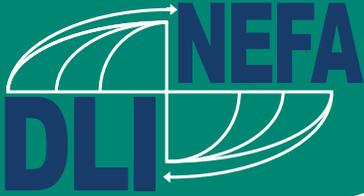


Headlines & More



North East Fabricare Association
www.nefabricare.com

Chris White Announced as Keynote Speaker for Fall Fest '14!



Chris White, CEO of America's Best Cleaners, addresses Fall Fest '13 attendees!

FALL FEST '14 IS SLATED FOR NOVEMBER 15 & 16 AT THE WENTWORTH BY THE SEA RESORT IN PORTSMOUTH, NH!

Chris White, CEO of America's Best Cleaners and formerly of Madame Paulette Cleaners in Manhattan, is back by popular demand!

Chris spoke for the first time in the Northeast last November for the NEFA membership and he demonstrated his expertise and shared his keen insight and drycleaning experience.

Fall Fest '13 was the largest attendance yet-- and NEFA is excited to be able to build on that. Chris will have an all-new presentation dealing with the pressures of today.

"Chris was a terrific speaker," offered Peter Blake, "and there was an immediate desire by all those in attendance to have him back to share other experiences and new topics. People were excited for the opportunity to hear more from Chris."

FULL PROGRAM TAKING SHAPE

The rest of the program looks to be very strong. NEFA will feature a panel discussion on "The Future of Drycleaning" led by three prominent industry leaders.

Lunch will feature a roundtable of discussions on common problems facing the members and the industry. All attendees will be invited to submit challenges and questions for discussions. The top topics will be discussed over lunch, and detailed synopsis of the discussion will be shared in a report to all attendees at the end of the conference. A unique and innovative way to share information, and learn from your peers!

EXHIBIT TABLES

NEFA will again be featuring exhibits from some of the most progressive companies in the industry. These are the companies that support your business -- and provide you value added service. Their expertise, guidance, and support help make your business stronger. Even one idea or new service you learn from can more than pay for the conference!

Check out www.nefabricare.com for more information as it become available!

JULY/AUGUST 2014

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PRESIDENT'S MESSAGE...

Quarterly Board Report

THE NEFA BOARD OF DIRECTORS RECENTLY MET IN QUINCY, MA AND I AM PROUD TO SAY THERE ARE SOME GREAT THINGS AHEAD!



John Dallas, NEFA President

The new dues structure is being embraced by the membership. Everyone seems to like the new approach of paying for the level of service you require -- and for the programs and services you want to utilize. This has helped DLI and NEFA really focus on what matters most to the membership, and gives us a great insight into the services you, the member, values.

At the meeting, we established an Education Committee being head by Virginia Anton of John Anton's Cleaners in Andover and Don Fawcett of Dependable Cleaners in Quincy, MA. Their goal is to establish a schedule of programs over the course of the next year. Programs that are being looked at include Boiler License Training, Management Programs, Route Development Workshops, Technical Training Programs, and they are looking to bring a DLI "On the Road" program to the Northeast! Like I said -- there are great things on the horizon!

We also are evaluating programs to help members reach out to their communities. We had a presentation from the Epilepsy Foundation of New England to partner with them on a clothing drive to help support their association. The Board is looking into the prospects and are starting to formulate a program of outreach to the membership.

Of course, I would be remiss to talk about what the future holds without talking about Fall Fest! We are excited to be having Chris White back as a keynote speaker, and we are finalizing the plans for the rest of the speaker slate. I hope you all plan on making Fall Fest a priority -- and we look forward to seeing you on November 15 & 16!

I am also proud to report that NEFA has been extremely active working on behalf of the industry. Peter Blake was able to help NEFA Members navigate the Massachusetts Toxic Use Reduction Planning process. He has been actively working with the State of Mass as they consider future perc regulations. Peter has also been very effective in getting the CT DECD and the DRS to look into making substantive changes to the regulatory compliance fund. NEFA continues to monitor the recent changes in Maine, and any compliance issues as their new regulations are being implemented.

WANT TO GET INVOLVED?

