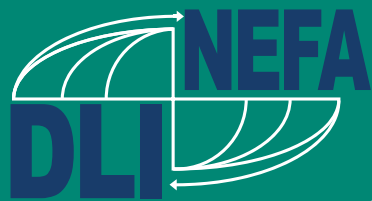


Headlines & More



North East Fabricare Association
www.nefabricare.com

NEFA Set to Host 2-day Intensive Management BootCamp



SEFA'S MANAGEMENT BOOTCAMP IS SET FOR AUGUST 24 AND 25 IN WOBURN, MA. THE PROGRAM WILL RUN FROM 10:00 TO 5:00 ON THURSDAY AND FROM 8:00 TO 3:00 ON FRIDAY.

The program, "How to Run a Drycleaning Plant Easily, Efficiently, and Profitably" is presented by Management Expert Don Desrosiers.

The course will explore the necessity of monitoring labor and production. Attendees will learn the basics of why you need to track information, and then will explore how to put that information to use. Included in the discussion will be calculating cost per piece,

boosting productivity, managing labor costs, and interpreting information.

Desrosiers will also include an introductory version of his proprietary tracking system, FlightPlan, to help attendees understand the impact changes in operation can have on productivity.

"We consistently hear from members the need for more management training," offered Peter Blake, NEFA Executive Vice President, "and we are excited to be able to bring this to our membership. This is a first of its kind program for our industry, and NEFA members are fortunate to have this opportunity. I think this program is critical for members who want to run a more efficient plant, and for those who want to increase their productivity and profitability. It is designed for owners, production managers, and supervisors. This is a perfect opportunity to invest in your staff -- and invest in your plant's future success."

The program will also delve into time management, problem solving, and organizational skills.

The cost of the program for members is \$295 for the first person from a plant, and \$250 each for additional people from the same member company. Non-members are \$395/person. Registration includes lunch each day.

For more information visit the events page on www.nefabricare.com where you will find links for both a registration form, as well as, a draft syllabus. Please call the NEFA Office at 800-442-6848 or e-mail us at peter@nefabricare.com if you need assistance.

MAY/JUNE 2017

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PRESIDENT'S MESSAGE...

Making the Most of Opportunities

NEFA IS MOVING FORWARD WITH FANTASTIC EDUCATIONAL PROGRAMS AND SOME GREAT OPPORTUNITIES TO GET TOGETHER WITH YOUR PEERS IN THE INDUSTRY.

I can trace my first NEFA involvement to and interaction I had with David Machesney of Pratt Abbott Cleaners in Portland, ME. I had the opportunity to get to know him through DLI and NEFA and learned a lot about the industry and about ways I could improve my business. Since he was an ardent supporter of NEFA -- I felt it was an organization I wanted to really get involved with and help wherever I could.



Larry Fish, NEFA President at NEFA's Clean Classic

Through the years, I have met some other great people that have helped me and guided me as I have kept Pier Cleaners moving forward. I feel that I have also been able to assist other cleaners in their quest to become more successful. I honestly believe that is one of the strongest benefits we all derive from membership in trade organizations like NEFA and DLI -- relationships with those who are in the same business and who share common problems, challenges, and opportunities. Together we are all stronger. Membership builds success.

CLEAN CLASSIC

While to many the golf tournament may seem like a fun distraction -- or an excuse to play hooky for a day-- it is also a great opportunity to meet and interact with your peers. I take advantage of every opportunity I can to talk to people from around the area to see what is happening. To share war stories about our latest issues. To learn what others are facing -- so when I face the same challenges, I will be a little better prepared.

Come on out on July 19th and join us for a day of fun and a little competition -- but stay for dinner and drinks. Talk to people that you haven't had the chance to meet before. Share your experiences and learn from their's. What is the worst that can happen? You might get a little frustrated chasing a white ball around for a couple hours, but you also just might make some new friends in the industry that could have a profound impact on your business.

I know it has on mine, and it can all start with some relaxing conversations with some great people when you least expect it. I know I will be there with my Pier Cleaners team, and I am looking forward to it. I hope to see you there!

Larry Fish

Pier Cleaners

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Making the Most of your Membership

Written by Peter Blake, NEFA Executive Director



ARE YOU PUTTING YOUR MEMBERSHIP TO GOOD USE? ARE YOU MAXIMIZING YOUR RETURN ON INVESTMENT FOR YOUR MEMBERSHIP DOLLAR?

I sincerely hope you are, but if you are like many members you get too

busy and things seem to slip through the cracks and before you know it a year has passed and you haven't used your membership as much as you intended. This is the first in a new series of articles developed to make sure you get the most from your membership. Six times a year we will highlight one member service for you to use this month. Don't wait -- take advantage of it now.

