of Mansfield, he married his high school sweetheart, Ellie (Elena Morini), in England while serving in the Air Force. They celebrated 67 years of marriage this past May. A hard worker and devoted family man, Ray wore many hats. He was an accomplished entrepreneur. He was an active communicant of St. Mary’s Parish. Ray was past president of the United Chamber of Commerce, a lifelong member and past president of the Lions Club, an award winning bowler, a master gardener and woodsman.

A devoted father to Kathleen Goddard of Las Vegas, Nevada; Elaine Goddard of Plymouth; Gail and Mike Achin of North Attleboro; Gary Goddard of Newport and Susan and Bob Jean of Mansfield. He was a proud Nonno to Robert & Angie, Christine & Luc, Benjamin & Ashley, Ryan, Danielle, Jennifer & Tony, Zachary & Susan, Patrick, Daniel, Shaun, Jessimina & Abigail and to his great grandchildren a special Nonno to Moses, Caleb, Elena, Jessimina, Autumn, Owen, Sadie, Aiden, David, Roman, Lydia, Aaraylnn, Olivia, Thomas, Cecilia, Patrick and Brandon. He is predeceased by his brothers and sisters, Ruth Staples, Evelyn Maynard, Helen Baker, Lillian Brigg, Genevieve Ronhock, Donald, George, Thomas Goddard. Brother of James Goddard of Plainville.

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# Achieving Customer Service Excellence

Written by Jim Groshans, FabriCoach, LLC



I GREW UP IN THE DRY-CLEANING INDUSTRY. WHEN I WAS A TEENAGER, I STARTED WORKING IN MY PARENTS' BUSINESS, AND MY FATHER GROOMED ME IN ALL ASPECTS OF THE BUSINESS. BY OBSERVING HOW MY MOTHER TREATED THE CUSTOMERS, I LEARNED A GREAT DEAL ABOUT HOW TO DELIVER EXCELLENT CUS-

TOMER SERVICE.

Those experiences paid off, and I continued to build my knowledge while working for R. R. Street. For over 25 years, I was fortunate to learn from experts in the industry, and I became proficient in stain removal, wetcleaning, drycleaning chemistry, sales, management and a host of other skills. I am now taking those lessons and sharing them through my own consulting business: FabriCoach, LLC. In this article, I want to share what I have learned about customer service.

## DEFINING CUSTOMER SERVICE

What is customer service? Is it a job? Is it a skill? Should it be part of a business philosophy and strategy? I believe the answers to those questions are: "Yes!"

Let's start with why customer service should be part of your business philosophy. A simple definition of business philosophy is "the fundamental principles that underlie business operations and define the nature and purpose of your business." Your philosophy is exhibited in the products and services you deliver. Customer service should be a part of your business philosophy and should identify what level of service you want to deliver. Some sources describe levels of service as basic, good, and world class, while others cite basic, expected, and unbelievable.

Whatever label you use, I believe there are levels where the customer expects certain services, quality, and treatment, and there is a level where you anticipate and fulfill unexpressed needs of a customer. Phrases like "above and beyond," "the extra mile," and "exceed expectations" apply. The idea is that you give the customer what they expect and more!

As a business owner or operator, what level of service does your business deliver? How does that level of service tie to your philosophy? More importantly, what is the level of service expected by your customers? Do you strive to exceed their expectations? And,

How does your service compare with your competition? Those are questions you must answer for yourself.

If you decide that your business philosophy or your market only require you to meet customer expectations, you must still strive to do that every single time. However, if you decide you want to exceed those expectations, again, you must strive to do so consistently. From the time customers walk in the door to drop off their order until the time they walk out the door after picking it up, their experience must be consistent.

How do you consistently deliver your target level of customer service? You build a business strategy with tactics to support your business philosophy. Aren't strategy and tactics the same thing? No, strategy is "what" and tactics are "how and who." It's just that simple: what do I need to do in my business in order to achieve the target level of service consistently, how will I do it, and who will do it?

Here are some ideas, but you may need to modify them to fit your business philosophy. Set your service standards related to the quality of the product and the customer experience. One important part of your standards is how your team will handle service recovery. Let's face it, even the best operations miss their targets from time to time. How we handle those "misses" will impact the customer's perception of the company and their willingness to repeat business. You need to hire and train your employees to consistently deliver your target level of customer service, give them the tools and resources they need to do the job, and empower them.

## THE VALUE OF TEAMWORK

Another key to achieving your customer service target is teamwork. From the front of the house to the back of the house, your employees must work together and communicate as a team. Most teams need a coach, and that is where FabriCoach can help you. I use a team-based approach to training.

## FOR MORE INFORMATION

Jim Groshans, FabriCoach.com, is an expert in the drycleaning industry. He will be submitting periodic articles in Headlines&More, and is already working on the follow-up on this article.

The FabriCoach approach is team-based using personal hands-on training to help clients and their teams achieve maximum efficiency and productivity without sacrificing quality.

To learn more about coaching opportunities, visit [www.fabricoach.com](http://www.fabricoach.com), or reach out to Jim directly at (954) 850-3618. He can also be reached via email: [jim@fabricaoch.com](mailto:jim@fabricaoch.com).

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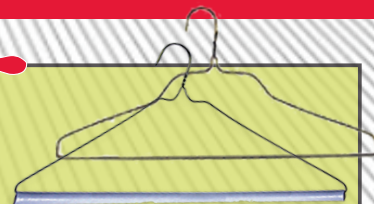
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regulations facing drycleaners. The Certification is a snap shot of your compliance with all the regulations, and also serves as a great reminder of exactly what you need to be doing each week. The workbook that goes with the cert form is a valuable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

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