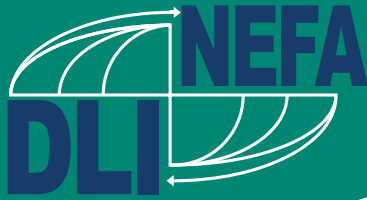


Headlines & More



North East Fabricare Association
www.nefabricare.com

NEFA's Annual Fall Conference Only Three Weeks Away!



NEFA'S ANNUAL MANAGEMENT CONFERENCE AND TABLE-TOP EXHIBIT IS COMING TO PROVIDENCE ON NOVEMBER 11, 12, & 13 -- REGISTER NOW!

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 Customer Service Expert Trudy Adams. Throughout her career in the industry, Trudy has spoken all over the country and is heralded for her insight and ability to help train and motivate customer service professionals. Her Saturday Morning topic, "The Power

of a Touchpoint", focus' on the entire plant's need to focus on positive customer interaction. She stresses, and highlights the power of engaging your customer. Trudy will be doing an additional program on Sunday morning more geared to the customer service personnel, managers, as well as owners of the plant. This workshop will delve into methods to make your CSR's into SupersCSRs.

THE SCHEDULE OF EVENTS

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

Chris Kuehl of Armada Corporate Intelligence will be this years keynote speaker and he will be sharing his expertise and observations on the current economic situation, as well as forecasting what lies ahead for small business. Chris has been highly recommended for both his presentation style, as well as his experiences with small business. He has been a featured speaker in various Laundry events, and other similar related businesses. Industry experts Mary Scalco, Don Desrosiers, James Peuster, and others will all be on hand during the Brainstorming luncheon. Mary Scalco will be speaking after lunch and will provide a look into the industry trends and will share her prospective on ways the industry is changes, and ways you can adapt to the new challenges that lie ahead. NEFA is also featuring a panel discussion on ways to protect your business, and will be hosting a panel discussion

(Continued on page 6)

SEPTEMBER/OCTOBER 2016

IN THIS ISSUE

President's Message	2
Smart Enough to Know-- We Don't Know Everything.....	3
EZ Products Acquires MBH Rope Ties	4
NEFA Returning to Providence Biltmore for Fall Fest '16	5
NEFA Board and Annual Meeting ...	6
NEFA Participates in DLI Leadership Summit	8
Peter Blake Speaks at PDCA Expo	9
Plan Now for DLI/NCA 5-Star Management Conference	10
Allied Trade Members	11

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Cell: 617-791-0128

NEFA OFFICE
P.O. Box 920
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800-442-6848
www.nefabricare.com
peter@nefabricare.com

PRESIDENT'S MESSAGE...

Fall Fest '16 Is Almost Here -- You Don't Want to Miss Out!

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 I made sure to send my management team so they could learn and bring back information to me 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 ideas from the unique speakers that I 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 that enabled me to learn from some of the best experts in the industry. I also got to exchange ideas, thoughts, and questions with my peers from the area, as well as from around the country. 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. Last year I got to learn about the new Xeros washing system and some of the results they have had with machines put in by NEFA members. I am looking forward to learning some of the new marketing strategies from the computer systems and from people like Starch Up -- newly endorsed DLI vendor. 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. Trudy Adams is speaking in the Northeast for the first time ever! She is known through out the country as the leading educator on front counter issues, training, and techniques, Chris Kuehl is a new type of speaker for NEFA and will help us all to sort out what is coming down the line for us all financially. Economic forecasting is something we all need to be tapped into and he is here to guide us. 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 empower yourself and your key staff to manage a better, stronger future.

John Dallas

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

Smart Enough to Know... We Don't Know Everything

Submitted By Mary Scalco, DLI CEO



AS A MEMBER SERVING ORGANIZATION DLI IS EXPECTED TO PROVIDE SERVICES AND INFORMATION AND KNOW THE ANSWER ON A WIDE VARIETY OF TOPICS.

