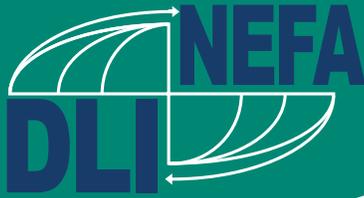


Headlines & More



North East Fabricare Association
www.nefabricare.com

NEFA's 21th Annual Clean Classic Set for July 20!



NEFA'S ANNUAL SUMMER EVENT WILL BE BACK AT BLACKSTONE NATIONAL GOLF COURSE IN SUTTON, MA ON WEDNESDAY, JULY 20 AT 9:45.

Blackstone National has hosted the past three years and participants have loved the course. It is playable, but challenging at times. NEFA will again be using a 2-score bramble Format this year. The format has met with great enthusiasm, and all those who played last year liked the new competitive nature, the course, and the great food. 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, lunch at the turn, dinner, prizes, and even a couple beers to help you beat the heat! 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. He passed away much too early after a battle with pancreatic cancer. 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 and associates 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. He loved life, enjoyed golf, and enjoyed all his NEFA friends. It was in that spirit that we all remember him during this event!

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

MARCH/APRIL 2016

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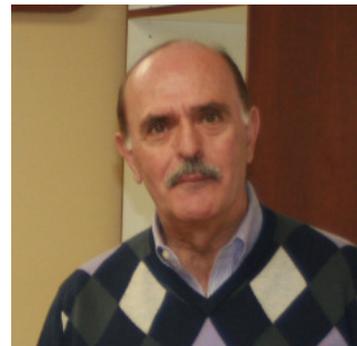
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PRESIDENT'S MESSAGE...

Exciting Time to get Involved

THIS IS A GREAT TIME FOR NEFA. I CAN PROUDLY SAY MEMBERSHIP IS UP IN NEFA. OUR MEMBERSHIP HAS GROWN JUST OVER 3% SINCE APRIL OF 2015. WE HAVE UPGRADED OUR COMMUNICATIONS OUTLETS, WE HAVE REVAMPED OUR EDUCATION PROGRAMS, AND WE ARE TIRELESSLY WORKING TO HEL OUR MEMBERS.



John Dallas, NEFA President

I am fortunate to be a part of changes at both NEFA and DLI. I have enjoyed my time with the associations -- and I have learned a ton from the other outstanding members of the volunteer leadership.

I currently sit on the DLI Board representing District 1 and it constantly amazes me the quality of members that I get to serve with. Over the past three years we have instituted the DLI App featuring information and a state-of-the-art Stain Removal tool, and a new Garment Analysis App that is working great and helping members get answers quicker and easier than ever before.

Now those are the things that we have all worked together on, but there is so much more I gain personally from serving on the two Boards. I have gotten to know some incredible people from around the Northeast -- and around the country, It is through building those relationships that I have personally learned so much about the industry, ways to improve my business, and ways I can do things better. Often times the true value of association meetings like NEFA's Fall Fest, the Clean Classic, and even Board and Committee meetings are the unique opportunities to talk about the various challenges we all face. We learn from each other, and then get to know each other so we are more apt to call and ask how others have overcome the challenges we all face.

Why am I writing about this? Because now is a great time to get involved in NEFA. We have opening on our Board of Directors and we are looking for some people to help guide NEFA is answering all our challenges and in providing tools to take advantage of the opportunities we all have out there. I can't encourage you enough to take the time to volunteer to help out, and in return you will have a ground floor view and a part in the re-shaping of the industry.

I promise you, if you invest the time and energy into the association, you will get the benefits back many times over in the relationships you make, and the information you receive. Call me at the number below to discuss the possibility of joining NEFA's Board, or to learn more about how much NEFA has meant to me. Feel free to Call Peter at the NEFA Office also to learn how you can become involved and what it would take.

One last thing, make sure mark down Fall Fest '16 right now -- November 13 & 14 in Providence. We will have new speakers, and some innovative programs. You don't want to miss out, and with the DLI Board joining us in Rhode Island this year, there is no better time to really learn how getting involved can benefit you and your business.

