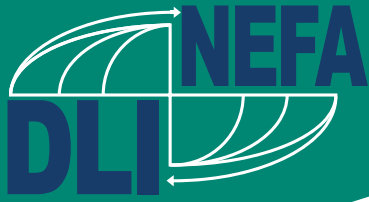


Headlines & More



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www.nefabricare.com

NEFA's Annual Fall Conference Only 2 Weeks Away!



NEFA'S ANNUAL MANAGEMENT CONFERENCE AND TABLE-TOP EXHIBIT IS COMING TO PROVIDENCE ON NOVEMBER 14 & 15.

NEFA's Fall Fest will again have some of the top industry spokespeople, and some from outside the industry. Opening speaker on Saturday morning is business Coach Jerry Salmon. Coach Salmon has spoken all over the country on helping businesses to streamline/Sys-

tematize, improve efficiency, and increase effectiveness leading to more profit.

THE SCHEDULE OF EVENTS

NEFA has already enlisted some of the industry's best speakers to help drycleaners learn and explore how increase productivity, performance, and profits!

Catherine McCann of America's Best Cleaners will be this years keynote speaker and she will be sharing her expertise and observations on growing your business. Industry experts John Sennett, Don Desrosiers, James Peuster will all be on hand during the Brainstorming luncheon and will be hosting a panel discussion on Saturday afternoon. This is a great way to help you and your key personnel receive the training and support needed to succeed.

Fall Fest will again feature allied trade exhibits, great food, fun atmosphere and the annual Silent Auction where someone will win an Autographed, framed Rob Gronkowski Jersey!

MANAGEMENT AND LEADERSHIP WORKSHOP ADDED

James Peuster of 21 Century Drycleaning will be presenting a 5-hour management workshop on Friday, November 13 prior to the official beginning of Fall Fest. His workshop, "Turning Potential into Profit" is a perfect vehicle to train and motivate owners and key managers. Learning the when's and how's of motivation, and well as the need to eliminate CHAOS is crucial to management success.

A full schedule of events, registration form, and more detailed information is available on www.nefabricare.com or by calling NEFA at 800-442-6848 to register.

SEPTEMBER/OCTOBER 2015

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PRESIDENT'S MESSAGE...

Fall Fest '15 Around the Corner: Read This and Make Your Plans to Attend!

I CAN'T BELIEVE IT HAS BEEN A YEAR ALREADY! IT IS ALMOST TIME FOR NEFA'S FALL FEST EDUCATIONAL CONFERENCE, AND I HOPE YOU HAVE MADE PLANS TO BE THERE.

I have been to almost every Fall Fest program, and I always learn something new and find new ways to improve my business. The only time I missed the event was last year when I was too sick to make it -- so I sent my managers. They learned a lot and brought it back to me and even that helped my business grow.



John Dallas, NEFA President

The benefits can be different for everyone, and every year they can change. One year it may be some of the unique speakers that I take away ideas to implement. Other years it comes from spending time with peers from around the Northeast. We all get bogged down in our own worlds sometimes and we forget that there is a whole network of people out there who can help solve problems. Last year NEFA had a unique "Brainstorming Roundtable" Lunch format -- and from all the feedback I got, I was so sorry to have missed it. I can't imagine a better opportunity presenting itself than having all the best drycleaners in the North East together in one room sharing ideas. Led by some of the best consultants in the industry, the knowledge in that room was incredible. I can't wait to go this year.

Sometimes you get the most benefit from the vendors who are there to support the event, the industry, NEFA, and YOU. We are able to see some of the most innovative products and services in the industry, as well as spend some meaningful time learning about the companies and the people that represent them. This forum is perfect to really explore products, and services and new ideas. You have time to talk through concepts and techniques. I am looking forward to hearing about the new Xeros washing system and some of the results they have had with machines put in in NEFA members. I am interested in hearing about some of the new advances in alternative solvent markets. I am really interested in seeing how these companies can help me run my business more efficiently -- and more profitably.

Then of course there are the speakers. This line-up is one of the strongest we have ever had. It is really unbelievable that I can say that again. Every year it seems we are able to attract some of the best the industry has to offer. Brian Johnson of DLI is speaking in the Northeast for the first time ever! He is known throughout the country as the leading educator on drycleaning techniques, and he will be on hand to show ways to increase productivity, efficiency, and quality. "Coach" Jerry Salmon is a small business coach, motivator, and efficiency expert. He has worked with small business throughout the country and has helped one NEFA member really grow his business. That is just a sampling of what Fall Fest has to offer. REGISTER NOW-- you don't want to miss out on this unique opportunity to be more successful.

John Dallas

Fabricare House
781-337-4495 / JohnD3473@aol.com

Massachusetts Perc Drycleaners Take Warning



THIS ARTICLE SHOULD SERVE AS A WARNING TO ALL PERC DRYCLEANERS IN MA: THE DEP IS INCREASING SCRUTINY ON PERC DRYCLEANERS.