In most cases we are pretty good. As businesses change we have to adapt and change as well and, frankly, sometimes we are not as smart as

you expect us to be. Fortunately, we are smart enough to know when to ask for help.

We recently added a number of new partnerships in response to member inquiries and requests. We took much guidance from the survey we conducted earlier this year.

HUMAN RESOURCES

From our survey we learned that the number one challenge was dealing with employees. DLI has partnered with human resources expert consultants Seay Management to provide counseling for our members on employee matters. With a phone call members can access their resources for up to one hour counseling sessions. They also provide information on current changes to workplace regulations such as the new overtime exempt rules written about in Fabricare and the weekly Hot Press e-newsletter.

ROUTE & ON-DEMAND MOBILE APP

As we all know, we are glued to our phones particularly if you are under the age of 40. How did we ever find a restaurant in a new place, get directions or send someone a text or any of the other million things we use our phone for before this? In an effort to help members appeal to this new reality, Starch Up will develop an app for your on-demand and static route services. What I like about Starchup is they will brand the app to your business and make it as easy as requesting an Uber ride. Anything you can do to build brand loyalty is an asset and this system looks great and makes it dirt simple for people to give you business.

CUSTOMER SERVICE

Our partnership with Marketwise was one of our firsts and is still a great member benefit. Let's face it, your customer service representatives are the face of your business. Marketwise can help you learn how your customers see you. Is your business friendly?

Do your employees look up from your point of sale system or just bark out "phone number" when a customer walks in your store? Are they talking about your current promotion or other services?

I know you've got a lot to do and sometimes asking you to do one more thing is a near impossibility. Believe me, I understand how busy things can get. Please take a moment to check out the DLI website, www.dlionline.org. In an effort to improve our own customer service we set up a new live chat feature. Just like you, we need to make our services as available as possible to the people we serve. We've got a lot to offer and it's getting better all the time. We're working on delivering more app-based services so look for news on that in the near future.

DLI is the world's leading professional garment care organization. Learn more at www.DLIonline.org

SCALCO TO SPEAK AT FALL FEST '16

NEFA is featuring Mary Scalco as part of their star-studded line-up of speakers for this year's Management Conference. Mary will be sharing her experiences and observations of the industry as she identifies the current industry trends.

"Mary is in a perfect position to see the industry as a whole throughout the country," offered NEFA President John Dallas, "and we are very fortunate to have her joining us. She will be able to help us all take advantages of the new challenges and new opportunities that lie ahead."

Checkout the entire line-up at www.nefabricare.com



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EZ Products Acquires MBH Rope Ties



EZPRODUCTS INTERNATIONAL INC (EZPI) RECENTLY ANNOUNCED THE ACQUISITION OF MBH ROPE TIES FROM MBH ENTERPRISES.

“We have purchased the exclusive design, manufacturing and

marketing rights to all MBH Rope Tie products including MBH Rope Ties™, MBH Zip Ties™, and MBH J-Hooks™,” offered Dave Brown, EZPI President. “We will begin manufacturing ‘Genuine’ MBH Rope Ties in October, and will have inventory for distribution by December.”

“MBH Rope Tie products is a good acquisition for us,” Brown continued. “Our EzPress®, PopUpPress®, AirPress® and TrackIt® Labels are well known in the industry, and we have a reputation of high quality and reliability that helps dry cleaners save time and money. Since MBH Industries is similarly well known and their products like the MBH Rope Ties™ and MBH Zip Ties™ have

a great reputation in the industry, it is a natural fit for us. These products help dry cleaners save time and money by:

- Faster washer loading/unloading – eliminates tangled sleeves and time consuming shake-out.
- Cleaner shirts through increased mechanical action.
- Stop scrubbing collars and cuffs.
- More shirts/load reduces water, detergent and sewage costs.
- Each order is tied together to reduce sorting time
- Reduction in assembly area – shirt orders tied together, stay together to end open orders.

