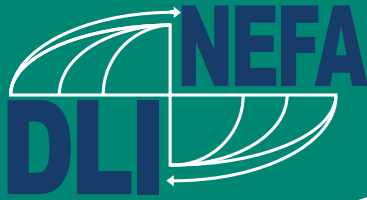


Headlines & More



North East Fabricare Association
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NEFA and HCLDA Set to Meet with Commissioner Catherine Smith!



NEFA HAS BEEN WORKING WITH THE HARTFORD COUNTY LAUNDRY AND DRYCLEANERS ASSOCIATION (HCLDA) FOR THE PAST YEAR TO HELP TRY TO ASSESS THE PROBLEMS WITH THE CONNECTICUT CLEAN-UP FUND.

NEFA and HCLDA are trying to find out why the fund is drastically underfunded, and why there have been no new applications accepted since

2010. It appears there may be issues regarding the State Legislature having taken some of the funds for the general fund, and there may be a problem with people not contributing as they should be.

NEFA worked together with DLI to file a Freedom of Information Act request for a list of the companies that are registered with the department, and therefore paying into the fund. We have also asked for a list of audit procedures used to ensure all those who are required to pay into the fund are doing so. NEFA and a group of cleaners from the HCLDA will be sitting down with CT DECD Commissioner Catherine Smith in early March, and are also requesting a similar meeting with Connecticut's Department of Revenue Services (DRS). NEFA and the HCLDA will work together in developing talking points for communications with both regulatory and legislative representatives.

The problems with the fund were the recent focus of an expose by Channel 30's Chief Investigative Reporter Len Besthoff. His report, which sought to bring to light the issues with Connecticut's Clean-up fund, recently aired on the NBC affiliate. Copies of the report can be found on www.nbcconnecticut.com by searching "dry cleaning clean up fund".

One quote from the news report stated that there are only 535 dry cleaners paying into the fund, and it is essentially an honor system. This is particularly alarming. Contributing is not an option -- but a mandated business fee. All companies that engage in retail drycleaning must pay the 1% gross receipts surcharge, its the law.

NEFA will keep our members posted on the progress of the investigation, and the work of the HCLDA. Connecticut drycleaners are encouraged to call Peter Blake at the NEFA Office for more information: 800-442-6848.

JANUARY/FEBRUARY 2014

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PRESIDENT'S MESSAGE...

Happy New Year from the North East Fabricare Association!

IT IS HARD TO BELIEVE ANOTHER YEAR IS ALREADY IN THE BOOKS! Now that we have entered 2014, it is the perfect time to look forward and address some of the issues we continue to encounter.

While the industry is still down from a few years ago, we are seeing the signs of recovery -- and I feel like 2014 will be a great year!

It has been a good year for NEFA. Membership is stable, we have had some terrific events like our summertime favorite the Clean Classic and our record setting Fall Fest program in November.

We are looking to build on those successes and capitalize on the momentum as we head into the Spring. We are aggressively structuring a new educational schedule to carry on throughout the year. We are putting together a Boiler License Training Program for Massachusetts cleaners, a Regulatory Workshop in conjunction with the Maine DEC, and a new Regulatory Compliance and Inspection Handling workshop to bring to RI, MA and CT. We are also looking to include new technical programs highlighting Pressing, Stain Removal, and Wet Cleaning. I am excited to be able to help NEFA continue to develop and strengthen.

As we move into the new year, I am also very excited about the DLI/NEFA partnership. Together NEFA and DLI bring cleaners in the northeast region the best of the fabricare industry. The menu of programs and services now available is stronger than ever, and we are really proud of the new directions DLI has been able to go in over the past year. With everything from free web pages to ready-to-print consumer news, DLI has embraced our needs, and are helping us communicate with our customers so we can upgrade the image of the industry. "DLI Cleaners Care" took on a whole new meaning with the amazing success of the national Hanger Recycling Campaign. It felt good to be a part of such a positive industry story.

The new year also brings new opportunities. We want to hear from you, our member, to know how we can better serve you and the industry. We are all part of a great community of fabricare specialists -- and we want to help in anyway we can. Please, take the time to e-mail me your suggestions, or comments, or words of wisdom. We want to hear from you so we can make DLI/NEFA one of your best investments!



