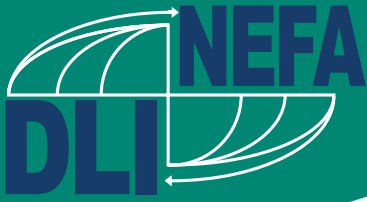


Headlines & More



North East Fabricare Association
www.nefabricare.com

Route Development Workshop Coming to Massachusetts



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 AristoCraft Supply Offices, 8 Industrial Park Rd W, 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. Seats may be limited so don't delay, register today.

MARCH/APRIL, 2018

IN THIS ISSUE

Executive Vice President's Message.....	2
Social Media Marketing: New NEFA Member Benefit	3
Clean Classic Moving to Cyprian Keyes on June 20	4
Save the Date: Fall Fest Returning to Plymouth, MA in October.....	4
Spring Fever: NEFA Night at Fenway	5
CT Clean-Up Fund Goes Through Big Change.....	6
Marketing Advantage: Time to Look Beyond Facebook.....	8
What to Measure: PPH or PPLH?	4
Allied Trade Members	11

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EXECUTIVE DIRECTOR'S MESSAGE...

Identifying Your Greatest Challenges

IT HAS BEEN A LONG TOUGH WINTER, AND I KNOW MANY OF THE DRYCLEANERS ARE EXPERIENCING DIFFICULTIES. THE SPRING HAS BEEN SLOW TO ARRIVE -- AND IN MANY AREAS IT FEELS LIKE WE HAVE LOST THE SEASON AND WILL GO RIGHT FROM WINTER TO SUMMER.

With that being said, we need to really prepare ourselves for the future. Members are reporting that piece counts are down and sales are slower. We are looking at less formal dress everywhere we go. I remember a day when I would go to church and everyone was in a dress shirt and tie. Now? The dress is less than business casual on a regular basis.

This pattern is becoming more of the norm, and we have to look ahead and forecast where our industry is headed. What does the landscape look like now? Two years from now? 5 years? How well you can answer that question could determine how well your business will do. It is vital that you do all you can to make sure you embrace the opportunities ahead and answer the challenges that are facing you.

E-MAIL ME YOUR GREATEST CHALLENGES

I would really like to know. I want you to e-mail them to me at peter@nefabricare.com. In fact if you are reading this and you send me your biggest challenges facing your business -- I will send you a reward. (Part of this is to make sure you are reading this!). I will re-print the answers I get on the NEFA website -- and will add in my thoughts on what lies ahead in the fabricare industry.

DLI recently did a survey to all members. Their intent was to help discern what the current landscape of the industry is. Unfortunately, the participation level was extremely low. We will use your input and information to help shape our educational programs in the future.

One of the greatest challenges that has already been identified is finding good help. We are competing for employees and too often we are not getting the best. Finding the right person is extremely difficult. We are spotlighting this at Fall Fest this October. We will show you proven ways to find the right people, identify their strengths, and ensure they stay.

I will use the information you provide to help develop courses, workshops, and services to help you answer these challenges. I will also use the information to develop future articles in Headlines&More. Next we will identify your greatest opportunities!

So tell me -- what do you see as your biggest obstacle to success?



*Peter Blake,
NEFA Executive Vice President*

Peter Blake

NEFA Executive Vice President

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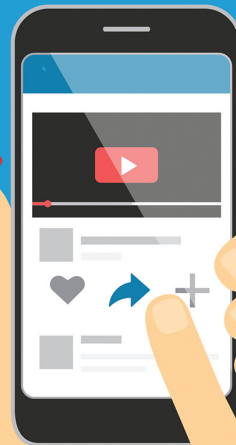


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Clean Classic Moves to Cyprian Keyes on June 20



NEFA'S ANNUAL SUMMER EVENT IS MOVING TO CYPRIAN KEYES GOLF CLUB IN BOYLSTON, MA ON WEDNESDAY, JUNE 20 WITH A 9:45 SHOTGUN START.

Since opening in 1997, Cyprian Keyes has received numerous national recognition and awards. The dramatic course combines the beauty of nature with stimulating play. The course features a challenging, but fair layout and is frequently rated one of the best maintained courses in central MA.

NEFA will again be using the popular 2-score, Bramble format this year. In this format, all players tee off, the group selects the spot of the best drive, and then all players hit their second shot

from that spot and play their own ball in through the hole. The team then records the two best scores for the hole using the handicap provided. This enables players to play more of their own shots, and the handicapping systems makes it fair for all players in all skill levels.

The cost is \$165/player which includes the Brad Friel Action Pack. The Action Pack includes 5 raffle tickets, and enters you into the skills competition. The registration fee includes greens fees, cart, dinner, and prizes. This is an extremely popular event, so register early!

THE BRAD FRIEL MEMORIAL CLEAN CLASSIC

Several years ago the NEFA Board decided to re-name the tournament after long-time NEFA member, former NEFA President, and all-around fun loving friend to all -- Brad Friel. Those who were fortunate enough to know Brad, and to have enjoyed his friendship, remember how much he loved this event and looked forward to seeing all his NEFA friends on the links. The old adage *"it isn't the years in the life -- but the life in the years"* never fit anyone so well.

