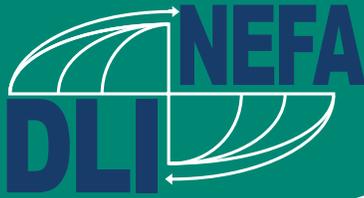


Headlines & More



North East Fabricare Association
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NEFA's 19th Annual Clean Classic a Huge Success!

MAY/JUNE 2014



Congratulations on First Place to (from l to r): Paul Muratori, Steve Phaneuf, Al Reiner, and Jim Reiner!

WITH ALMOST 50 GOLFERS, A TERRIFIC COURSE, AND IDEAL WEATHER -- NEFA'S BRADLEY FRIEL MEMORIAL CLEAN CLASSIC WAS A TERRIFIC EVENT! There was some great golf played as judged by the scores turned in, but even more importantly there were some great laughs, smiles, and some friendships renewed.

hotdogs, hamburgers and beer at the turn sponsored by AristoCraft Supply. The golf course was in perfect condition, and the golf carts sponsored by Kreussler Chemical featured the latest in GPS course positioning.

Golfers were treated to donuts in the morning donated by Klemms Bakery in Windham, NH, followed by

After golf, people enjoyed the cool spring weather and feasted on a steak dinner as the prizes were awarded. The Bramble format proved to be challenging at times, but still fun and enjoyable for all. Those who attended praised the course and the food -- and were looking forward to coming back next year (and to playing the forward tees!).

CONGRATULATIONS TO THE WINNERS:

First Place: *Paul Muratori, Steve Phaneuf, Al Reiner, Jim Reiner*

Second Place: *Ed Alexander, Ted Elkind, Eric Pooler, and Paul Leonelli*

Third Place: *Carl Roberts, Bill Forsman, and Mike Rossi*

Long Drive: *Sean Sprague*

Closest to the Pins: *James Peuster, Panos Makkas, Ed Alexander, and Tom Medlin*



Check out www.nefabricare.com for a copy of the program distributed at the event and pictures from throughout the day!

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PRESIDENT'S MESSAGE...

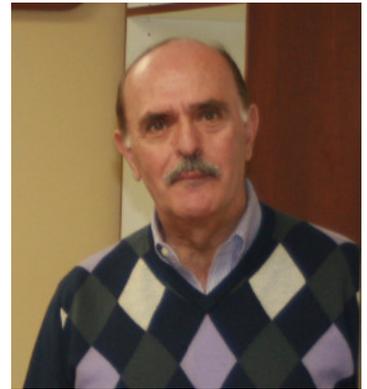
What a Great Day!

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

I really want to thank all the suppliers who help to make the day special and consistently support 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.

When you read through this newsletter, you will see how active we have been on the entire industry's behalf. In the last couple months alone NEFA has worked with the CT DECD and DOR on the issues that are plaguing the CT Drycleaners Remediation Fund. Through several meetings, and trips to Hartford -- and countless of hours work behind the scenes -- NEFA in conjunction with the HCLDA have made some tremendous headway. NEFA has worked with the Maine DEP to present workshops to drycleaners outlining their responsibilities under the new air regulations. NEFA is assisting members caught up in MA Toxic Use Reduction and helping guide members through the myriad of issues involved in that program. NEFA is helping cleaners understand the MA Boiler License rules and recently held a class renewal class.

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!



John Dallas, NEFA President

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TURA Plan Summaries and Reports Due!



ANY DRYCLEANER USING PERC IN THE STATE OF MASSACHUSETTS THAT USES OVER 74 GALLONS AND HAS MORE 10 OR MORE FULL-TIME EQUIVALENT EMPLOYEES IS SUBJECT TO TURA FILING AND PLAN-

NING BY JULY 1. Since 2014 is a planning year, those drycleaners in the program must also file a Toxic Use Reduction Plan in addition to the annual reporting requirement.