John Dallas

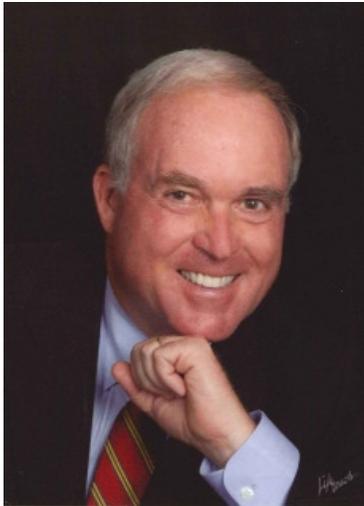
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2016 Human Resources Management Checklist

Part 2

Written By Raleigh F. "Sandy" Seay, Jr., PHD, Chairman of The Seay Management Consulting Firm



SEAY MANAGEMENT CONSULTING HAS BEEN PROVIDING THE DRYCLEANING INDUSTRY CONSULTATIONS AND BASIC INFORMATION FOR YEARS. THEY ARE A TERRIFIC RESOURCE OF INFORMATION FOR ALL YOUR HUMAN RESOURCE QUESTIONS.

Due to the importance and the scope of the information that goes into an effective

HR Checklist, we have expanded this article to three parts. This is the second in the series. Over the three issues, we will be reviewing key components of an essential Human Resource Management Program.

EEO-1 AND VETS 100 REPORTS - Mark September 30th on your calendar – that's the day you need to submit your EEO-1 Report and VETS 100 reports (you must do this if you have 100 employees or if you have 50 employees and an Affirmative Action Plan). Contact Seay Management Consultants if you have questions.

NEW HIRE REPORTS - Regularly submit your New Hire Reports to the state employment agency database.

JOB DESCRIPTIONS – Ensure that you have detailed job descriptions for every job, in compliance with ADA, EEOC and Generally Accepted Principles of Human Resources Management.

In addition to helping us manage, job descriptions are often a first line of defense, in the event of an EEOC or DOL investigation. Employers who are covered by the Affirmative Action regulations are required to have job descriptions.

MANAGEMENT TRAINING - Consider conducting several Management Training sessions this year on important subjects like:

- How to Counsel and Dismiss Employees (When Necessary)
- How to Conduct Performance Appraisal
- How to Handle Difficult Employees
- How to Motivate Employees to Superior Performance

- Ethics in the Workplace (Sarbanes-Oxley, et. al.)
- How to Harness the Power of a Type A Working Style - A workshop that can help produce motivation and understanding among employees and management.

EMPLOYMENT LABOR POSTERS – Check that you have all current required employment posters, placed in prominent locations. Federal regulations require 6 posters; the various states require about 5 more.

I-9 FORMS – Review your I-9 forms for completion and keep on file for all employees. Verification requires employers to:

Examine and record documents under Columns A or B and C.

Make copies of the verification documents and staple them to the I-9 Form.

File the I-9 Forms in a separate location, not the regular employee file.

EMPLOYEE PERSONNEL FILES - Make sure your employee files are complete and that they include all the documents you need (such as the application form, disciplinary notices, commendations, performance appraisals, et. al.) but none of the documents that are problematic (such as polygraph records, drug test records, private/personal documents). Some employee documents are necessary for recordkeeping and reporting and are perfectly proper, but are of a personal, private or medical nature or have an EEO component. For these documents, have an Administrative or Confidential file, separate from the regular employee file.

COMMUNICATIONS WITH EMPLOYEES – Employers should have clear and frequent employee communications programs such as:

- Open Door policy
- Employee Complaint Procedure
- Bulletin boards
- Employee newsletter - printed or electronic newsletter

It is our experience that most employee problems have poor communications at the foundation.

FOR MORE INFORMATION - We trust that this Human Resources Management Checklist will be helpful to you as you establish and refine your employment goals and objectives. The checklist will conclude in next month's "Headlines & More". Please contact Seay Management Consultants by phone (888-245-6272) or email (admin@seay.us) with any questions you may have.