CERTIFICATION ENHANCES PROFESSIONALISM

Premier: 3 Free, Gold: 2 Free, Silver: 1 Free

The marketplace is becoming more and more competitive and you need to keep staying a step ahead of your competition. You need to be able to differentiate yourself and let your customers (and potential customers) know why you are the best choice. DLI's Professional Certification helps you do that. It signifies you have taken the extra steps to ensure you are properly trained and that you keep current with a changing industry. Certification helps improve your expertise, builds customer confidence, and prepares you to better handle the continuing demands of our industry.

To successfully complete the Certification process a successful candidate must achieve a satisfactory score on a multiple-choice examination. Depending on which Certification you are testing for, subjects range from business management, customer service, fibers and fabrics, stain removal, environmental regulations, proper waste handling, safe operating procedures, the drycleaning and wetcleaning processes.

When you register for the Certification Exam, you are given online access to specially designed self-study guides to assist in preparation. However, certification exams are designed not only to test an individual's ability to read and memorize DLI materials, but also aimed at testing knowledge gained through work experience. Therefore, it is recommended an individual have a minimum of three years of experience in the drycleaning industry before taking an exam. For details on the topics covered in each exam, you can view or download the Certification Handbook.

Once you have successfully completed the process and passed the exam, you are granted the right to use the industry-endorsed titles: Certified Professional Drycleaner (CPD), Certified Professional Wetcleaner (CPW), and Certified Environmental Cleaner (CED), and Certified Garment Care Professional (CGCP).

All certifications are valid for a term of three (3) years. At the end of the term, individuals must renew to maintain the certified status.

DO IT NOW-- HERE'S HOW!

Don't wait and let this program be one of the ones "you were going to get to". Log into www.dlionline.org with your member number. Go to the Education drop down menu and select Certification, and then click on register.

Silver members -- you can do one each year and then renew one each year so in the next 3 years you can have 3 designations, and keep them renewed.

Gold and Premier you can have yourselves fully certified and even include some of your managers over time and it is already included in your membership.

Now is the perfect time to get your certifications and put them to use. The next exam period is August 5 - 13, and the deadline to register is July 28.

Once you get your certifications -- use them! Put them on your business cards, on your website, and use it in your social media marketing. I can help you draft a press release to send to your local media outlets to help you promote your accomplishments. If you have any questions -- or need assistance call DLI at 1-800-638-2627. Make the most of your DLI/NEFA Membership!



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Birdies, Bogies, & Beer: Clean Classic, July 19



NEFA'S ANNUAL SUMMER EVENT IS BACK AT BLACKSTONE NATIONAL GOLF COURSE IN SUTTON, MA ON WEDNESDAY, JULY 19 AT 9:45.

Blackstone National has hosted the past four years and participants have loved the course, the scenery, the

food -- and especially the great company! The course is extremely playable for the infrequent golfer, but yet challenging at times for more seasoned players.

NEFA will again be using a 2-score bramble Format. The format has met with great enthusiasm, and past participants enjoy competitive nature of the event and the fun atmosphere. 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

if fair for all players in all skill levels.

The cost is again only \$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. 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



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Why Should You Embrace Social Media Marketing?

Written by Jennifer O'Keefe, Glikstorm LLC



SOME BUSINESS OWNERS HAVE QUIETLY ADAPTED TO USING SOCIAL MEDIA AS A MARKETING STRATEGY. AS A RESULT, THEY'VE SEEN A SHIFT IN THEIR ADVERTISING COSTS, MORE LOYAL, REPEAT CUSTOMERS, AND ARE STEADILY ATTRACTING NEW CUSTOMERS.

So why are they adapting quietly?

Because once they understand the benefits, they want to make strategic strides on social media before their competitors realize what's happening.

Social media is changing the way some businesses structure their advertising costs. Owners have realized that there are low-cost (and even free) ways to utilize social media effectively. We'll cover some of these free tools in a future article. Over the last several years, many businesses have started to move some of their print advertising budget toward online marketing. Online marketing costs include things like: Facebook advertisements, boosted social media posts, social media management software, online graphics/branding, and social media managers or staff. Many businesses have been able to actually reduce their advertising costs by utilizing social media.

SOCIAL MEDIA INCREASES SALES

So, how exactly can social media create loyal, repeat customers for your business? The simple answer is that through your social media posts and interactions, your customers begin to form a special bond with you. They start to better know your brand, like you, and trust you. As a bonus, they also become more likely to recommend others to you and help extend your marketing reach by sharing your posts with their friends and families.