This plan must be certified by a Toxic Use Reduction Planner (TURP). This can be a very expensive process -- and could cost as much as \$5,000 for the plan alone.

Any NEFA Member who is affected by this regulation is urged to contact Peter Blake at the NEFA office for assistance. NEFA will be teaming up with Tracey Costa from Nobis Engineering to assist NEFA members in their filing at a reduced cost of under \$700. This program worked well in 2012, the last planning session.

If you are subject to TURA regulations, contact NEFA ASAP for assistance with the program. The fines for non-compliance can be extremely punitive.

WHAT LIES AHEAD

The Toxic use reduction reports, along with the Environmental Results Program (ERP) filing in the fall will go a long way in determining future regulation of perc.

When Perc was designated a higher hazard, the Department of Environmental Protection began working with NEFA and other industry representatives on revising the perc rules for drycleaners.

Through that process, and from the reporting statistics gleaned from both ERP and TURA, the Department has backed away from the potential of a perc ban in the state. Instead, the State has looked at a potential permitting requirement if there continues to be a number of perc machine installations. In effect, allowing current perc users to continue to operate for the full useful life of their machine is achieved.

This allows perc cleaners to transition to alternatives on their own schedule. Now is the perfect time to investigate what is out there -- contact NEFA for assistance in learning about all the possibilities.



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DLI 2014 GOALS

- ✓ Introduce affordable monthly membership plans
- ✓ Help drycleaners:
 - ✓ Attract new customers in a business casual economy
 - ✓ Avoid frustrating employee turnover
 - ✓ Transform angry customers into happy regulars ☺
 - ✓ Learn how to clean difficult garments

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Connecticut Drycleaner Remediation Fund Update!



CHANGES TO THE CONNECTICUT CLEAN-UP FUND ARE BEGINNING TO TAKE SHAPE.

NEFA and the HCLDA have been working closely with officials from the State to improve the program and to make substantive changes that will correct some of the issues that have plagued the program over the last few years.

Through meetings with State legislators, the Department of Economic and Community Development (DECD) and the Department of Revenue (DOR) the industry has made terrific headway in getting the program back on track. There is optimism that the clean-up fund can again be a viable, serviceable benefit for the industry.

Over the past several months, at the request of DECD Commissioner Catherine H. Smith, the Office of Brownfield Remediation and Development (OBRD) has been developing, in partnership with representatives of the dry cleaning industry, a series of initiatives to improve the operations of the Dry Cleaning Establishment Remediation Fund (the "Dry Cleaning Fund" or "the Fund").

As you know, the Dry Cleaning Fund faces a number of challenges, most importantly a lack of sufficient funding generated by the 1% gross receipt surcharge to meet the significant demand for dry cleaning assessment and remediation funding across the state.

NEW DECD INITIATIVES

Despite these challenges, DECD is committed to administering the Fund efficiently and with a high degree of customer service. Today, we are pleased to announce several important initiatives designed to improve the administration of the Fund.

- DECD will accept a new application intake form to the Fund from June 2014 until September 30, 2014. Applicants will need to fill out a relatively short application intake form, which can be found on the NEFA website. Completing this application intake form will allow applicants to secure a place in line to receive funding as it becomes available. However, due to limited funding, applicants should expect a significant waiting period - potentially several years - prior to accessing funding.
- DECD will host information meetings twice per year to provide updates to the industry on the administration of the fund as well as to gather input and feedback from the industry. The first of these meetings will be held on Monday June 30, 2014 at 3 p.m. at DECD's offices at One Constitution Plaza in Hartford. Please register for this meeting by emailing drycleaning@ct.gov.

- DECD has updated the Dry Cleaning Establishment Remediation Fund website. The site now includes updated information on the Fund's status as well as details on funded applications and the current length of the waiting list to receive funding.

CLEAN UP FUND PARTNERSHIP MEETING

The DECD is looking forward to continued work with the dry cleaning industry to administer the Fund, and to making continuous improvements to our processes and procedures to allow us to address the significant challenges facing the fund.