The True Power of a Referral

Written by James Peuster, 21st Century Drycleaning & NEFA Board Member



THERE ARE THREE R'S IN THE WORD REFERRAL AND IT REALLY HELPS YOU TO UNDERSTAND WHAT IT MEANS TO GET SOMEONE TO BRAG ABOUT YOU TO ANOTHER FRIEND, COLLEAGUE OR NEIGHBOR.

Here is a breakdown the three R's: Relationship leads to Risk which leads to Reputation. This simple analogy makes it so clear of what takes place during the referral process. The better the relationship, the less risk -- and the better your reputation will grow.

WHY DO REFERRALS ROCK?

The reason referrals are so powerful is because they come from a credible third-party that has experienced first hand the benefits of doing business with you. They are even more powerful when they come from a friend because you know that a friend has no ulterior

motivations but to do what's in your best interest. You can believe what you friend is saying versus hearing a commercial from a salesperson whose sole purpose is to make money from you.

Referrals are also valuable because most of the time they are completely free. How would you like to receive the benefits of the most compelling sales advertisement on earth for absolutely nothing? You can through referrals.

Research shows the importance of referrals. According to Paul and Sarah Edwards (authors of "Getting Business to Come to You"), up to 45% of most service businesses are chosen by customers based on the recommendations of others. A recent Dun and Bradstreet survey found referrals to be one of the two most popular small-business marketing methods (the other one is advertising).

BOTTOMLINE:

Lastly, and I think this is the most powerful reason of all, customers that give referrals become more loyal to you and your business. Once someone stands up and makes a public statement about you, psychologically they will become more loyal to you and your business.

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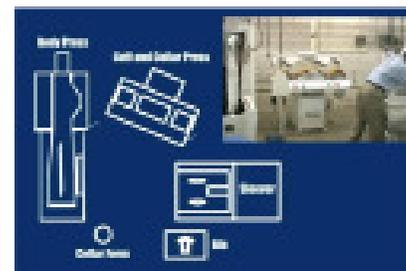
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DLI Partners hold Summit in Texas



ONCE A YEAR, DLI AND ITS PARTNERING ASSOCIATIONS COME TOGETHER TO DISCUSS WAYS TO STRENGTHEN THEIR PARTNERSHIP AND TO STRENGTHEN PROGRAMS AND SERVICES FOR THE MEMBER.

NEFA Executive Vice president Peter Blake took part in the annual JSA Conference, as well as participating in the Cleaning and Launderers Association Executives (CLAE) meeting at the same location.

This year, in addition to the typical roundtable discussions, the

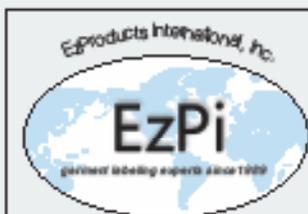
meeting featured a tour of the new Men's Warehouse Drycleaning and Route Facility outside of Austin, and a presentation on getting Board Members involved in championing the Association.

"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. To learn from each other ways to make all our associations stronger."

"Taking a peek inside the state-of-the-art facility was eye-opening. Not just with the equipment in place, but also in the systems and tracking that goes on. I was impressed with the level of management and interaction from the employees -- as well as some of the unique services they are able to deliver," continued Blake.

Representatives from across the country took part in the meeting and discussions focused on membership retention and sales as well as educational programming. There was also an in-depth discussion on industry trends, threats, and opportunities.

The group as a whole believes we need to really explore use of new technology for our members, and to communicate with our members. This is both in association management as well as industry advancement.



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Fall Fest 16 Set to Return to Providence, RI



BASED LARGELY ON THE HUGE SUCCESS OF FALL FEST '15, NEFA IS SET TO RETURN TO PROVIDENCE, ON NOVEMBER 12 & 13, 2016.

The Providence Biltmore will remain the host hotel, and while the location is the same, there will be major 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 "Silent Auction and Cocktail Party", but NEFA is bringing in some new high profile speakers for the event.

