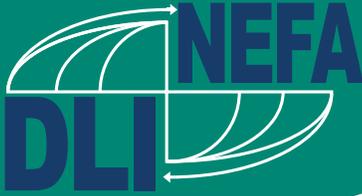


# Headlines & More



North East Fabricare Association  
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## Birdies, Bogey's and Beer: Clean Classic Had it All



WITH JUST OVER 40 GOLFERS, A TERRIFIC NEW VENUE, AND IDEAL WEATHER -- 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, the sun was shining, and we couldn't have picked a better day for the event.

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. Bob Savary of Sprague Energy volunteered to run the Putting Contest, and was a great addition to the team. Pictured to the left, showing off the perfect weather on a hole sponsored by DryCleaning Plus are members of the second place team Mike Pavone of Classic Cleaners and John Thomas of M&B Hanger.

"This was really a great day," reflected Peter Blake, NEFA Executive Director, "and I really loved seeing everyone enjoying themselves and having fun. Sometimes I fear we have lost a little of the camaraderie in the industry, but after events like this -- and the recent NEFA Night at Fenway -- it reaffirms just how important these types of events are. 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)."

### CONGRATULATIONS TO THE WINNERS:

**First Place:** *John Dallas, John Winters, and the Makkas brothers*

**Closest to the Pins:** *Alan Kushinsky, Bob Carozza, John Winters, Peter Blake*

**Long Drive:** *Kevin Dubois*

**Putting Contest:** *Tim Avallone*

Plans are already underway for the 2019 Clean Classic. Initial plans are to return to Cyprian Keyes for another year, 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.

MAY/JUNE, 2018

### IN THIS ISSUE

Executive Vice President's Message: Thank you! .....	2
Social Media Marketing: New NEFA Member Benefit .....	3
Northeast Market: The Importance of Natural Gas .....	4
NEFA Night at Fenway Proves Fun for All .....	5
Industry Leaders Meet with DRS & DECD Regarding CT Fund.....	6
Why Do Cleaners Get Such a Bad Rap? .....	8
DLI District Director Report: Two for the Price of One .....	10
Allied Trade Members .....	11

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## EXECUTIVE DIRECTOR'S MESSAGE...

# Thank You For the Support

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 October 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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# Northeast Market: The Importance of Natural Gas

Submitted by Sprague Energy



Our Energy Makes the Difference™

THERE IS NO DOUBT THAT ENVIRONMENTAL ISSUES ARE FRONT AND CENTER ON THE POLICY MAKING STAGE IN THE ENERGY INDUSTRY TODAY.

Federal regulators are grappling with regulatory changes to incorporate distributed energy resources such as solar and storage systems, energy efficiency and demand-side management measures that can be used to reduce electricity demand on the grid particularly at peak times. Many state regulators are undertaking efforts to expand standards that will increase the amount of electric generation that is required to be sourced from renewable energy and other efforts are underway to reduce greenhouse gas emissions. Policy making efforts will continue to move us in a direction of a cleaner environment and natural gas will play a role in that quest as it is a cleaner burning fuel than coal and petroleum products.

## TAKE A LOOK AT THE FACTS

Industrial consumers are the largest customer group in the consumption of natural gas that is used for production, heat and power. This usage is followed closely by the electric generation sector that uses natural gas to produce electricity. Other uses of natural gas include residential heating and commercial transportation. Electric generation has seen the greatest transformation in recent years, as natural gas now fuels a dominant share of the electric generation mix throughout the northeast. This is the case in all three wholesale electricity regions in the northeast US: ISO-New England, New York ISO and the PJM Interconnection. Based on data from ISO-New England, natural gas' share of the electric generation mix has gone from 15% in the year 2000 to 48% in 2017. In New York, natural gas and dual-fuel facilities (units that can operate on natural gas or other fuel) were 47% of the electric generation mix in 2000 and that share has grown to 57% of the capacity today. The PJM (Pennsylvania-Jersey-Maryland) region, comprised of 13 states and DC and as far west as Ohio, has witnessed a shift in natural gas fired electric generation going from roughly 6% in 2005 to 26% just over a decade later.

