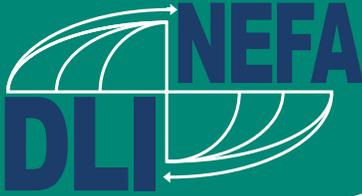


# Headlines & More



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## Clean Classic Proves to be a Fun Summer Break



WITH JUST OVER 40 GOLFERS, A TERRIFIC VENUE, AND GREAT FOOD -- NEFA'S BRADLEY FRIEL MEMORIAL CLEAN CLASSIC WAS ANOTHER TERRIFIC EVENT!

Cleaners and vendors from around the NEFA area were on hand to enjoy a day filled with competition, prizes, food, and fellowship. Golfers were treated to donuts in the morning donated by Klemms Bakery in Windham, NH, and a terrific buffet dinner sponsored by AristoCraft Supply. The golf course was in terrific condition, and the sun shined for most of the day. Unfortunately, severe rain and thunderstorms raced in at the very end of the tournament and a couple groups missed out on their final 2 holes. Not to worry -- the bar was open, the scoring adjusted, and the fun didn't stop.

After golf, attendees enjoyed the sun and had a few drinks as people had the chance to reconnect with old friends and make some new ones. We had people join from all over the area, and from as far away as Wisconsin and Alabama.

"This was really a great day," observed Ed Ziegler of Continental Girbeau, Event Sponsor & Player, "and I really loved seeing everyone enjoying themselves and having fun. I loved it and really look forward to coming back again next year. I met some new potential customers and got to spend some time with some current clients. Couldn't ask for more."

"It is important," reflected Peter Blake, "to maintain the social relationships within the industry and to get to know your peers. Sometimes I fear we have lost a little of the camaraderie in the industry, but after events like this, it reaffirms just how valuable these types of events can be. People get the opportunity to share experiences, challenges, and have a chance to know they are not alone in the industry. I can't express my gratitude enough to the sponsors of the event. These companies continually support our members -- and really the entire industry. All the sponsors are listed on page 2, as well as on our website: [www.nefabricare.com](http://www.nefabricare.com)."

Plans are already underway for the 2020 Clean Classic. Initial plans are to return to Cyprian Keyes for another year, but we are always on the lookout for potential new sites. If you know of a course you think may fit our needs, contact Peter Blake at the NEFA Office.

JULY/AUGUST, 2019

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## PRESIDENT'S MESSAGE...

### Thank You for Helping to Make a Memorable Event

THANK YOU TO THOSE OF YOU WHO COULD COME OUT AND ENJOY THE DAY WITH US AT NEFA'S CLEAN CLASSIC GOLF TOURNAMENT.

I really want to thank all the suppliers who help to make the day special, and for consistently supporting NEFA's events and programs. NEFA can not do all the work we currently do, and provide all the services we currently are providing without the generosity of our Allied Trades.

We remain extremely active throughout the region working on the entire industry's behalf. Just in the past few months we have worked with the state of Connecticut on monitoring and improving the CT Remediation Fund. We have assisted members with their Toxic Use Reduction Planning and ERP Reporting. We are working with cleaners to get their mandatory boiler license training.

So much more lies ahead. New workshops being presented throughout the area. We are developing a TERRIFIC Fall Fest Conference to be held this November featuring some of the best speakers in the industry. We are developing new technical training programs, as well as, other vital business development workshops.

We can't do this without the support of the Allied Trades... So I sincerely thank them for supporting the Clean Classic -- and strongly urge you to refer to the list below -- and the Associate Membership listing in this newsletter when making your business decisions!

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Larry Fish, NEFA President at a recent NEFA Clean Classic

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## Looking for Answers?

Written by Peter Blake, NEFA Executive Vice President



THE FAVORITE PART OF MY JOB IS TALKING TO MEMBERS (AND OF COURSE PROSPECTIVE MEMBERS). I GET TREMENDOUS SATISFACTION OUT OF BEING ABLE TO HELP PEOPLE.

Typically, I get a great deal of calls every month asking questions that are all over the map: business, marketing, technical how-to, and even

equipment recommendations.

I am not going to act like I have all the answers and know-it-all, but I pride myself on helping you get the answers you need. That is what I believe my job is: to be a one call-does-it-all solution to your questions and issues. If I don't have the answers, I certainly can help you get to the right place to find the answers.