Reaching new potential customers with your social media messages seems to happen like magic once your social media strategy gets rolling. It doesn't happen overnight, but with the right strategy, within six months your business should start to notice an increase in new customers. These new customers will have likely heard about you from a friend of a friend, a Facebook advertisement, or from a positive social media post from one of your loyal, raving fans.

This all sounds fantastic, so there must be a catch—right? Well, there are actually three “catches” to social media success: it takes time, strategy and patience. You can't dabble in social media here and there when the mood strikes you; your message must be ever-present and consistent. Social media will take some of your precious time to run and maintain, unless you delegate the task to a

staff member or outside agency. You also can't just post pictures of your lunch and shoes (we've all seen this on social media before)... it takes a well-designed strategic plan. Your social media posts have to be well thought out, simply designed, and properly formatted for the different social media platforms.

And then there's patience. You can jump into social media with both feet, with the best strategy, with the best posts...and feel like you're just talking to yourself in the beginning. That's actually normal. But as your audience of followers grows, you'll soon start to reap the benefits. Then you'll smile and think to yourself...“I hope my competitors keep ignoring social media. Cha-ching!”

FOR MORE INFORMATION

Need social media advice? If you are not sure how to get started, or if you need assistance, NEFA has arranged for members to receive Glikstorm services at a greatly reduced rate. This discount includes reduced fees on image creation and specially designed packages that include postings on Facebook, Twitter, and Google+.

For more information on Social media packages available for dry-cleaners, contact Jennifer O'Keefe at Glikstorm: (603) 943-6480 or by email: info@glikstorm.com.

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► Removes wet-side and dry-side stains

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► Safe on all colors and fabrics

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► Reduce time scrubbing stains

Triple detergent formula digests stains with unmatched power.

► Improves cleanliness of the entire load

When used for pre-spotting, Drygester works as a charge soap improving the cleanliness of the entire load.

► Rinses with solvent or water

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► Effective Leveling Agent

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NY Eyes New Drycleaning Regulations To Expand Pt. 232 to Include Alternatives



THE NEW YORK DEPARTMENT OF CONSERVATION IS LOOKING TO EXPAND THE SCOPE OF ITS DRYCLEANING REGULATION, PT. 232, TO INCLUDE ALTERNATIVE SOLVENTS.

While there are some changes to the ways the department handles perc and the cleaners that still use the solvents, the

changes are minor and serve to clean-up some out dated language. When they first announced the potential changes, there was great pressure being put on DEC to push for a perc ban or phaseout, but the DEC has taken the practical approach and is not advocating for a ban. Instead, they continue to follow the path laid out in the original pt. 232 and continue to work with the industry to ensure the safe use of perc in the right situations.

The biggest changes facing the industry in the proposed regula-

tions are on the alternative solvents. Pt. 232 will call for a more formalized procedure for approved alternatives. It will call for posting notices alerting customers to the solvent being used on the premises. It will also call for some of the operational requirements that perc cleaners are already following.

These requirements will include leak checks and monitoring, mandatory equipment maintenance, as well as record keeping. The proposed regulations also call for a phaseout of all transfer type equipment for alternative solvents over an extended period of time. A complete copy of the proposed regulation is now posted on www.nefabricare.com

NEFA will be representing NEFA/DLI members at public hearing scheduled for Albany, NY on June 27 and in Depew, NY on June 28th. NEFA will be providing comments on some of the ambiguous language surrounding the current "Approved Solvent List" and its inclusion in the regulation. We will also be advocating for the ability to install used approved, compliant alternative solvent machines.

For more information visit us at www.nefabricare.com or call Peter Blake at 800-442-6848



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Clean Show Exceeds Lofty Expectations

WITH ALMOST 13,000 ATTENDEES SPANNING THE GLOBE, CLEAN SHOW 2017 EXCEEDED ALL EXPECTATIONS. WITH MORE EXHIBIT SPACE SOLD THAN THE LAST 6-YEARS, AND MORE INDIVIDUAL EXHIBITORS THE SHOW WAS A HUGE SUCCESS.

Throughout the trade show floor, exhibitors were pulling out all stops to enhance the excitement and the experience of the attendees. From free refreshments, to even free beer and wine, to custom drawn caped hanger caricatures there was enough variety to entice even the casual attendee to explore every aisleway of the exhibit. Right from the crowd gathering at the opening ceremony you could tell the show was going to be special.

PRESS-TON THE HIT OF THE SHOW

DLI introduced Press-ton to the audience at packed opening session on Monday morning. Rolling through the center aisle, introducing the technological changes DLI has embraced and highlighting DLI's progressive view of the industry and its member services.

While many didn't know what to make of Press-ton at first, the crowds quickly embraced him at the DLI Booth. Dancing with attendees, attracting crowds, and even speaking 7 languages fluently he was an international sensation.