“I am very pleased with the acquisition,” Milton Heilweil, President of MBH added. “I have exhibited near EzProducts at many Dry Cleaner Trade Shows and have observed their customer service and attention to detail that they give to the dry cleaning industry. Now that I am retired, it gives me great pleasure to turn over a product that I have developed to a company that cares. I am sure that all of my drycleaner customers and distributors will be very happy with EzProducts.”



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Make Fall Fest Reservations Now: Hotel Filling Fast



THE BILTMORE HOTEL WILL BE THE SITE OF FALL FEST 16, AND RESERVATIONS ARE NOW OPEN.

The hotel proved to be a great venue in 2015, and attendees all said they would welcome a return to the property.

The Providence Biltmore, located in the heart of downtown Providence, Rhode Island, is a landmark hotel with an illustrious past. Offering superior personal attention and comfort, the Providence Biltmore appeals to both leisure and business travelers. Renowned for its world-class service standards, this iconic Providence hotel welcomes guests with friendly, knowledgeable, and professional

staff, as well as numerous and generous amenities.

Guests will enjoy the hotel's full-service spa (the only on-site hotel spa in the city of Providence), the McCormick & Schmick's Seafood & Steaks restaurant and Starbucks located in the grand lobby, a fully equipped fitness center, valet parking, and complimentary Wi-Fi. Just steps away from the city's most exclusive shopping and dining areas and conveniently located near the Rhode Island Convention & Entertainment Complex, the Providence Biltmore is the perfect vantage point from which guests can enjoy the many events and activities Providence has to offer.

RESERVATIONS NOW OPEN

The Providence Biltmore is located at 11 Dorrance Street in Providence, RI. NEFA has arranged for a VERY special rate of \$165/night for a king suite room, a slight increase over last year. Reservations can be made by calling the hotel directly at 800-294-0700 and mentioning you are with NEFA or visit www.nefabri-care.com for a direct link to reservations. If you have any issues call the NEFA Office for assistance.

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NEFA Board and Annual Member Meeting Held in Conjunction with Fall Fest

(Continued from page 1)

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 David Ortiz Jersey!

NEFA BOARD AND ANNUAL MEETING

The NEFA Board and Annual Membership meeting will be held on Friday, November 11, at 4:00.

The NEFA Board will be meeting to discuss all the recent NEFA activities and will begin work on the future plans. The Board will be discussing Membership, NEFA sponsored activities, Education plans for 2017, legislative and regulatory updates, and much more.

"All members are welcome, and encouraged to attend," offered NEFA President John Dallas, "and we would love to see more members get involved with the association. We currently have

openings on the board for any member who wants to work with us and help shape the future of the association -- and the industry."

Anyone interested is asked to contact Peter Blake at the NEFA Office.

ROUTE DEVELOPMENT WORKSHOP ADDED

James Peuster of 21st Century Drycleaning will be presenting a 4-hour route development program on Friday, November 11 prior to the official beginning of Fall Fest. His workshop, "Taking Your Routes to the Next Level", is a perfect vehicle to explore ways you and your staff can expand your routes, increase productivity, and improve sales.

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.

CHECK ON WWW.NEFABRICARE.COM FOR UP-TO-DATE PROGRAM INFORMATION!



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NEFA Participates in DLI Leadership Summit



MEMBERS FROM AROUND THE U.S. GATHERED AT DLI'S ASSOCIATION OFFICE, LABORATORIES, AND SCHOOL OF DRYCLEANING TECHNOLOGY IN LAUREL, MARYLAND, TO DISCUSS FUTURE PLANNING, OCTOBER 5.

The group met with DLI leadership, toured the facility, offered their insights on DLI's continued success, and shared stories about how the Institute can continue to offer the best association experience and industry information. This gathering was part of DLI's annual Joint State Association meeting of its 17 regional affiliate organizations.