In the last month alone, I have had calls asking regulatory questions, filing requirements for the various states, and regulations surrounding contamination issues. In each case I was able to direct them to the right agency and to find them assistance in resolving their issues.

One of the biggest pieces of advice I can give you -- whether it is OSHA, DEP, or even the new Sales Tax in CT, don't hesitate to ask. No matter the situation, it is better to explore the situation and find out what you need to do.

A couple members have asked for advice on boosting sales. This is one of the most common questions I get. Effective marketing is one of the easiest answers. I know people don't have unlimited budgets, but CCA and DLI are striving to provide you tools and services that will help you tell your story. If you have marketing concerns and want to start promoting your business, I implore you to watch the Marketing Video Series on the DLI website that was produced by Brian Rashid. They are free for all members and they are worth your membership investment by themselves.

In addition to the marketing videos, join DLI's Effortless Social media program today. If you are like me, you have thought about, started to do it and got distracted and never went back. Just do it. Go online and register your business.

Yesterday, I got a call from a drycleaner looking to put in a computer system. Believe it or not, she does not have one yet and we discussed the need to invest in her business and reviewed some of the main features and benefits of having a system she can use. Too often small businesses think of their POS systems as glorified cash registers. They are so much more. They are an important business tools, and if used to their capacity, can translate into business growth. I have heard countless stories about the dramatic change

a POS system can have on the financial stability of a business. The industry is so much more complex today than it has ever been, and you need to make sure you are using the tools you have available.

If you are wondering who I recommended -- I gave out the numbers to Spot Computer Systems and Fabricare Manager. I am a huge believer in supporting the companies that support your association. Refer to page 11 whenever you are looking for vendors for any product or service! I also provided a couple names of drycleaners that could share their experiences.

### DO YOU HAVE ANY QUESTIONS?

Trust me -- if you have a question, so do other members. I can answer them here or on the NEFA Facebook page! As a special thank you for reading this article, and for taking my advice... any member who emails me after watching the Brian Rashid marketing videos on [dlionline.org](http://dlionline.org) will get a special gift from NEFA!

Send your questions to [peter@nefabricare.com](mailto:peter@nefabricare.com) or post them to NEFA's Facebook Page and I will do my best to post the answers there. If you need more personal service, call me at 617-791-0128.



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# Industry Leaders to Meet with DRS & DECD Regarding New Sales Tax and Clean-up Fund



ON THURSDAY, AUGUST 29TH, NEFA WILL JOIN WITH CT DRY-CLEANERS AND REPRESENTATIVES OF THE HCLDA AT THE BIENNIAL CT DRYCLEANING FUND SUMMIT.

Adding to the importance of this meeting will be the impending Sales Tax on Drycleaning that takes effect on January 1, 2020. As reported in the last issue, CT became the first state in the Northeast to expand sales tax to include Drycleaning and Laundry. While there are some exceptions, this regulation will impact all retail dry-cleaners in the state.

At this meeting, the CT Department of Revenue Services will be providing a guidance document on how the sales tax works, and how it will impact drycleaners. NEFA has received an advanced draft copy, and has posted it on [www.nefabricare.com](http://www.nefabricare.com).

The meeting will also provide an update on the current status of the fund, and the progress being made on clean-ups throughout the state including the current fund balance and the number of sites in

the pipeline to be cleaned up. There will also be an update on the amount of revenue flowing onto the fund annually.

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. That is NOT the same as the sales tax, which only applies to work and service provided to CT residents.

All cleaners are invited to attend the DRS and DECD Meeting:

**August 29th, 2:00 - 4:00 PM**  
**Dept. of Economic & Community Development**  
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**Plaza Level -- North Tower Room C**



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# MA ERP FORMS DUE September 15



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.

### 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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## Has Contamination Cracked Your Nest Egg? (Pt. 2)

Written By Jeff Carnahan, LPG President, EnviroForensics



IN PART ONE, WE LOOKED AT THE PAST LANDSCAPE OF ENVIRONMENTAL CLEANUP AND HIGHLIGHTED SOME OF THE CHANGES AND TRANSITIONS THIS FIELD HAS UNDERGONE.

This month, we will look more into the affect this all

has on your industry, the drycleaners & launderers. We understand that this is a traditionally small business and blue collar industry, and we know you have many difficult challenges when navigating the complex arena of environmental remediation. When you have questions or concerns -- call us, or call the association. There are always people that can help you navigate these areas.