Through a review of the ERP Certification forms, it appears there are over 20 drycleaners in the state who use over 75 gallons of perc and reported having 10 or more full time equivalent employees (FTEs) that have

not properly complied with the Toxic Use Reduction Act. Those drycleaners are at risk of serious penalties. NEFA can help! If you feel you are one of the companies that have not filed, but may be subject to TURA -- CALL NEFA IMMEDIATELY!

NEFA has been working with TURA filers for the past 5 years, and

we can assist in filing the forms accurately. There is a small window of amnesty available for people who voluntarily come into compliance./ NEFA can work with you on the program and we can apply for the amnesty with you. Failure to voluntarily come back into compliance could cost you in excess of \$15,000 in fees and penalties.

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.

CONTACT NEFA FOR ASSISTANCE

Anyone wishing to check their compliance status is urged to contact Peter Blake at the NEFA Office: 603-635-0322,.



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The Importance of Developing People

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



AS WE APPROACH NEFA'S FALL FEST, AN EXPERIENCE THAT MANY OF US LOOK FORWARD TO, I OFTEN CHALLENGE MY CLIENTS TO BRING SEVERAL KEY STAFF MEMBERS WITH THEM SO THAT THEY CAN PARTICIPATE AND ASSIST IN GROWING THE BUSINESS.

One of the biggest reasons your staff doesn't perform up to their potential haven't bought in to the nature of our business. They look at it as a job-not a career. Over and over again we hear that dry cleaning is not a "Sexy" industry and that is a shame. Hats off to those who have changed that mindset with beautiful store fronts; however, most employees do not experience this.

No matter what the role of your staff is, the best performers have bought in to their position and the company in general, especially if they are doing route sales. The biggest challenge is to get them on board with growth and the only way is to develop your staff and turn potential into performance.

All positions in your organization should have a job description that includes a game plan for your staff to grow, improve and develop into a true performer. Some operators do not want staff to develop because they feel that they will demand more money.

Some believe that it is better hire cheap labor. Others do not feel that have time to invest in the growth of their team. No matter what the reason (excuse) is, providing training and development programs will lead to better results: growth and stability.

DEVELOPMENT IS CRITICAL TO SUCCESS

One of the reasons I feel that dry cleaners struggle is that managers are not groomed to lead. They are promoted because they were good at the job and then asked to "develop" the crew below them. However, if leadership and communication styles are not coached, they will fail as well as the staff below them. Route managers whose job is to motivate a sales team, must have the ability to lead the sales effort. But if they have no understanding of the position, you will not achieve the results needed.

Here is a simple game plan to develop your crew:

- 1) Identify their potential.
- 2) Match their strengths with their needs.

- 3) Train, train, train.
- 4) Create a growth game plan for all staff members.
- 5) Reward good behavior.
- 6) Promote from within
- 7) Challenge them to get out of their comfort zone.

I am not saying that all employees want to grow. In fact, many are simply satisfied with their job level and do not wish to grow professionally. However, others have a true desire to succeed. Those are the ones you hate to lose because you eventually will struggle to replace them.

The bottom line is this--your goal is to grow your business and the best way is to grow your staff.

James Peuster is conducting a 5-hour Leadership Program: "Turning Potential into Profit" at NEFA's Fall Fest Program. Checkout www.nefabricare.com for details.

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DLI ON THE ROAD


The Drycleaning & Laundry Institute and its State Affiliates are conducting DLI's Five Day Introduction to Drycleaning across the U.S, featuring Brian Johnson. The course provides individuals with a solid foundation for professional cleaning. It is ideal for people who are new to the industry or have some experience. The course covers the basics, including:

- Sorting loads for drycleaning
- Cleaning garments, including silk, satin, and more
- Operating a drycleaning machine
- Removing stains, including coffee, ink, grease, and more
- Pressing pants, coats, and skirts
- Using tensioning equipment to improve finishing quality

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New York Training Workshop and Field Visits

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Filling out workshop survey

WITH JUST UNDER 50 PEOPLE IN ATTENDANCE, PETER BLAKE, NEFA EXECUTIVE VICE PRESIDENT CONDUCTED A 2-HOUR CUSTOMER SERVICE WORKSHOP IN BUFFALO, NY.

"I strongly believe in meeting and visiting members as much as possible, and this area has been neglected for far too long," offered Blake. "I really wanted to reconnect with the membership and to find ways to provide more services in the area."

WHAT LIES AHEAD

NEFA is already planning a spring return to the Empire State. We will be hosting another round of workshops in three more areas of the state. NEFA has pledged to plan seminars in New York at least once and hopefully twice per year. Encouraged by the response of the drycleaners, and the need for more educational opportunities, we are excited about another trip.