## TAKE A LOOK AT THE PROJECTIONS

Based on information available from the US Energy Information Administration (EIA), natural gas production will increase over the next 30 years under a number of different assumptions and scenarios about the future. A base case suggests that natural gas production will increase by roughly 60% going from 73.6 billion cubic feet/day (Bcf/d) in 2017 to 118 Bcf/d in 2050 with most of the projected growth coming from the northeast region of the US. Natural gas consumption is driven largely by two sectors – industrial use and electric power generation. The

industrial sector consumes more natural gas than any other group and that consumption is expected to grow by approximately 40%. In the EIA's base case scenario, natural gas remains as the leading fuel source for electricity generation in the US through 2050 – 35% of electricity generation is projected to be natural gas fired by 2050 and this is an increase of almost 1/3 of that in place today.

With pending electric generation unit retirements today, and in the not-too-distant future, the northeast region is faced with replacing those electric generation sources. ISO-New England has stated that natural gas fired generation will be critical for years to come noting that it is the primary fuel for 45% of generating capacity and it is well over half the capacity when including dual-fuel generation units. In addition, 31% of the proposed new generating capacity in New England is natural gas fired and these units provide fast and flexible generation necessary to balance the increasing amounts of intermittent renewable energy resources. While New York continues to move towards more renewable sources in its electric generation mix, current proposed electric generation capacity additions in the region are 35% natural gas; and if this includes dual-fuel capable units that share is 53%. A major shift continues in the PJM Interconnection region as over 60% of the electric generation capacity additions expected through 2024 are natural-gas fueled units.

Many factors can affect energy markets including weather-related events and operational factors affecting energy generation and delivery. These events can arise quickly and result in significant market changes that can impact your energy costs. Sprague can help you understand and manage your business in a changing energy marketplace. For more information on energy call 855.466.2842 or visit [www.spragueenergy.com](http://www.spragueenergy.com).



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# NEFA Night at Fenway Proves Fun for All



BY ALL ACCOUNTS, NEFA'S NEW ANNUAL "NEFA NIGHT AT FENWAY" WAS A TREMENDOUS SUCCESS.

NEFA sold almost 80 tickets to the event, and with a picture perfect night, everyone had a great time. The seats

were in the upper boxes in rightfield, and provided a stellar view of the entire field. The seats were near the Samuel Adams Beer Pavilion that also had tables and counters where you could also see the game, so people were able to roam around a bit, talk together and weren't confined to the seats they purchased.

"I thought it was an incredible evening," observed Chuck Anton of John Anton's Cleaners in Andover (pictured above). "As a NEFA Board member I really liked the idea of providing members like myself a chance to spend a social evening with the industry that I could bring my key staff to. I looked at it as a great way to reward their hard work, and a great way to see and talk to my peers. I am

really excited it was so well received. I know one thing -- the John Anton's staff had an incredible night, and we can't wait to do it again next year."

The program was first brought to NEFA's attention by Board Member Bob Fasanella of Rubin and Rudman who has attended similar functions with other associations.

"This is just a fun low-key night", offered Fasanella. "I know there are a lot of Red Sox fans out there that never go to a game, and this was a great excuse to go. To make things even better, we were treated to a great game and a win by the home team."

## LOOKING AHEAD

Based on the response from the attendees, and from interest in the event, NEFA plans on making this an annual event. NEFA will be buying a block of tickets as soon as they are announced for next year. We will be polling all interested people prior to purchasing the tickets to gauge interest and ticket commitments and then will base our purchase on those numbers. We only buy a set amount, and can't add to it after the fact. If you are interested in attending next year, contact NEFA (peter@nefabricare.com) to be put on a special e-mail list keeping you updated on reserving tickets in advance of when they are made available to all NEFA members.