Hope to see you out in the sunshine with us! To register, visit www.nefabricare.com or call NEFA at 800-442-6848.

UPCOMING NEFA EVENTS...

Save the Date: Fall Fest '18 Returning to Plymouth



BASED LARGELY ON THE HUGE SUCCESS OF FALL FEST '17, NEFA IS SET TO RETURN TO PLYMOUTH, MA ON OCTOBER 27 AND 28TH.

After receiving rave reviews from the attendees, the Hotel 1620-- Plymouth Harbor, will remain the host hotel. While the location is the same, there will be some changes in the conference. Some of the changes include more emphasis on the vendors that support the association, new speakers that have not spoken to NEFA in the past, and new innovative topics. The basic format will remain including the popular "Brainstorming Luncheon and the "Silent Auction and Cocktail Party", but NEFA is also bringing in some new high profile speakers for the event.

NEFA has already securing top speakers and great education topics. Brian Rashid, fresh off his DLI 5-Star presentation has been invited to speak. Fall Fest will feature a presentation on "How

to Break the 'I Can't Find Good Help' Myth, and we will again feature a "Drycleaner Spotlight" again this year.

"We are really looking forward to some great speakers this year, and are really excited by some of the new faces we are going to bring in," offered Peter Blake, NEFA Executive Vice President. "We have moved the conference up a couple weeks to try and make it easier for attendees, and hopefully capitalize on some nicer weather."

"Of all the events I have gone to over the past 10 years," observed Mike Maulucci of Battiston's of Avon, "the 2017 Fall Fest was the best. I learned a lot, made some great connections, and when I got back to my plant, I instituted changes. I think the whole team is coming back next year, and we will even be bringing some of our management team."

NEFA has already locked in a special room rate of only \$159/night based on double occupancy and reservations should be open by the end of the month.

For all Fall Fest updates: visit www.nefabricare.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@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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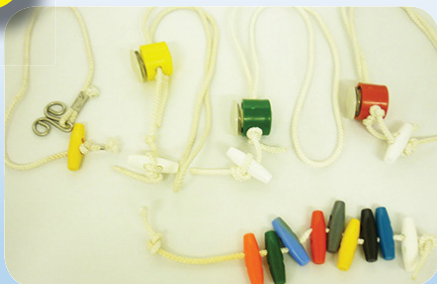
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CT Clean-Up: Big Changes Take Effect



THERE WERE NO DISCUSSIONS OF ANY CHANGES AT THE RECENT CT REMEDIATION FUND SUMMIT MEETING ATTENDED BY NEFA AND OTHER INDUSTRY REPRESENTATIVES. BUT EVIDENTLY THAT DIDN'T MEAN THERE WEREN'T ANY. THE MEETING WAS ARRANGED FOR AND ATTENDED BY THE CT DECD WHO ALSO INVITED REPRESENTATIVES FROM DEEP 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. Since we reported last issue on the status of the fund, the industry has learned of a big change in the applicability of the mandatory gross receipts fee on drycleaning. In a legislative move last fall, the fee no longer applies to drop stores, laundromats, and other non-processing retail outlets.

This changes now places the onus on the facilities that do the actual cleaning. The wholesalers will now be responsible to pay the surcharge on the wholesale processing as well as the retail end.

"This a big change," offered Peter Blake, NEFA Executive Vice President, "and they will impact the fund. At the last meeting the DECD reported a decline in receipts into the fund, and this can be tied to this change. There will be less payers into the fund now, and the wholesalers need to be careful. This change could make wholesalers non-compliant -- and could face big fines."

There was no notification to the industry, continued Blake, "and no input given by the associations. This is yet another instance of changes without consultation. This was the main reason we have these meetings twice per year -- and yet we still didn't learn of this effort until after the fact. It is extremely disappointing after how committed we have been to the process. In defense of the DECD, it is clear they also weren't notified of the potential change -- and it was done by the Department of Revenue who is charged with the collection of the fees."

NEFA and the HCDLA are watching this very closely, and have asked for a meeting with the DRS Commissioner's office. To date there has been little response or cooperation to the industry.

If you have questions, comments and/or concerns about the Connecticut Clean-Up Fund, you are encouraged to reach out to NEFA: 603-635-0322 or via e-mail: Peter@nefabricare.com.



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It's Time to Look Beyond Facebook

Written by Jennifer O'Keefe, Glikstorm LLC



THERE WAS A TIME, NOT SO LONG AGO, WHEN BUSINESS FACEBOOK PAGES WERE A MARKETING DREAM! YOU COULD CREATE A BRAND PAGE FOR YOUR COMPANY, YOUR CUSTOMERS AND FANS WOULD FOLLOW YOU, AND THEY'D SEE MOST OF YOUR POSTS—FOR FREE!

Social media marketing using services like Facebook have been a tremendous tool, and a quick, easy, and inexpensive way to tell your story.

WELL, SADLY THOSE DAYS ARE OVER

For the past few years, Facebook has been steadily decreasing the percentage of business posts that a business' followers actually see in their personal Facebook news feeds. Businesses who "pay to play" with Facebook by either boosting posts or paying for advertisements have had slightly better organic (free) results.