We have been extremely busy, and NEFA has had some great success. We are also looking for more participation from our membership -- and are looking for some new candidates for the NEFA Board of Directors. If you are interested in learning more about what the commitment would be, or more about how you can get involved, call or e-mail Peter Blake for information (800-442-6848, peter@nefabricare.com). We could always use more help. The Board are a group of dedicated volunteers that help shape the course of the association. We would love to have your involvement!

John Dallas

Fabricare House

781-337-4495 / JohnD3473@aol.com

Massachusetts ERP Certifications Due September 15th!



ANY DRYCLEANER USING PERC IN THE STATE OF MASSACHUSETTS IS REQUIRED TO SUBMIT AN ENVIRONMENTAL RESULTS PROGRAM CERTIFICATION BY SEPTEMBER 15TH.

The forms are a self-certification that you are in compliance with all the rules and regulations regarding perc use. It is a multi-media checklist incorporating Air, Water, and Hazardous Waste

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.

FUTURE PERC USE IN MA

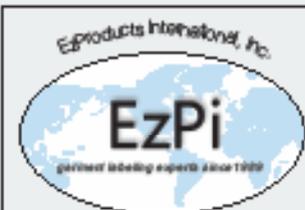
It is the desire of the DEP to eliminate perc use in the state, but to allow the industry to gradually phase it out as machines get replaced. Through voluntary questions, they are looking to gauge the industry's progress in moving away from perc and into some of the alternatives -- specifically they are interested in the greater use of wetcleaning equipment.

NEFA has been working very closely with the DEP, TURI, and HA OTA to develop a reasonable approach to future use of perc. As long as there are no longer any new perc machines sold, and very minimal new installations of used perc machines, they are able to take a wait and see approach rather than to seek a permitting process.

FORMS ONLINE

The forms should be filled out online and can be found at the DEP website: edep.dep.mass.gov.

Any cleaner needing assistance in filling out the forms is invited to contact Peter Blake at 800-442-6848 or by e-mail, peter@ne-fabricare.com.



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DLI 2014 GOALS

- ✓ Introduce affordable monthly membership plans
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 - ✓ Avoid frustrating employee turnover
 - ✓ Transform angry customers into happy regulars ☺
 - ✓ Learn how to clean difficult garments

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DECD Holds First Industry Partnership Meeting



THE CONNECTICUT DECD RECENTLY HELD ITS FIRST SEMI-ANNUAL CLEAN-UP FUND PARTNERSHIP MEETING WITH THE INDUSTRY.

The meeting was the first in a long line of changes the DECD has promised to make in the handling of the CT Remediation Fund. For far too long, the program has run in secrecy and without industry input. Over the years the fund has undergone many changes and adaptations without any warning or notice to the people it affected. This is a major step forward in DECD's commitment to work closely with the industry.

The meeting was led by Tim Sullivan, CT Director of Brownfields which also oversees the Drycleaning Remediation Fund. He was joined by Don Friday and Lilia Kylvika from his office, and Bruce Innes from DRS. There were also representatives from DEEP, NEFA, HCDLA, drycleaners, and some environmental engineering firms.

Tim started off the meeting by updating where we stand with current topics of discussion, and brought everyone up to date with changes that are going into effect. They highlighted the number of people currently approved and those that are on the waiting list.

Here are summaries of the most important changes:

DECD NOW ACCEPTING APPLICATIONS

The Department announced that they will immediately open the application process and will take applications until September. All applications will go through a review process and then will be placed on a list pending financial availability. All applicants, and all people on the wait list including those already listed from 2009 will be made aware of their standing on the list, and that there may be a considerable wait for assistance. To make an application you may visit: www.ct.gov.ecd. All the rules and requirements can be found there.

DRS LOOKING AT ENFORCEMENT

It is a commonly held belief that there could be almost 50% more revenue collected in the fund each year if everyone were paying in as they are REQUIRED to do. The DRS announced they will be analysing lists of drycleaners, launderers, tailors, laundromats, etc to check on compliance. If any company realizes they have mistakenly not reported their sales and they come forward on their own, they will be subject to filing for the past 3 years. Conversely, if you are found out to be non-compliant by the DRS, you could be subject to over 10 years of past filing. There is no amnesty program, but if you voluntarily come forward the penalties and

filings will be dramatically less than if you are found through other means. This is an important issue for the industry. All retail sources of drycleaning are mandated to report and pay the 1% surcharge on drycleaning receipts.

