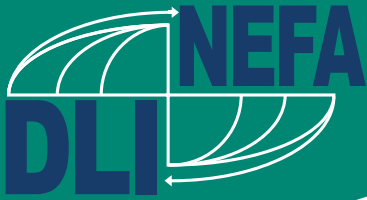


Headlines & More



North East Fabricare Association
www.nefabricare.com

Industry and CT DECD Make Great Strides in CT Clean-up Fund Activity



JUST A FEW SHORT YEARS AGO, THE CT CLEAN-UP FUND WAS LISTLESS AND QUICKLY BECOMING IRRELEVANT. THROUGH THE HARD WORK AND PERSISTENCE OF MEMBERS OF THE INDUSTRY -- NEW LIFE HAS BEEN BREATHED INTO THE PROGRAM.

NEFA and the HCDLA applied a great deal of pressure on regulators and legislators over changes in the fund, and over the lack of input and communication provided the industry. Changes were being made to the fund, and the basic tenets of how the program was to be used were being lost and altered without input.

“Things have changed dramatically,” expressed Peter Blake, NEFA Executive Vice President, “and it has been steadily improving. I must congratulate Tim Sullivan of the CT DECD for spearheading the program and shepherding it through these improvements. The industry now meets with the DECD twice per year to discuss changes in the program and to get updates on all activities.”

When the industry really started pushing the DECD, there had been no new applications accepted since 2014. Money into the fund was declining. There was a large backlog of applicants that had no idea when, or if, there would be any assistance from the fund. Fast forward to where we are today, and we have seen tremendous strides. Virtually all the backlog of applicants have been addressed. The fund is now accepting applications each and every year. There is a published list on the fund website where people can see where their application is “in line”. Revenues into the fund are also up from \$550,000/year to \$800,000 annually. The department has stopped taking money from the fund for administrative costs.

“The program is still not perfect,” cautioned Blake, “but we have been making significant progress. While revenue into the program is up, and we are taking applications -- there is still a significant list of applicants waiting for assistance. With the anticipated revenue stream, the DECD can probably only process 4 - 5 applicants per year. That means anyone making applications in 2017 could still be in for a substantial waiting period, but at least you can monitor your progress and have faith that eventually you will receive assistance.”

NEFA will keep www.nefabricare.com updated with any changes and updates.

JANUARY/FEBRUARY 2017

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800-442-6848
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peter@nefabricare.com

PRESIDENT'S MESSAGE...

Thank You John Dallas!

FIRST OFF, I WOULD LIKE TO THANK JOHN DALLAS FOR HIS LEADERSHIP, FRIENDSHIP, AND GUIDANCE OVER THE PAST FOUR YEARS. HE HAS BEEN A GREAT ASSET FOR NEFA AND A GREAT ASSET FOR THE INDUSTRY AS A WHOLE.

His excellent leadership has helped to make us a stronger group with true direction. I look forward to continuing his work with everyone's help and support. No one person can do it all. It takes a team. So please, join me! Your support and opinions are needed to make us a stronger Association. Ask anyone who knows me, I believe in being serious and getting the job done, but we are going to have fun along the way!



John Dallas, NEFA President

WHAT'S NEXT

Our organization is breaking new ground every day and we get to be a part of it! DLI and each of our Associations are making huge strides to improve our industry, helping us learn, and encouraging us all to think outside of the box.

Let's face it, our industry is tough. If you are not reinventing yourself each day you are dying. Who can dream up that many new ideas? This is where we as a team can make the difference. When we go to our local meetings, we should take the opportunity to learn new things, share new ideas and remember great old ideas. This will help us all become better at what we do which translates into happier staff and a better bottom line (isn't that the point?). So I challenge each of you to take the easy road – improve your bottom line by leaving your plant and coming to a meeting. You won't regret it! In the next couple of months we have a number of exciting meetings planned.

We are already working on our next Fall Fest Conference in November. We will have a new format -- and some new ideas to share. We are also planning our annual Clean Classic Golf Tournament this summer.

In addition to our usual programs we are developing more innovative and new educational opportunities. In the works are a 2-day Intensive Management BootCamp, MA Boiler License Training, Marketing Workshops, and Customer Service Seminars.