This meeting is the perfect beginning to voice the concerns of the drycleaners, add input into potential changes that could be enacted to improve the fund, and to make suggestions to how the fund can be of more service.

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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Steve Henshaw, President of EnviroForensics

STEVE HENSHAW IS THE PRESIDENT AND CEO OF ENVIROFORENSICS. He holds professional geology registrations in numerous states and has been working in the environmental engineering industry for 30 years. Many NEFA members are familiar with Steve who has been an ardent Association supporter and a regular contributor to trade magazines. You might even be aware of the fact that his leading edge environmental engineering company specializes in finding the funding to pay for environmental liabilities through the use of historical insurance policies.

GETTING HIS START

Steve was born and raised in Indiana but spent his college years in the state of Oregon. After graduating, he spent several years working in Oregon and Washington as an environmental consultant, before moving to the San Francisco Bay Area to work for a solvent recycling facility. In 1996, he started EnviroForensics.

Steve came back to his roots in Indiana to marry his beautiful wife Dawn. His company is now headquartered in Indiana but Dawn and Steve still travel to not only California but New York and Utah to keep up with their four grown children and spend time with them throughout the year.

FIGHTING FOR CLEAN WATER

One of Steve's passions is being an advocate for clean water in third world countries and he and Dawn have travelled to Mali to help a village find potable water for drinking and irrigation. This past year (2013) their foundation, Water for Empowerment, Inc., was officially incorporated in Indianapolis, IN as a charitable organization. Their goal is to help educate young women and girls in water sciences so that they might not only be valued enough to be included in their societies and so as not to be sold into slavery, but also to help maintain clean water for the communities exposed to water borne pathogens.

Steve is also involved in multiple philanthropic endeavors with his employees including a toy drive around the holidays, a coat drive for homeless Hoosier veterans at the onset of fall, and a food drive for a local Indianapolis organization called Second Helpings that prepares hot meals for the less fortunate of the Greater Indianapolis Area. He is also on the board for the Indianapolis Parks Foundation where he volunteers his time to enhance the Indianapolis community by encouraging and soliciting support for the city's parks system.



(From top left, clockwise) Steve and Dawn at a recent Holiday celebration, Steve with a village leader during his recent trip to Mali, as many know him all suited up, and a picture of him & his family!



AN AVID SPORTS FAN

He loves sports, and is a season ticket holder for the Indiana Pacers and Indianapolis Colts and frequents their games with family and friends. Steve is also a San Francisco Giants fan, as a former bay area transplant. He hosts an annual office outing during the summer for his employees to have a picnic and enjoy a ball game by their local minor league baseball team. For fitness and enjoyment Steve plays basketball three mornings a week before he begins his workday.

Steve is also a music connoisseur, with musical tastes ranging from Stevie Wonder to Puccini. He frequents concerts and music festivals with his wife and kids throughout the year including Jazz Fest in New Orleans and Outside Lands Music Festival in San Francisco.

Steve looks forward to what is sure to be another successful year of remediating contaminated sites across the nation. He strives to help small and large business owners alike face their troubling environmental issues, and his vast knowledge allows him to solve even the most complicated of scenarios. He's always willing to lend a hand, even if it is only to offer advice on where to start or steps to take towards having a clean property and most importantly, how to do so with little to no out-of-pocket costs.



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NEFA Partners With Maine DEP on Regulatory Workshop

THE MAINE DEP RECENTLY HOSTED A WORKSHOP FOR DRYCLEANERS EXPLORING THE NEW REGULATIONS PASSED LAST YEAR.

The Workshop featured a multimedia program that covered air regulations, hazardous waste, wastewater, and even regulatory issues revolving around potential contamination issues. Some of the most important topics included the new testing requirements for the perc concentration in the drycleaning wheel after unloading, procedures for wastewater disposal, as well as the changes to the Maine Compliance Calendar which is now downloadable at www.nefabricare.com. The State also discussed the procedures for closing a plant which includes plants that no longer ship hazardous waste from their facilities.