ADMINISTRATIVE FEE ELIMINATED

The DECD was pulling \$100,000 per year from the fund for administration of the program. That has been changed and there is no longer an administrative fee. The costs are adsorbed under the Brownfields budget.

ALTERNATIVE REVENUE PROGRAMS

The Commissioner has authorized DECD to apply to the Manufacturers Assistance Act (MAA) to fund some of the applications that have been approved and are awaiting funding.

These are all substantive changes, and NEFA is excited about the new approach being taken by the Department.

Please visit the DECD website or email DECD at drycleaning@ct.gov with any questions or suggestions. Peter Blake can be reached at 800-442-6848 or e-mailed at peter@nefabricare.com for more information.

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ICS Corp Helps NEFA Member Go Green with a Grant for over \$49,000 of Energy Savings Controls

Written By Roger Fritz, Founder & CEO, ICS Corporation



IT'S A TOUGH WORLD OUT THERE, WITH COMPANY BUDGETS AT THEIR TIGHTEST IN DECADES, OWNERS, MANAGERS AND COMPANY REPRESENTATIVES ARE DOING EVERYTHING THEY CAN TO SURVIVE.

This puts the priority of "Going Green" down to, at best, a "some day when we have the

money" priority despite obvious advantages and available funding to implement technology to reduce energy costs and waste. Despite over \$180,000,000 in rebate budgets there are a lot of factors that keep companies from applying. The number one problem in the utility rebate model you might ask? The idea of a rebate.

This means the customer pays for everything up front, for example analysis, engineering and at least 20 hours of staff time to get reimbursed up to 90 days after final post inspection assuming you find energy savings options. Some energy studies alone cost well over \$5,000. Then the sticker shock of some energy saving technology just keeps that vision farther and farther from company grasp. Since energy savings doesn't start until technology gets implemented it ends up in a vicious cycle where good intentions never lead to successful outcomes.

CHANGING THE GAME

ICS Corporation's "Electric Motor Green Savings Program" is changing the game for Fabricare owners, managers and other decision makers and bringing energy efficiency options in company reach. "We find that using a combination of our "Electric Motor Green Savings Program" and the existing utility rebate incentive creates a huge opportunity for our customers to enjoy the benefits of the program and, in addition, the customers get to keep 100% of the savings for the life of the equipment. This allows our customers to implement technology facility wide and spend money on other things like staffing, facility improvement or anything else but still reduce energy wastes. We know there is an energy problem and we will do anything we can to help." says founder of ICS Corporation, Roger Fritz, out of North Billerica, MA.

PROJECTED SAVINGS

Anton's Cleaners implemented this technology in just two of their rebate eligible facilities and was able to obtain a \$49,500 rebate from National Grid with a combin-

ation of using ICS Corporation's "Electric Motor Green Savings Program" and the existing rebate funding from MassSave. This really created a "Win-Win" for everyone involved. Most people don't recognize that the electric motor power usages in their facilities can account for up to 60% of the total electric bill. So it only makes sense that you should tackle the biggest energy problems first. In the Anton's in Lowell, by implementing just 8 controls it will have an estimated \$20,540 in savings a year. In it's Stoughton location which is a smaller than the Lowell location, Anton's still had an opportunity to save an estimated \$4309 a year. A savings of \$24,000 a year equates to \$120,000 in just five years that will make a huge impact to its bottom line. Those are just the savings for two of its locations.

WHO IS ELIGIBLE?

Most facilities do not even know they are eligible or that programs like this exist. While the saying goes "when something is too good be true it probably is" this may just be a huge exception to the rule and there is still millions of dollars in the rebate budgets to spend before the utility installation deadline of December 15, 2014.

Roger Fritz, founder and CEO of ICS Corporation, in North Billerica, MA has been invited to participate in NEFA's Fall Fest Program in November. Since the rebate amounts can change almost as quickly as mortgage rates it is vital to get started right away. Obviously, rebates amounts are determined by eligible locations and eligible equipment but when you have an advocate with 25 years of experience in the industry on your side there is no harm in making the call to find out. For more information or to talk about eligibility call 978-357-0062.