Saturday will feature a presentation by Trudy Adams, widely known in the drycleaning industry from her days with Cleaner's Supply and now the principal at Blue Egg Consulting which helps create and implement customer relationship programs. Her

topic will be "The Magic of a Touch Point." She will also be presenting "Creating a Super CSR on Sunday morning."

"We are really looking forward to some great speakers this year, and are really excited by some of the new faces we are able to bring in," offered Peter Blake, NEFA Executive Vice President. "Trudy has spoke all over the country, but has never been to a NEFA event, and I know people will really get a lot out of her presentations. We also wanted to return to having Sunday Morning's program focus on the front end of the counter for managers as well as key customer service personnel."

"Fall Fest '15 had the best overall attendance including the most vendor participation, and highest number of plants represented then we have ever had," continued Blake, and I think with some of the changes and with some of the great speakers we are lining up -- we can do even better."

Mary Scalco of DLI will also be on hand, as well other prominent members of the industry. As names get added to the speaker slate, they will be announced on www.nefabricare.com so check back for the latest updates.



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MassDEP Revisiting “Closed” Drycleaner Sites

Written By Larry McTiernan, PG, LSP, Roux Associates, NEFA SILVER Member

ARE YOU THE OWNER OF A DRY CLEANER IN MASSACHUSETTS AT WHICH ENVIRONMENTAL RESPONSE ACTIONS (INVESTIGATION, REMEDIATION, ETC.) WERE PREVIOUSLY CONDUCTED AND FOR WHICH A RESPONSE ACTION OUTCOME WAS ACHIEVED (I.E., THE SITE WAS “CLOSED”) MANY YEARS AGO?

If so, you may soon be getting a phone call from the Massachusetts Department of Environmental Protection (MassDEP) requesting that you perform (or allow them to perform) additional sampling to determine current site conditions, and based on the findings of that sampling, MassDEP may require you to perform additional remediation of the site—even if the site was previously closed and you had nothing to do with the release or the previous cleanup!

TCE LEVELS BECOMING MAJOR CONCERN

The reason for this seemingly unfair request is that recent research has shown that TCE (a break-down product of PCE or “perc”) is more toxic than previously thought, especially under certain circumstances, and that the older MassDEP cleanup standards for TCE (especially the standard in effect prior to 2006) may no longer be protective of human health, especially to pregnant women. (The risk is actually to the fetus – TCE is believed to cause malformation of the baby’s heart.) MassDEP recently reviewed the files for almost 1,000 closed TCE sites in Massachusetts—undoubtedly including many dry cleaner sites—and determined that 200 of these sites have the greatest potential to pose a public health risk. As a result, in late January 2016, MassDEP announced that it would soon begin reaching out to the owners of these sites (by phone at first) to begin the process of updating the information about these sites so that they (or the property owner) can evaluate the potential risk using current cleanup standards. Based on what they learn with respect to the 200 “high-priority” sites, MassDEP may expand their initiative to include some or all of the 800 other closed TCE sites, which means this initiative may take years to complete. So even if you don’t get a call in the next few months, you may not be out of the woods just yet.

MassDEP does not consider this initiative an enforcement matter (for example, they will not issue fines for closed sites that are found to present unacceptable risk) and prefers not to think of the initiative as potentially leading to the “reopening” of sites. While the former is somewhat comforting, the latter likely will not mean much to owners of sites for which additional assessment or remediation is deemed necessary. And while MassDEP is currently only planning to reach out to the current owners of these TCE sites, past owners and operators may ultimately be required to perform the additional remediation if such additional remediation is deemed necessary, and/or they may be found liable for response action costs should any be incurred by the current owner. One interesting twist here is that the condition MassDEP is most concerned about—an Imminent Hazard condition associated with po-

tential exposure of a woman of child-bearing age to TCE in indoor air—requires an Immediate Response Action; and in this case, “Immediate” means beginning within 48 hours. In this event, the current owner of the site is the party most likely to bear the cost of at least the initial response actions.