DLI UNVEILS NEW ENCYCLOPEDIA APP

Since unveiling its Stain Removal App at the Clean Show in Atlanta in 2015, DLI has now introduced their third DLI App which features the Institutes's Encyclopedia of Drycleaning.

The new version of the Encyclopedia offers a complete redesign as well as a mobile app version, allowing DLI members to access this wealth of information more conveniently than ever before.

One of the key updates is the search capabilities. As the technology has gotten more advanced, some of the search capabilities struggled to keep up. Now with the new redesign and the mobile app -- searches are quicker, easier and more refined.

TABS, Not in Vogue, Counter Sense, Marketing Methods, Management Matters, exhaustive reports and advice on topics such as wetcleaning, drycleaning, finishing, shirt procedures, counter service, insurance, regulations, and more are all packed into the Encyclopedia. It's an indispensable resource for anyone and everyone involved in fabricare.



The DLI Team with Press-ton at the Member Reception, Brian Johnson reunites with classmates from his very first DLI class, Press-Ton (the hit of the show) dances with a young admirer, Executive Vice President gets a caricature from the M & B Hanger Booth --see results below.



NEW MEMBERSHIP MARKETING PROGRAM

DLI also announced the development of a new social media marketing program for its members. If you are in the Silver membership category or higher, you can opt into the service at no additional cost. DLI will populate your company's Facebook page with a minimum of one post per week.

The posts will be targeted to consumers and will highlight storage tips, garment care advice, garment alerts, and other information. The posts may also include interesting pictures and other engaging content. You can enroll in the program by calling the DLI Office.

With the success of Las Vegas already behind us, sights are now set for New Orleans in 2019! We aren't sure what new advances or technology will be unveiled, but according to Press-ton, DLI is on the right track and helping our members compete in today's technological society!



Welcome Back Mimi Bong



MIMI BONG HAS RETURNED TO HER DRY-CLEANING ROOTS BACK HOME WHERE SHE BEGAN SOME 20 YEARS AGO, AS A CUSTOMER SERVICE REPRESENTATIVE FOR ARISTOCRAFT AND SISTER COMPANY EJ THOMAS CO. ARISTOCRAFT IS WELL

KNOWN TO NEFA MEMBERS AND MIMI IS WELL KNOWN TO MANY OF THEIR CUSTOMERS.

“We are thrilled to have Mimi back. She is such a valuable resource due to her unique industry experience,” says Rick Ross, vice president of sales for AristoCraft/EJ Thomas. “Not only is she integral to the relationships we enjoy with our Korean customers, but she is also a leading customer service representative for all of our customers.”

When Bong’s family moved to the South, the company notes, she

accepted the same position at another supplier and eventually took responsibility for a territory as a field representative.

Bong says that AristoCraft/EJ Thomas is “great to work for,” and describes her co-workers as “a hard-working group with integrity and honesty. I have tremendous respect for everyone.”

“Mimi brings excellent people skills as well as a wealth of industry knowledge to her job,” Ross adds.

“I think it is a great move for AristoCraft,” commented Peter Blake, NEFA Executive Director, “and it is great for their customers. I remember working with her when she was originally with the company, and I remember the respect she had within the industry. I am very glad to have her back working in the Northeast, and I look forward to working with her.

“AristoCraft is a Platinum Member of the NEFA and has been a terrific supporter of NEFA’s Clean Classic and Fall Fest Programs,” offered Blake. “We appreciate all they do for our members and for the industry. I want to congratulate them on brining back a terrific ambassador for their company.”



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Social Media Management Plans



	Light Starch Plan	Heavy Starch Plan
# of profiles	Up to 2	Up to 3
# of new images	8/month	16/month
Posting schedule	3/week	6/week
Catalog posts & images	YES	YES
Work to increase followers		YES
Blog posting		Up to 1/month
Special Price:	\$249/month	\$499/month

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FAQ about Social Media Management Plans:

- You review and approve all images & posts before they run.
- The current social media platform choices are: Facebook, Twitter, and Google+.
- On the Heavy Starch Plan we may also do some posting to LinkedIn as appropriate (ex: company news, events, charity support, job openings)

FAQ About Images:

- Industry-related images may be used for other clients who are further than a 20-mile radius from your location.
- Some images (ex: holiday greetings) are not exclusive and may be used for other clients.
- Images we create from your own photos (ex: staff, customers, building, before/after work) will only be used exclusively for YOUR business



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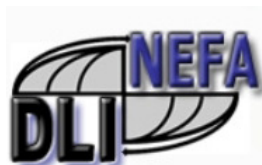
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