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Wentworth By The Sea Selected as Host Hotel for Fall Fest '14



WENTWORTH BY THE SEA HAS AN INCREDIBLE FEEL TO IT.

Old, rustic and with a decidedly “New England Feel” to it from the outside, but newly renovated, updated and uniquely upscale on the inside.

They have successfully merged the old with the new into a 5-star resort hidden along the New Hampshire seacoast. Last year was such a success, and all those who were able to attend simply raved

about the venue -- so we decided to return. The food was exceptional, the location scenic, and it is close enough to downtown Portsmouth to allow for great shopping, sight seeing, and a fun nightlife.

“This is definitely the nicest venue we have ever had” commented NEFA Past President Jim Desjardins, “I am excited to bring my wife and enjoy the weekend.” The resort features tennis, golf, basketball, a full service spa, boutiques, and gourmet restaurants. It is only a few miles outside of historic downtown Portsmouth, one of the seacoast’s up and coming cities.

RESERVATIONS NOW OPEN

Wentworth by the Sea Resort and Conference Center is located at 588 Wentworth Rd, New Castle, NH 03854. NEFA has arranged for a VERY special rate of \$205/night, a slight increase over last year.. Reservations can be made by calling the hotel directly at 866-240-6313 and mentioning you are with NEFA.

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DLI's Consumer News You Can Use



HOW DO YOU COMMUNICATE WITH YOUR CUSTOMERS? ARE YOU PUTTING YOUR DLI/NEFA BENEFITS TO THEIR FULL USE?

“Now more than ever you need to be proactive when it comes to

communicating with your customers”, advised Peter Blake, NEFA Executive Director. “It is very dangerous in today’s marketplace to sit back and wait for your customers to ask you questions, or ask for your advice. There is too much information at their fingertips on the internet, websites, blogs -- they have too many resources. You need to be the expert. You need to demonstrate your expertise, and to remind them you are the place to turn to for all textile cleaning services.”

DLI and NEFA are making it easy for you. All members have access to the DLI website, www.dlionline.org. DLI has been publishing “Consumer News you Can Use”. These are a collection of ready to publish articles aimed at consumers and written on your behalf by industry experts. DLI has granted members permission to use these articles, adapt them to your own business, and use them how you see fit. A sampling of articles currently available include:

- Home Laundry is Harder than it Looks
- Staying Current with Men’s Officewear
- How Do You Clean Cotton?
- Q&A: Incredible Shrinking Comforter
- Q&A: Does Drycleaning Reduce Clothing Life?
- How We Keep Your Clothes Looking Great
- How do you clean crepe?
- Look Your Best at (formal) Parties
- How do you clean linen?
- Keeping Blankets Looking & Feeling Great
- Care Label Facts: Polar Fleece
- Caring for Wool
- Common Sense Rules for Winter Storage
- Removing Paint from Childrens’ Clothes & Skin

HOW TO USE CONSUMER NEWS

Many members have chosen to develop a blog on their website with fashion and fabric care information. These articles are easily adaptable to this forum. You can change the headlines, incorporate some of your own personal experiences and publish for your customers -- and the general public to see. The added benefit of publishing the information on your website means you are more likely to

be found on internet searches.

Other members have used the information to send to local weekly and community news outlets. The local weekly papers are always looking for content. The easier you make it for them, and the more professional the information -- the more likely it will be published. DLI also provides you a great bulletin for writing press releases and how to get public recognition.

E-MAIL NEWSLETTERS

DLI’s popular Great Impressions (included in Gold and Premier Memberships, added cost for Silver and Budget) is a great way to communicate with your customers. E-mail is a key to social media marketing. In order for you to help sell additional services, inform your customers of special services you perform, and to highlight the special care you need to take with the complex fibers and fabrics commonly found in the marketplace. DLI’s program makes it easy to reach out to your customers.

NEFA also has an E-mail Marketing Program, “The CleanLine” available. It is a low-cost effective way to communicate with customers. It is personalized, includes the ability to add and or edit content, and to include an individual coupon or special

For more information on either of these programs, or for advice on utilizing the wealth of Consumer Information DLI has available for you, contact Peter Blake (peter@nefabricare, 800-442-6848).

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