Mark Zuckerberg, the CEO of Facebook, made an announcement in January that significantly changes the effectiveness of Facebook for businesses. Only a tiny percentage (if any) of your Facebook business posts will be seen by your followers in 2018 and beyond.

Basically, Facebook is no longer the best place to connect with your customers and fans. It's still important to maintain a professional presence there, but it's time to expand your social media reach! Here's a secret about social media—if you know how to create a Facebook post with a picture, you can use that same content (in many cases) on Twitter, Google+, and LinkedIn!

Each of these platforms serves a different purpose, but adding all three can greatly extend your social media reach without adding a lot of extra time or money into the mix. Instagram, Pinterest, and YouTube are also very effective, but require different tools, time, and possibly extra expenses.

THE BIG "3"

So, let's focus on the how adding the big 3 (Twitter, Google+ and LinkedIn) could help your business. Unlike Facebook, everyone who follows your business on Twitter, Google+ or LinkedIn has a chance to see ALL your posts. Every single one. In addition, it can be difficult to entice people to follow your business on Facebook, but It's ridiculously easy on Twitter and LinkedIn with just an investment of time.

On Twitter, you can find local people to connect with pretty easily. You can connect with fans of the best restaurant in your town. You can even connect with your biggest competitor's customers and fans without spending a dime! Unbelievable, but true! Many businesses are not taking full advantage of Twitter; don't YOU want to beat your competitors there?

Google+ is an older social media platform that used to resemble Facebook, but now functions more like Pinterest. The value of Google+ lies in its ability to improve the search engine optimization (SEO) of your business website. Done correctly, posting to your Google+ page 3-5 times per week will help your website and online public relations without taking any extra time.

LinkedIn is primarily utilized by upper-level business professionals and CEOs. These are people who wear designer suits, ball gowns, wedding dresses...get the point? They are likely in need of drycleaning and might also enjoy fluff and fold laundry service with convenient home delivery.

If you aren't maintaining a professional LinkedIn presence, which of your competitors will these hot prospects find instead of your business?

SPECIAL NEFA PROGRAM

If it sounds a bit scary to think about venturing into other social media platforms beyond the familiar Facebook, I encourage you to reach out to me for a complimentary conversation.

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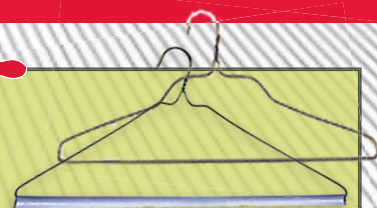
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What to Measure: PPH or PPLH?

Written By Don Desrosiers, Tailwind Systems -- Management Consultant

I OFTEN TALK ABOUT PIECES PER LABOR HOUR (PPLH). THIS IS THE TOTAL NUMBER OF PRODUCTION LABOR HOURS DIVIDED INTO THE NUMBER OF PIECES PRODUCED.

This is different than what is sometimes referred to as Pieces per Hour (PPH). This measures a presser's productivity - so in this case, the math is simply the number of presser hours divided by the number of pieces. Both numbers are important and there is one other number that has relevance.

THE PPH VS. PPLH DEBATE

First, PPLH. This is the most important number. It is the true measure of labor, regardless of revenue per piece and hourly pay rate. The thing that makes PPLH so important is that it shows that productivity is only part of the issue. Let's say that your double buck unit, capable of 100 shirts per hour, only produces 50 shirts per hour. You have 1 presser and 2 other people to wash, touch-up, assemble and bag. That is a PPLH of 50 divided by 3; 17.5 PPLH.

This isn't very good, of course, but suppose that you put all of your energy into boosting production and somehow raised it to 80 PPH. But now you had to add another post-press person for

touch-up (or whatever). Now you have 5 people to produce 80 shirts per hour for a PPLH of 16. Your production went up, but your cost went up too! So you can see that it's important to measure PPH and PPLH. But there is a third number and I get asked about it all the time. Let's say that, as in the example above, your pressers press 80 shirts per hour. (You can pretend that we are talking about drycleaning if you like. The principle is the same.) You are disappointed in the 80 shirts per hour, in spite of the improvement, because your peers talk about 90-100 shirts per hour on the same machine.

You analyze it and note that in the two hour period that begins the day, there is a 15 minute (read: 20 minute) break in there. So you didn't press 160 in two hours, you pressed 160 shirts in 1 hour and 40 minutes. That is 91 shirts per hour! You realize that you're already where you want to be. Now it makes sense to you why your friends boast 90 shirts per hour. Or does it? The PPH number of 91 - the one with break time excluded - is only valid if you don't pay for breaks, otherwise the number has little value. 80 is your PPH; slicing it a different way doesn't change the fact. However the PPH number of 91 does tell you something. It tells you what your pressers are capable of and is very important for planning purposes. Got 350 shirts today? It's important to know that this is less than 4 hours work!

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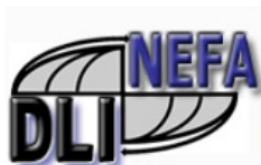
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