ALTERNATIVE SOLVENT DISCUSSION

Peter Blake, Executive Vice President of NEFA, was on hand to help cleaners learn about the potential alternative solvents available

for the industry. He discussed the benefits and explored the issues with Kreussler's System K-4, Caled's Gen-X, Green Earth, and Hydrocarbon.



Using information developed by the Massachusetts Toxic use Reduction Institute with input from NEFA, Peter was able to demonstrate the potential of all the alternative solvents currently on the market.

“It was great to see all the drycleaners showing an interest in alternatives,” commented Blake, “and it was refreshing interact with the regulators and the regulated community in a positive forum.”

An advertisement for Aldrich Equipment. The background is a light blue pattern. At the top center, the text reads "CLEAN • TECH" in a serif font, followed by "ALDRICH" in a large, bold, serif font, and "EQUIPMENT" in a smaller serif font below it. Underneath, it says "SALES AND SERVICE FOR THE FABRICARE INDUSTRY". On the left is a large white and grey front-loading machine. On the right is a tall, vertical stainless steel machine. Below the central text is a bulleted list of services: "EQUIPMENT SALES (NEW & RECONDITIONED)", "FULL LINE PARTS DEPARTMENT", "EXPERT REPAIR & INSTALLATION SERVICES", "NEW BUSINESS START-UP/PLANT RE-LOCATION AND EXPANSION SERVICES", and "PREVENTIVE MAINTENANCE & ENERGY AND EFFICIENCY SERVICES". At the bottom left are three smaller images: a front-loading machine, a red and white industrial unit, and a grey unit with the "EVO" logo. On the bottom right, contact information is provided: "59 WEBSTER PLACE", "WORCESTER, MA 01603", "888.462.2832", "WWW.ALDRICHCLEANTECH.COM", "INFO@ALDRICHCLEANTECH.COM", "SERVICE EXCELLENCE", and "FOR 36 YEARS".

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to continue to raise awareness of the benefits of drycleaning. "The more cleaners who embrace these videos and put them on their websites, Facebook, Twitter, Pinterest, and emails, etc., the more successful the program will become," Beatty said. "We have more than 20 videos so everyone can find something they like and share."

See the winning video and all the contestants at www.DLIonline.org/contest.

CLOTHES PROFESSIONALLY CLEANED BY A MEMBER OF THE DRYCLEANING & LAUNDRY INSTITUTE. The video won the \$5,000 prize in DLI's contest. The Magical World of Drycleaning took second place and #FreshPress took third.

In all, 23 entries were received from cleaning professionals, students, and members of the general public. To qualify, each video logged at least 100 views. By April 30, the videos had been viewed 23,868 times, and the number increases everyday.

"This program improves the image of our member drycleaners because it shows us as a modern service that is an important part of people's lives and a necessary component to leading a happy and successful life," said Dave Beatty, owner of Murrysville Cleaners in Murrysville, Pennsylvania, and DLI's District 2 Director, and creator of the contest idea.

"Several videos show younger people, who are an important part of the Internet and all the other social media," Beatty said. "It shows people who make you feel very comfortable and you could easily think of them as your friends and neighbors. It is nicely done so that the videos are like your good friend sharing the secret of their success because they want you to do well also." DLI members are encouraged to share and post the video as it specifically promotes professional cleaning by a member of the Institute:

*"If you got a sweater they can clean it nice
Use the DLI service, don't gotta think twice
They take the time and know what to do
Any kind of outfit -- it'll look brand new."
—"I Feel Great When I Get My Clothes
Drycleaned"*

Entries were capped at two minutes and could not promote a specific business. The goal was to promote drycleaning services in general. "Our members benefit from the video contest because all the entries will get thousands of views which will help to convince current and future customers that it is both important and will make them happy to use our services," Beatty said.

Based on the success of this program, it is likely that DLI will run a similar contest in the future

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