Robert Fasanella, Esq. of Rubin & Rudman LLP (NEFA Platinum Member) is an environmental and real estate attorney that has represented numerous dry-cleaners over the past three decades who has seen this heightened scrutiny and auditing of former sites by DEP before. “It appears that DEP has targeted current or former dry-cleaner Sites that are located next to residences, day care centers and water supply areas, where the release of PCE and TCE to groundwater, soil and vapor intrusion from such releases to these sensitive receptors can have the most adverse effects on public health. Don’t be surprised if DEP comes knocking at your business door with its new current concern with TCE toxicity.”

MassDEP always has the right to reopen a site if they have reason to believe that an unacceptable level of risk exists at the site. But they rarely do so. This is just one of those rare instances where the available science is so convincing—and so alarming—that MassDEP has elected to exercise that right.

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Are You Protecting Your Most Valuable Asset?

Written By John Barnes, CFP with Modern Woodman of America, NEFA Silver Associate Member

I ALWAYS ASK BUSINESS OWNERS WHAT IS THEIR MOST VALUABLE ASSET. THEY TELL ME IT IS THEIR BUSINESS (WHICH IS TRUE, MORE OFTEN THAN NOT). I THEN ASK HOW THEY ARE PROTECTING THEIR BUSINESS. THEY TELL ME THEY HAVE APPROPRIATE PROPERTY, LIABILITY, AND AUTO INSURANCE IN CASE OF PROPERTY DAMAGE OR CUSTOMER LIABILITY.

That is again correct; however; that is just one part of the solution. Consider the employees who have helped your fabricare business grow, the goodwill/equity you have developed in your community with customers, and you – your hard work and dedication to provide for yourself and your family. Answer the following questions:

1. Have you ever considered what would happen to your fabricare business if you or a key employee died suddenly?
2. What if you became sick or disabled and could not work?
3. What if employees left for stronger benefits elsewhere?
4. If you needed to sell your business tomorrow, would you receive appropriate value for it?

With so much going on every day, it's easy to put off dealing with these important issues; however, the consequences to your family, employees, customers, and business could be significant if not addressed. Luckily, there are many ways to address the above scenarios, in most cases with cost-effective solutions. Here are some of the options:

1. Establish an employee benefit program: Want to reward and retain your employees? An employee benefit program is a way to do that. Life insurance, short-term and long-term disability income insurance, and accidental death and dismemberment are typically offered. Other carriers may offer dental and vision, or even a critical illness plan. Coverage can be guaranteed, which means only an employee census and form need to be filled out. It can be a very easy process to administer and cost-effective (or no cost at all) as well. An added benefit: as an owner, you will also be eligible for coverage as well.
2. Ensure you yourself have a Business Overhead Expense policy: You might think you already have overhead coverage which will protect you in case of a disaster like a fire. A Business Overhead Expense policy is a bit different. This policy will pay your operating expenses, including salaries and rent, if you become disabled. Since you have about a 1 in 3 chance of

becoming disabled during your working years, this policy is essential. It can keep your fabricare business solvent, keeping yourself, your employees, your family, and your customers happy during a possible trying time. An added benefit: this policy is tax deductible and can provide a tax-free benefit.

3. Establish a buy-sell agreement: Did you know that when you die, your business is transferred to your spouse or next of kin? Conversely, if your partner (assuming you have one) died unexpectedly, your new business partner would be your ex-partner's spouse or heirs? More often than not, these situations are not your intent. A buy-sell agreement identifies specific situations where your ownership share would transfer to another person or entity. These situations include death and retirement. Buy-sell agreements are typically funded with a combination of life insurance and investment. Upon your death, for instance, your ex-partner (or even an employee who wants to take over) will have the life insurance death benefit to purchase your ownership share from your spouse/estate. An added benefit: The buy-sell agreement creates a value of your business, thereby minimizing value disagreements upon retirement and at death.

Establishing any of these solutions for your fabricare business will give yourself, your employees and customers, and your family some financial peace-of-mind.

John K. Barnes, CFP®, is a financial planner with Modern Woodmen of America and a new SILVER Member of NEFA. John can be reached at (978) 494-4574 or john.k.barnes@mwarep.org.



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