John Dallas

John Dallas

Fabricare House
781-337-4495 / JohnD3473@aol.com

MassDEP Changes Perc Inhalation Toxicity Value



MASSACHUSETTS HAS TAKEN A LARGE STEP FORWARD IN THEIR APPROACH TO INHALATION LIMITS FOR PERC. At the January 23, 2014 Massachusetts Department of Environmental Protection (MassDEP) Waste Site Cleanup Advisory Committee Meeting it was announced that the inhalation toxicity value of tetrachloro-

ethene; a.k.a. perchloroethylene, PCE or perc was lowered.

PERC LEVEL LOWERED

The MassDEP now recommends that a less stringent number be utilized when evaluating risk associated with the inhalation of perc (the value is roughly three times less restrictive). This will make a significant difference in closing a site with perc vapor intrusion.

This less stringent risk value will make it easier to demonstrate the effectiveness of sub slab depressurization (SSD) systems and may eliminate the need for SSD systems in some instances where they previously would have been necessary. The two regulatory

thresholds are 1) Imminent Hazards (IH), where response actions to mitigate exposures are required immediately; and 2) No Significant Risk (NSR) which is basically when no further action is necessary to protect human health. The IH value for a residential property was 10 ug/m3 this has changed to 50 ug/m3 and the NSR value has changed from 2 ug/m3 to 8 ug/m3.

WHAT THIS MEANS FOR DRYCLEANERS

The inhalation exposure to Perc has driven many of the environmental cleanups of dry cleaners in Massachusetts. These less stringent risk values could allow for expedited closure of some site where perc vapor intrusion is a concern.

With vapor intrusion becoming one of the most common threats to drycleaners, these less stringent values could give the drycleaning industry, as well as any other industries using perc, a realistic chance to deal with potential exposures. Now business involved in an environmental remediation situation have a greater potential to close the site. In fact one NEFA member reports they may finally be able to close their clean-up after 5+ years of work and testing!

This article was written and submitted by NEFA Member Bill Hoyerman of CHA, if you would like more information he can be reached at 781-982-5476.

Last Call -- Your Video Could Win \$5,000!



THE DRYCLEANING & LAUNDRY INSTITUTE (DLI) WILL PAY \$5,000 FOR THE BEST VIDEO THAT CONVINCES CONSUMERS TO DO MORE BUSINESS WITH DRYCLEANERS.. The two-minute video can be serious,

funny or whatever it takes to convince people of the value of using professional drycleaning.

“We want consumers to tell us why they love their drycleaner in their own words,” said Dave Beatty, DLI’s District 2 Director. “We know our services are convenient, our quality is better than home

laundry, and people hate to iron. We want to reward whoever can put that into a convincing video for people who may not yet have learned how important it is to have a great cleaners on their team.”

Since all entries will be visible to the general public, they cannot contain vulgar language, nudity or be offensive and cannot mention any specific cleaners but represent the industry as a whole. They also should also only run about 2 minutes or less.

To be in the running for the prize money just post your video to YouTube, get 100 views from your friends and family, and send a link to DLINews@DLIonline.org. All video submissions become Drycleaning & Laundry Institute property. DLI employees or board members are not eligible to win the contest.

Entries are due by April 1, 2014. Prize will be awarded by June 23. See DLIonline.org/contest for official rules, or download a PDF of the rules.



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TURI Hosts Wet Cleaning Demo



THE MASSACHUSETTS TOXIC USE REDUCTION INSTITUTE (TURI) HAS BEEN WORKING WITH THE DRYCLEANING INDUSTRY FOR YEARS ON WAYS TO REDUCE THE USE OF SOLVENTS AND INCREASE THE USE OF

AQUEOUS SOLUTIONS. TURI recently provided a grant to a Walpole Cleaner enabling them to take out their perc drycleaning system and replace it with professional wetcleaning with excellent results.

NEFA recently attended a TURI Wet Cleaning Demonstration at their plant and welcomed a dozen peers interested in learning about their conversion. Kristy Flaherty, President of KMK Cleaners, did most of the demonstration showing the various types of garments they have been able to process. She did caution people that in order to be successful in wetcleaning you have to really know your fibers and fabrics and understand the chemistry. She recounted

how when she first made the switch, she went to Salvation Army stores and bought armfuls of clothes on which she could practice. She has developed a great deal of skill since the conversion. Rather than championing the environmental benefits of the new system, they have chosen to keep it relatively quiet for the first year. The feeling is that after a year when they make the announcement, they can tell their customers they do not have to worry -- they have been wetcleaning their garments for a year.