We will also be featuring technical training in the coming months. We are looking ahead -- and trying to provide you opportunities to do the same.

Reach out to us -- let us know what you want to see. What classes? What speakers? Where would you like us to hold them? I can say this from experience -- getting involved is one of the best things I have ever done for my business.

Larry Fish

Pier Cleaners

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NEFA Participates in Association Summit

THE CLEANING AND LAUNDRY ASSOCIATION EXECUTIVES (CLAE) RECENTLY HELD ITS ANNUAL MEETING IN NEW ORLEANS, LA. THE MEMBERSHIP OF CLAE IS COMPRISED OF DLI, ITS PARTNERING ASSOCIATIONS, AND REPRESENTATIVES FROM ANY OTHER TRADE ASSOCIATION THAT WORKS WITHIN THE LAUNDRY AND DRYCLEANING INDUSTRY.

Members come together to discuss ways to strengthen programs and services for their respective members and explore industry trends. NEFA Executive Vice President Peter Blake took part in the annual CLAE Conference.

"These meetings are a great benefit," commented Blake, "and it is a unique opportunity to discuss new programs, services, and new ways of doing things. It is our once a year opportunity to sit down together and share ideas and to learn from each other ways to make all our associations stronger."

"It is also really beneficial to have people involved from outside the DLI sphere and with different experiences," observed Blake. "We can bring a lot of insight back from other associations like the Coin Laundry Association, Textile Rental Service Association, and the Textile Care Allied Trade Association who were all participating this year. They offer unique insight and experience on industry trends and opportunities."

Topics discussed included potential education programs and speakers, community service programs, and other programs to enhance membership programs. Members also took turns reviewing programs they are developing and have done in the past to draw on the experiences of all members to help improve the programs and make them more successful.

PELLERIN FACTORY TOUR

"The CLAE Conference included tour of the Pellerin Manufacturing Plant," stated Blake. "Pellerin manufactures Milnor washers and extractors and were assembling everything from 700 pound tunnel washers to 35 lb coin-op washers. It was amazing to see the process and to see what goes into the building of these machines. It certainly gives you a greater understanding of the complexity of the designs and



(From top left, clockwise) Rick Kelly of Pellerin Corporation guides CLAE Members through factory, Rick displays their wall of Patents, industrial washer under construction, coin laundry washers in assembly.



the procedures. It was also great to see such large quantities of sold equipment -- and to know it is all being built here in the US."

Next year's conference is set for February, 2018 in Miami, FL.



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HCLDA Update and Scholarship Winner



Scholarship winner Phil Cote with
HCLDA President, Al Reiner

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IS STILL GOING
STRONG.

NEFA joined them at their annual Holiday Party and joined in the celebration with approximately 50 other attendees. The festivities included raffle prizes, door prizes, music and a great meal.

The highlight of the evening was the awarding of the Walter Krefetz Memorial Scholarship to one lucky attendee. Phil Cote of French Cleaners in Hartford was the winner of the \$1,000 award.

The scholarship is to any of the DLI Resident Courses in Laurel, MD.

"This is a great organization," observed Peter Blake, NEFA Executive Vice President, "and I really enjoy working with them. I really think the cleaners of CT owe long time President Al Reiner a great deal of thanks for keeping the organization together. They have been extremely active with the Clean-Up fund, and have been acting as watchdogs for the industry in CT. I know through working with them closely that they have a true love of the industry and take great pride in assisting the cleaners of CT."

HCDLA meets on the third Thursday of every month, usually at the Sans Soucy Restaurant in Meriden CT. Most meetings are casual and the only fee is the shared cost of dinner.

"I really enjoy joining them for the meetings," continued Blake, "and usually am a guest speaker for at least 2 - 3 meetings a year. It has proven invaluable to get to know the members in CT and provide a vehicle for keeping them informed of whats happening in the state -- and around the country.

If you want to get involved and join the HCDLA and attend their meetings, please contact Gail Reiner at Mayflower Laundry: (860) 523-5243 or by e-mail: mayflowerlaundry@aol.com.



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New DLI Logo Marks 110 Years of Service



DLI HAS LAUNCHED A NEW LOGO TO MODERNIZE THE INSTITUTE'S IMAGE AND TO ENHANCE THE IMAGE OF OUR MEMBERS.