### THE CHALLENGE FOR DRY CLEANERS

Here is the tricky part; due to the prevalence of environmental issues related to use of perchloroethene (PCE, Perc) in the dry cleaning industry, just the fact that a dry cleaner exists, or used to exist, at or adjacent to the sale property, is enough to trigger a Phase II ESA per the due diligence standards. At this point in the property transfer process, if you want to continue with the sale, there will definitely need to be sampling. The process can be stopped right after the Phase I ESA without any liability to the property owner, but that won't get the property sold. This is a very uncomfortable spot to be in, I'm sure. Many of you know this for a fact.

Putting the property sale process aside for a minute, when a business is being sold, a similar due diligence process is undertaken by the potential buyer. They will want to make sure that the business they are acquiring doesn't have a current or hidden environmental liability that could hit the new owners at some point in the future and affect the value of their investment. Businesses are usually sold either as asset-only acquisitions, or stock plus assets acquisitions.

The CERCLA liability that we are talking about is tied to the stock of the company and its owners. Because of this, many times business buyers will want to purchase just the assets (equipment, customers, brand, goodwill, etc.) of the company, and not acquire the property or stock. That allows the buyer to skim the cream off the top of the business, and leave the junk at the bottom, like the environmental liability, for you. This is a way, however, of getting the job done and keeping a good bit of value for your nest egg.

### PRESERVING YOUR NEST EGG

Let's talk about a couple of ways that you can preserve the integrity of that nest egg in preparation for the time when you are ready to cash-in and move on.

First, there are a variety of insurance products available that you can purchase as protection against environmental liability. The insurance industry started specifically excluding coverage for environmental pollution from their general liability policies back in the mid-80's, right around the time that the CERCLA responsibilities were being formed. However, environmental pollution liability can still be insured today as specific policies or riders if it needs to be a part of your calculation. If you think that these may be of interest to you, I encourage you to reach out to your agent or a representative for a carrier that is involved in the dry cleaning industry. An insurance company with a long history and knowledge of dry cleaners would probably be best.

Another way to help preserve your nest egg against devaluation from contamination issues is, of course, those old general liability policies from before the mid-80s, when there weren't specific exclusions. From my experience, this is usually the time period when environmental releases actually occurred anyway. Find them and assess their value. Even if there are no known environmental releases associated with your dry cleaning business, having these old policies in hand may be what is needed to convince a potential business or property buyer that they won't be stepping into a problem that can't be paid for if they close the deal with you. Those old policies are an asset to your business, so they should be part of your nest egg calculation.



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## Save the Date: Fall Fest '19 Coming to Worcester



THE NEFA BOARD RECENTLY VOTED TO BRING FALL FEST '19 TO THE AC HOTEL IN WORCESTER, MA. THE PROGRAM WILL BE ON THE WEEKEND OF NOVEMBER 15 - 17, 2019.

“We are really excited about the new location”, offered Peter Blake, NEFA Executive Director. “This is a brand new, European designed hotel built in 2018. The facilities are well designed, the event space is perfect for our needs, and the location is in the heart of NEFA. Easily accessible for everyone.”

“I really can’t believe the metamorphosis of Worcester over the past few years,” continued Blake. “It is amazing how much the area has changes since we were here with our trade shows 14 years ago. The entire downtown area has been renovated. There are some chic nightspot and unique dining opportunities and some very upscale restaurants. Everything from craft brew pubs to

comedy clubs to high-end steak houses. Worcester is becoming a popular destination.”

NEFA promises the same high caliber management conferences as they have had in the past with new speakers, top-notch workshop leaders including the popular “Drycleaner Spotlight” program, and discussions focussed on timely topics everyone needs to hear.

NEFA will be emphasizing vendors and participants that support the association, and will be providing more opportunities for companies to get involved. The basic format will remain including the popular “Brainstorming Luncheon and the “Silent Auction and Cocktail Party”.

“Of all the events I have gone to over the past 10 years,” observed Mike Maulucci of Battiston’s of Avon, “NEFA’s Fall Fest remains 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 \$149/night based on double occupancy and reservations should be open by the end of the month.

*For Fall Fest updates: visit [www.nefabricare.com](http://www.nefabricare.com)*



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