"I was really proud to participate in this meeting," offered NEFA Board Member Larry Fish, "and it was a great experience. I got the opportunity to meet with people from all the other organizations like NEFA and learn how they operate. Learn what their challenges and struggles are -- and to also share some of our concerns. Together, we can look at these issues and develop strategies to overcome these obstacles, and to find ways to explore new opportunities."

"I think this is a great program," observed Peter Blake, NEFA Executive Vice president, "and I am very glad that we were able to participate. I think it is important for volunteer leadership to meet and to discuss things themselves. Staff people like myself did not participate in the meeting, and that provided a fresh perspective for all who attended. They were all free to discuss and to learn together ways in which NEFA, DLI, and all the other associations can help lead the industry and our respective members."

"While it is still too early to gauge what programs and what new ideas will be implemented," continued Blake. "I think it is clear that everyone gained a new perspective on membership in DLI and the affiliates, and a better understanding of ways we can change and adapt."



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Peter Blake Speaks at PDCA Expo



NEFA EXECUTIVE VICE PRESIDENT PETER BLAKE WAS RECENTLY INVITED TO SERVE AS A CONFERENCE SPEAKER AT THE PENNSYLVANIA DELAWARE CLEANERS ASSOCIATION EXPO IN ATLANTIC CITY.

The program, "10 Things You Can Do Right now to Increase Sales", was one of the draws for the educational slate over the course of the weekend.

"I think the topic is crucial to all businesses," offered Blake, "but I think it really resonates with the businesses that try to do it all themselves. There are so many ways you can work to increase your volume and sales that are economically feasible. They do require an investment of time and energy -- but they are extremely low cost.

Blake highlighted the use of E-mail marketing and social media as

two of the most important things to focus on. He not only showed ways in which you can do these programs on your own -- but demonstrated ways he and DLI can help you.

"It is amazing how many weapons you have in your marketing arsenal," offered Blake, "if you just know where they are and how to use them. If you look at most of your point of sales systems you have in the drycleaners today, you are probably using 10% of their power because no one has shown you how to use it, or why you should. Looking at the services of DLI, it still amazes me how little people use some of the services that we have for you, and I really believe it is because that haven't had someone show them where the services are -- or what they can be used for."

Planning Ahead

This is an extremely valuable topic, and NEFA will be planning a full series of workshops throughout the area in 2017, and marketing will be a key component of the schedule. If you are interested in attending a session, contact peter at the NEFA Office and we will try and schedule one near you. To see video highlights of this discussion, and others, visit www.pdclean.org.



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10 Take-away Tips from a Previous DLI/NCA Conference

1. Doing something unexpected for a customer on a personal level humanizes your business and makes you more of a friend than a service provider. Customers love feeling loved and they'll love you in return.
2. Send your service over the top by anticipating customer needs.
3. Claim responsibility for your online reputation. Sites like YELP! can be great business tools if well-managed.
4. Monitor your online reviews and always respond positively to disgruntled customers.
5. Even bad economic times present opportunities for business owners to be creative and forward-thinking entrepreneurs. Now's the time to evaluate your business strategies. How can you be more efficient?
6. What additional services can you provide?
7. How can your marketing efforts be improved?
8. Recognize that you are in a personal relationship with your customers.
9. Use your POS system to gather information about your customers to help build the relationship.
10. Foster pride in your employee's work to improve quality and customer service.

"Renewing old friendships and forging new ones in such great surroundings is always a high spot for everyone attending."

— Nora Nealis, NCA Executive Director

"The audience was engaged—no one was looking at their laptops, phones, or reading the paper. At the end the audience wanted more and commented that they wished the sessions were longer."

— Mary Scalco, DLI CEO

"The 'biggest' thing I took away was the information I learned having dinner with one of the participants. Since that dinner, I created a list of 'change now' items that I am halfway through. It re-energized me in the business."

— Mark Scott, CEO of Bakker's Fine Drycleaning in Kirkland, Washington

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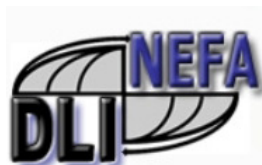
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