The DLI roots go back 110 years, and to commemorate this milestone, the Institute has updated its logo. The new logo visually represents what DLI does, and gives member's customers a better indication of what membership in DLI means. The purpose of the redesign is to exemplify what DLI does in a glance. The previous logo did not accomplish this very well and the Institute required a more visual representation of its scope and function. The four boxes represent the of work the industry and DLI's global nature. Changing from

a black membership decal to a white logo will make your DLI affiliation more visible to your customers.

This is the first significant change since the International Fabricare Association changed its name to the Drycleaning and Laundry Institute a decade ago.

"I really like the new look," commented NEFA Executive Vice president, Peter Blake, "and I really appreciate the versatility the logo can now show. The boxes within the logo can change to represent different areas of expertise, or change to reflect cohesion with local associations. When IFI changed its name to DLI it was to better describe what we do. Too many consumers, and most media agencies, weren't sure what we stood for, or did, as an organization. The name change proved to be very effective in describing what our organization stands for, and now the new logo accomplishes the same thing visually".

Digital versions of the new logos are available for download in the Members Only section of DLionline.org.

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DLI's Clean 2017 Host Hotel is Amazing: Registrations Now Open



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Show and get a special rate at the Cosmopolitan of Las Vegas, a premier destination hotel. Members who register for the show before May 31 pay only \$99 for Clean Show admission and receive a special rate on the hotel through the Clean Housing Bureau. The show runs June 5-8 at the Las Vegas Convention Center. Shuttle

services will run between the convention center and the official Clean Show Hotels.

The Cosmopolitan is a unique luxury resort & casino unlike anything else in Las Vegas. This original destination features residential-styled living spaces with private terraces, a one-of-a-kind restaurant collection and vibrant nightlife. Combine it all with hand-selected boutiques, an unrivaled Pool District, a 100,000 square-foot casino and the serenity of Sahra Spa & Hammam to redefine your Las Vegas experience.

“The DLI Host Hotel often sells out,” cautioned NEFA Executive Vice President, Peter Blake, “so I advise everyone to book early! You will definitely want to stay here where all the DLI members and staff are staying in order to make the most of your Clean Show experience.”

Learn more about The Cosmopolitan of Las Vegas and the Clean Show online: www.dlionline.org/clean-show.



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Seymour "Sy" Feiner, Industry Icon



THE INDUSTRY LOST A TRUE LEADER RECENTLY WHEN SEYMOUR "SY" FEINER PASSED AWAY IN JANUARY. SY WAS 96 AND LIVING IN WEST HARTFORD WHEN HE DIED PEACEFULLY SURROUNDED BY HIS FAMILY.

Sy spent 40 years as a dry cleaning supplies and equipment salesman in CT, mostly with Warehouse Point. He was a ardent supporter of NEFA, and served on our Fabricare Image Exhibit Committee for years.

"He will be missed by all those that got to meet him and know him," offered Peter Blake, NEFA Executive Vice President. "He was always a voice of reason as he helped shape the industry -- and NEFA. He was fun loving, positive, and always wanted the best for our industry. I am happy to have known him."

He was the beloved husband for 65 years of Shirley C. Feiner. Born in New York City, Sy was the son of Henry and Annie (Mostel) Feiner. He was a WWII US Army-Air Corps Veteran.

As a young man, Sy played semi-pro soccer, boxed, and worked as a salesman for Pabst Brewing Company. In his later years, Sy's favorite pastimes were swimming in his Florida pool, playing cards, and cruising with Shirley in his Miata convertible, often times to the local Burger King -- where he was the "King." Whatever Sy was doing, he always enjoyed himself and his sense of humor was infectious to all who crossed his path. He was a former long-time member of Congregation Beth Israel, a member of the Knights of Pythias and had been an active member of the Jewish War Veterans. Sy was a loving and devoted son, husband, father, brother, grandfather and great-grandfather, and a friend to all.

Donations in his memory may be made to the Andrew Feiner Veteran Scholarship Award at Tunxis Community College Foundation. Sy will live forever in our hearts, and those in the industry will truly miss our great friend.



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