The workshop stressed the need to enhance the service levels at the counter, and reinforced the importance the counter staff holds in the success of the business. Blake focussed on the interaction at the counter including: selling, handling complaints, and handling/inspecting garments. The program touched on phone etiquette, customer interaction, and customer expectations.

Prior to the beginning of the program, each participant fills out a basic questionnaire about the role of the customer service personnel and how they feel about the position.

"Far too often," observed Blake, "the counter staff and the management perceive their roles differently. For instance only one counter worker even mentioned sales as a primary function. In contrast -- almost every owner and manager highlighted the responsibility. We also point out the need for upward communication about ways to enhance the business. Sometimes the best advice and services come from the people on the front lines -- the employees manning the counters. They see what customers need, want and look for. Their voices need to be heard -- and encouraged."

The training program was co-sponsored by TSCHOPP SUPPLY and ARISTOCRAFT SUPPLY. NEFA and the attendees thank those two companies for their support of the industry and their businesses!

FIELD VISITS

The workshop was the conclusion of a three day tour of upstate, NY visiting members and prospective members throughout the empire state.

NEFA was able to visit 30 plants over the course of the tour, including about 15 members who hadn't seen any representatives in the area for almost a decade. We were also able to sign-up two new members, and have had some meaningful discussions with more who are considering coming on board with NEFA/DLI.

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The Hidden Membership Benefit: Peer Interaction

Written By Peter Blake, NEFA Executive Vice President



ONE OF THE MOST POWERFUL BENEFITS TO BELONGING TO ORGANIZATIONS LIKE NEFA AND DLI ARE THE RELATIONSHIPS YOU MAKE -- AND THE ACCESS TO INFORMATION FROM YOUR PEERS.

Unfortunately, that membership benefit is very hard to quantify and to tangibilize, and as a result it is often overlooked. I was recently asked by three NEFA members who are using perc, what the best alternative solvent choice would be? As most of you know -- I am not the best resource for technical information, but I have a tremendous resource at my disposal to answer questions like that: You and Your Peers.

I am setting up a tour of plants that all have already made the conversion from perc to the viable alternatives so those NEFA members can see it first hand and ask questions of those members that

are using them. There is no better way to explore technology then to see it working live and to be able to test it, feel it and talk to the people that are using it. That is the hidden power of your membership at work.

Now you may not have those technical questions, but have questions in other aspects of the business. I can assure you others have the same questions, or have already looked at some of the solutions you have been considering. It may be a new marketing approach, new technology, or maybe a new business service or enhancement you are considering. Whatever the issue, your membership opens many doors to you outside of just NEFA/DLI Staff.

How about you? Are you putting your membership to work where you need? Are their business questions you have that you could use advice from? The process is simple -- call me at the NEFA Office (800-442-6848) or email me at peter@snefabricare.com and I will pass your question or inquiry on to other members to help you find the answers and advise you need.

The other great opportunity is to come and participate with your peers at Fall Fest '15 in Providence. Hope to see you there!



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Connecticut Drycleaners Need to Register with Department of Revenue Services



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DEPARTMENT OF REVENUE SERVICES BEFORE OCTOBER 1, 2015. ALL KNOWN OUT-LETS WERE SENT INFORMATION BY THE DRS.

Throughout the industry's meeting with the Ct DRS and the DECD, there has been a growing concern over the number of companies contributing to the Connecticut clean-up fund. The number of contributors appears to be very low, and there has been no good way to monitor it without the registration process. This new regulation is the first step in gathering information on the industry and to get an accurate assessment of whom should be contributing.

"It is your responsibility to register with the department," warned Peter Blake, NEFA Executive Vice President, "and if you haven't done so -- I urge you to do it right away. This includes all establishments including laundromats that take in drycleaning, tailors, pick-up and delivery companies, etc. Anyone doing drycleaning in the state."

As you know from previous information reported, all drycleaners must pay a 1% gross receipts fee on drycleaning receipts. If you are doing laundry, for example shirts, and you have a separate coding system in your point of sale system, you may deduct the laundry/wet cleaning from your calculations and only pay on the drycleaning portion. Be forewarned, however, you must have a separate designation in your accounting system to accurately track how much is being done via wet cleaning and how much via drycleaning. If you do not have an accurate system, then you must pay the surcharge on total receipts.

WHAT LIES AHEAD

The DRS and the DECD will use the information on the registration form to cross check and see who hasn't been in compliance, and they will take steps to bring all companies into the program. There may be a very short window of amnesty offered for those companies who voluntarily come

forward and self report. There will still be a demand for some back payments, but there may not be any penalties and interest. Any company wishing to check on their status is urged to call Peter Blake at the NEFA Office: 800-442-6848.



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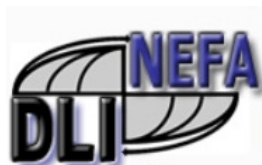
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