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# Industry Leaders Meet with DRS & DECD Regarding Changes in Clean-up Fund



IN THE LAST ISSUE WE DISCUSSED RECENT CHANGES IN THE CT CLEAN-UP FUND THAT WERE DONE WITHOUT ANY NOTIFICATION OR REPRESENTATION. NEFA JOINED THE HCD-

LA TO MEET WITH REGULATORS IN ORDER TO BETTER UNDERSTAND THE CHANGES AND THE IMPACTS THEY ARE HAVING ON THE INDUSTRY.

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.

If you own and operate independent drop stores, or offer cleaning services through businesses like tailor shops or laundromats, and don't process your own cleaning, you are not responsible for the surcharge. The wholesaler needs to pay the fee for those services.

The DRS, with NEFA's assistance, is developing a fact sheet that will be sent to all drycleaners and launderers. NEFA will also be hosting that fact sheet on [www.nefabricare.com](http://www.nefabricare.com) when it is made available.

“This is a complex change”, offered Peter Blake, NEFA Executive Director, “and it is even more involved then the department understood. *This is already in effect, so you need to review your practices immediately and take these changes into account.*”

### IF IN DOUBT: CALL NEFA

If you have questions, comments and/or concerns about the Connecticut Clean-Up Fund, and its applicability to your business, you are encouraged to reach out to NEFA: 603-635-0322 or via e-mail: [Peter@nefabricare.com](mailto:Peter@nefabricare.com).

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Contact NEFA Board Director-at-Large **Robert A. Fasanella** at Rubin and Rudman LLP.  
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# Why Do Drycleaners Get Such a Bad Rap?

Written by James Peuster, 21st Century Drycleaning & The Route Pro



**“I GOT TAKEN TO THE CLEANERS”. WHY ARE WE CLASSIFIED AS SUCH EVIL AND NON-TRUSTWORTHY INDIVIDUALS?**

On a recent flight, I asked a young lady why she doesn't go to the cleaners much and she responded that they are dirty, shady and she would hold on to as much clothes as she could so that she would only have to go once. I have been on a

mission the past 2 years to “clean” up the industry by building relationships and re-establishing credibility with past and current clients.

With the industry down in sales like it is nation-wide, it is more critical today to step up and make a name for yourself. As most of us know, many dry-cleaning consumers do not know your name; they just know your location. With all the variables in place, let's look at how we can develop your business through branding and what steps can be taken to become a 21st century dry-cleaner.

## ROUTES ARE A GREAT BRAND MESSAGE

First of all, having routes give you the absolute best way to provide name recognition through many branding elements. First, of all, your delivery and shuttle vans provide what everyone calls a moving billboard. Think about it, go to Las Vegas and see all the rolling billboards there. The beautiful thing about it is that the more customers you service, the more stops your van will have and the more opportunities for prospects to see you van. I know you hear this all the time, but the van must show your colors, logos and represent quality and cleanliness. Your van must also be kept clean inside and out. I recently saw a van with his name and logo on TOP of the van. I had never thought of this, they do this so that people in high-rises and commercial buildings can see it from above. Makes great sense!

Your route driver should look very presentable and represent dry-cleaning. Blue jeans and a T-shirt with a ball cap just don't cut it. If your driver loses a cup or yesterday's newspaper every time they get out of the vehicle, you might want to have them clean it out a little bit. If your van has so much rust on it that someone can see your bags rolling around inside, you might want to upgrade ASAP. If your driver looks like a rapper from MTV, you might want to clean him up. Ok, I am starting to sound like Jeff Foxworthy; however, the above statements ring so true. If we are try to prove to our clients that we care about their clothes as much as they do, how can we provide any sense of reliability when we don't care about our own image?

Logoed bags are another critical element that often gets over-

looked. Stay with the same color as your logo; replace old ones. When the clothes are delivered, drape the bags over the clothes to show off your name. The only exception is if your poly is logoed as well. I am becoming a big fan of the garment bags that provide even more quality and branding. Don't skip on the bags when you sign up a new customer. Give your clients 2 bags so that your name is getting known every day. If the worst thing that happens is that they use the bags to carry soccer balls to the neighborhood game, so be it. This is why I give every new client a bag or 2 right away. Get your name in their hands and let them know who you are.