With the new system, they have been able to continue to offer same day service as well as feed three additional stores from their main plant. In addition to the new wetcleaning machines and dryers, they also had to invest in new tensioning equipment. During the demonstration they showed how they were able to bring the garments back to the correct shape and size.

For more information on wetcleaning, on wetcleaning grants, or any of the alternative cleaning systems now available, contact NEFA.



REGULATORY ALERT...

NYC DEP Now Requires Posting Notices!

THE NEW YORK CITY DEPARTMENT OF ENVIRONMENTAL PROTECTION (DEP) NOW REQUIRES ALL DRYCLEANERS TO POST A SIGN DISCLOSING THE MAIN CHEMICALS USED IN THE PLANT. Effective February 12, About 1,400 dry cleaning businesses throughout New York City are now required to list the main chemical and a link to information about their potential health effects.

The cost of compliance is minimal or non-existent; dry cleaners simply have to fill out and print the applicable forms from the NYC DEP website and post it in their business. The rule was enacted in February, 2013 and over the last year DEP worked extensively with businesses to implement the new rule.

Forms can be downloaded from www.nefabricare.com, or by visiting the websites listed below.

The draft form for perc dry cleaners is available at:

nyc.gov/html/dep/pdf/air/nyc-perc-posting-notice.pdf

The draft form for non-perc dry cleaners is available at:

nyc.gov/html/dep/pdf/air/non-perc-posting.pdf

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Peter Blake, NEFA's Executive Director

PETER BLAKE HAS WORKING FOR NEFA MEMBERS FOR OVER 27 YEARS, AND HAS BEEN THE EXECUTIVE VICE PRESIDENT OF THE ASSOCIATION FOR JUST OVER 10 OF THOSE.

He first came to work for the North East Fabricare Association (NEFA) in 1987 as its first full-time director of Marketing & Education. From there he moved up to Director of Environmental Affairs, and then eventually assumed the role of Executive Vice President.

"I have worked in this field for over a quarter-century", observed Blake, "and I can truly say I love working with small businesses. The best part of my job is helping people. Often times I get calls when people have problems, or are struggling with decisions, and it is a great feeling to be able to help out, or find the right answers. I am always reachable, and even when I leave the office, I almost always transfer calls to my cell phone. I feel it is important to be available when the members need -- and sometimes that is over the weekend when owners and managers can finally get out from behind the presses and catch up on their other duties."

One of Blake's strengths is working with government regulations and legislators to protect both the public health and the industry. He is a certified trainer for the NY State mandatory certification program, and he was instrumental in the industry receiving the Governor's Award for Toxic Use Reduction in 2003.

He has also been very active in working with cleaners on Marketing & Public Relations, and is an accomplished workshop presenter, and looks forward to doing more of that in the near future. Peter most recently put together a program on handling OSHA and other Regulatory Inspections that will be hosting in the coming year.

WHEN THE PHONE ISN'T RINGING

Peter loves to have fun, and enjoy life. Whether it is spending time with his beautiful wife of 25 years, Brenda, or his two wonderful daughters, Jessica (23) and Amanda (21)-- he can always be found smiling and laughing. Brenda and Peter love to entertain, and the highlight of the year is always the annual Pig Roast featuring live music and 75 - 100 of their closest friends. They are thankful for all their great friends, and love spending time with them. It doesn't matter if it is tailgating at a Jimmy Buffet concert or camping at NASCAR, they enjoy the fun and social atmosphere!

He is a big sports fan and of course loves the Boston teams: Pat-



(From top left, clockwise) Peter and his friends winning the inaugural Florida Cup during his annual golf escape. His daughter Jessica, wife Brenda, and daughter Amanda. Tailgating at Jimmy Buffet, and with the love of his life at a recent wedding.

riots, Red Sox, Celtics, and Bruins. Whether its poker, pool, or bowling, he enjoys playing cards & games of all types.

Peter's main hobby is golf. A 14-handicap, he vows to one day break through and hit a round in the 70's. He loves to play whenever he can, and will often try and bring his clubs along when he travels. One of his favorite times of the year is early March when six of his friends join him for an invasion of his Uncle's house in central Florida for a week golf and maybe a few cocktails.