## KEEPING YOUR BRAND CONSISTENT

Finally, brand your name through your best marketing piece, you. I love talking to strangers about the dry clean industry and their image of an owner is someone who stays behind the counter and convinces you that the stain was already there. I love it when an operator goes out face-to-face selling with their crew. Most of the 21st century dry-clean owners and managers network in chamber events and represent their business in front of the counter instead of behind. If you want to brand yourself as a personal and professional cleaner, standing behind the counter with sleeves rolled up and sweat all over you and your shirt doesn't help. Dress and play the part every day.

In conclusion, routes provide you the most ultimate way to build, brand and retain your business. Skimping on any of the above recommendations only decreases your chances of creating a positive image. I am going to give you a homework assignment. I want you to ask 10 people you don't know in a neutral spot what they feel about dry cleaners and their owners. You may be surprised at the result. After they respond, let them know that you are a dry cleaner who cares and would be proud to be your cleaner.

## FOR MORE INFORMATION

James Peuster is the nation's foremost leading expert in route development. He is a frequent contributor to [Headlines&More](#), and writes for national publications. If you need assistance with your routes, James can be reached at (816) 739-2066 or by email: [james@theroutepro.com](mailto:james@theroutepro.com).

## WANT TO LEARN MORE?

James Peuster will be a featured speaker at NEFA's Fall Fest program this October. He will be using his experience and expertise as a corporate trainer to explore proven methods of attracting new employees. He will be discussing recruitment strategies, training, and keeping your most valuable asset: good employees. He has presented this topic to cleaners all over the country and has received rave reviews.

Join our e-mail mailing list and learn more about Fall Fest by visiting [www.nefabricare.com](http://www.nefabricare.com).

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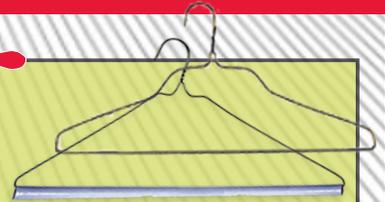
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AS SURPRISING AS IT SEEMS TO DLI BOARD AND STAFF, MANY OF OUR MEMBERS DO NOT REALIZE THAT BEING A MEMBER OF NEFA AUTOMATICALLY MAKES THEM A DLI MEMBER AND VICE A VERSA. COMBINING MEMBERSHIPS GIVES MEMBERS THE BIGGEST BANG FOR THEIR BUCK.

DLI provides members with national representation, an industry-wide perspective on information, and the resources of a great technical staff. DLI develops numerous programs, services, and business tools that assist members throughout the country. A few of the latest key member benefits include: Effortless Social Media, The DLI Spotting APP, and the Encyclopedia of Drycleaning APP. DLI continues to develop new programs to assist members in running more efficient and profitable businesses.

NEFA provides members with local, hometown representation and a localized perspective on what is happening in the industry. NEFA also provides you local programming including high-value educational opportunities, great networking events, and our up-

coming Fall Fest Conference in Plymouth MA this October. NEFA has a vital role in being the industry watchdog in the Northeast, and keeps members up-to-date with all local information.

Together, local and national level memberships create a robust and highly accessible professional network.

As your District Director my job is to represent your interests to not only the national association, DLI, but also to your local association, NEFA.

Unfortunately, I do not often hear from members as, like me, most members are always very busy running the business. Please take a moment to send me an email or give me a call and let me know how I can make your membership more valuable.

I promise to share your thoughts and suggestions with DLI's Board of Directors and NEFA's management team. We want to hear from you -- our member -- about ways we can help you and your business.

### DLI DISTRICT 1 CONTACT INFORMATION

John Dallas, Fabricare House, Norwell, MA  
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