He has devoted a lot of his spare time to coaching youth sports (basketball & softball) and has been extremely active with his town's High School Booster Club. Now that his kids have grown older, he has begun working with other neighborhood charities.

WHAT'S LIES AHEAD FOR NEFA

Peter will continue to strengthen NEFA's communications, and will strive to increase membership. He will continue to bring his wealth of industry knowledge to to the cleaners throughout the area, and will try and bolster the programs and services of NEFA.

"I look forward to the challenges that lie ahead," offered Blake, "and I am sincerely looking forward to a terrific 2014! I want to keep NEFA moving in a positive direction, and want to help as many members as possible. My direct line is 800-442-6848, and everyone should feel free to call whenever they need assistance.



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What Can a Fixed Rate for Natural Gas Do for My Business?

WITH RECORD TEMPERATURES SWEEPING THE NATION, MANY PEOPLE ARE NERVOUS ABOUT OPENING THEIR NATURAL GAS BILLS THIS MONTH. Here are four steps you can take to protect your business from being left out in the cold during the winter months.

1) Check your contracts. A lot of business owners sign up for natural gas and never review their service details again. Suppliers usually offer two different rate plans: fixed and variable.

If it's been awhile since you selected your services, your account is likely on a basic variable rate. There's nothing inherently wrong with variable rates, but suppliers' basic rates are almost always higher than a variable rate you'd choose for yourself. That's because suppliers usually provide the same basic rate to all customers, so they have to account for a lot of different kinds of usage patterns. You'll get a better variable rate when the pricing is based on your specific information.

If you decide to choose your own variable rate, make sure your price is calculated the same way each month, such as NYMEX monthly settle price + \$0.20/therm. Not only does this keep your costs a little more consistent, but it's the best way to get a totally transparent variable price.

If you never want any surprises on your gas bill ever again, pick a fixed rate. The fixed rate might end up being higher than a variable rate or it might be lower, but once you lock in a rate you don't have to worry about market prices at all.



continued on page 10



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continued from page 8

2) Pick an established supplier. Providing natural gas is easy when it isn't cold. But natural gas suppliers have to hedge their costs far in advance, and suppliers that don't hedge enough for cold temperatures may find they can't meet their obligations.

Sometimes this means customers have to pay more for their natural gas; sometimes it means the supplier has the right not to deliver gas at all if it becomes too expensive to do so.

This is called price majeure, and if your supplier practices it, your contract may include language about service being interrupted in case of an Operational Flow Order (OFO) or for any reason at the supplier's discretion.

For customers who have multiple fuel sources, this may or may not be an inconvenience, but you'll want to know your options before it gets cold, especially if your backup fuel supply is more expensive than your contracted natural gas rate. Know the circumstances under which a supplier can interrupt your service.

If this practice wouldn't work for your business, ask about revising the contract, or find a different supplier. Suppliers that have been in business for several years usually have the experience to manage costs appropriately, even during times of low supply and high demand.

3) Know your market. In some states, something called your DDDC factor plays an important part in determining your rate. The DDDC factor, which is recalculated every year in August, measures how much gas your business uses on the coldest day of the year. These rates are presented in one of two ways: all-inclusive or with separate DDDC charges.

Your final bill should come out around the same under either format, but make sure you know what your plan is so you can always compare apples-to-apples prices.

In other states, some suppliers use NYMEX for variable prices, and some use another market. Make sure you understand what is included in your bill and what would change if you picked a new rate.

4) Get creative. Some business owners select short-term fixed rates that last only through the winter months. That way, they keep the same price per unit no matter what the market does, and their budgets won't be affected. Many suppliers

offer money-saving ideas to help you control your costs during the winter months when you need it the most. Find out what your supplier can offer, and don't be afraid to compare it to other suppliers' programs. You want to find the best fit for your business and keep your costs as low as possible while you need to use natural gas.

This article was written and submitted by NEFA Member Infinite Energy. For more information feel free to contact Dave Herren at 877-443-4427.



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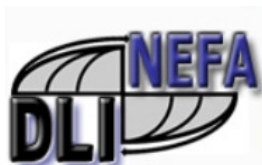
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