

Headlines & More

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Fall Fest '18 Proves to be Great Investment



NEFA HELD ITS 12TH ANNUAL FALL FEST PROGRAM ON OCTOBER 27 & 28 AT THE HOTEL 1620 AT PLYMOUTH HARBOR IN PLYMOUTH, MA

"Very rewarding," exclaimed Larry Fish, NEFA President. "From the first speaker on Saturday, through the final wrap-up on Sunday morning, everything was top quality, and worth every penny to be here. I continue to believe this is one of the best events I attend each year, and this one didn't disappoint. Speaking with my colleagues from around the region, they were all equally impressed. It is really unfortunate for all the cleaners who desperately needed to hear the messages, but were unable to attend the conference. They really missed out on an incredible opportunity."

"We love this conference," observed Maria Kamperides of The Clothes Clinic in Braintree, MA. "We do whatever we can to attend and to bring our key staff. Sometimes our managers have a different perspective and by attending together we all learn the same and it sparks some great conversations. I really am impressed with the entire event, and am shocked that more companies don't take advantage of the opportunity to learn."

"NEFA really knocked it out of the park," offered Joel Bien-Aime of New process Cleaners in New York. "I make it a priority to come every year. I am very thankful NEFA continues to put on this conference. It gives me an opportunity to learn from the best, see some great companies and exhibits, and even pick up some valuable items at the auction. There really is no other opportunity like this easily available for cleaners like myself."

TOP INDUSTRY SPEAKERS

Thanks to the generous support of our Session and Breakfast Sponsors (**AristoCraft Supply, Kreussler, Aldrich CleanTech, Cleaners Supply, National Waste Clean, and Spot Business Systems**), we were able to bring in dynamic speakers from all over the country.

First up was Brian Rahid of A Life in Shorts. Brian is a marketing and social media expert who explored ways to leverage your marketing and community relations opportunities at a very low cost. He demonstrated ways companies can utilize the tools available in today's

SEPTEMBER/OCTOBER, 2018

IN THIS ISSUE

President's Message: Companies Who Invest in YOUR Success	2
Social Media Marketing: New NEFA Member Benefit	3
Fall Fest '18 Recap	4
Cleaner and Launderer Celebrates 58th Anniversary	5
NEFA Board Report: Focus set on Education & Communications	6
PDCA Expo Coming to Baltimore, MD in November	8
SEAY Management Report: Seeing Yourself as You Are	10
Allied Trade Members	11

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PRESIDENT'S MESSAGE...

Thank You For the Support!

ON BEHALF OF OUR MEMBERS, AND THE INDUSTRY, WE WANT TO THANK ALL THE COMPANIES THAT HELPED MAKE FALL FEST '18 A SUCCESS.

It is through their generosity that NEFA is able to accomplish all that we do for the industry. From regulatory advocacy and assistance to education and special programs, the allies that support NEFA enable us to help our members and the industry.

When looking for products and services -- use the companies that help support you and your association. This year's Fall Fest Sponsors Include:



Larry Fish, NEFA President at NEFA's Fall Fest Management Conference

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FALL FEST 2018 RECAP...

Continued from page 1

marketplace and enhance your companies profile in the community and in the industry. He outlined the need to establish a marketing plan, and to evaluate your current efforts. He demonstrated ways to use video to really make an impact.

"Like it or not", commented Peter Blake, NEFA Executive Vice President, "Social media has a great impact on your business. Brian was very passionate about the need to really invest time into doing it right. If you want to succeed in your branding -- you had better start doing it now."

James Peuster then explored proven methods to finding good help. From secrets on using InDeed effectively -- to how to recruit potential employees -- he helped attendees learn how to help alleviate their staffing woes.

"We all share this problem", observed Carlyn Parker of Dependable Cleaners, and James really had some creative suggestions to helping us find qualified people."

LUNCHEON ROUNDTABLE

One of the highlights of the conference worked out to be NEFA's Industry Expert Roundtable hosted by Larry Fish. NEFA arranged for industry experts: Wash Respass of Spot Business Systems, Brian Butler of Dublin Cleaners, Brian Rashid, James Peuster, Trudy Adams, and Mike Ross of AristoCraft to move from table to table during the lunch presentation and brainstorm industry best practices-- and ways to meet the challenges of today. Each expert spent 10 minutes at each table helping to foster conversation, and to assist in ways to capitalize on opportunities and help solve some of the challenges attendees were facing.

INDUSTRY SPOTLIGHT: BRIAN BUTLER

For the second time, NEFA hosted a "Drycleaner Spotlight" presentation at Fall Fest. NEFA invited Brian Butler of Dublin Cleaners in Dublin Ohio to be this year's presenter. Brian walked attendees through his companies decision to "go cashless" and other dynamic changes they have implemented.

"This is one of my favorite sessions," stated Jim Desjardins of Daisy Cleaners in Salem, NH. "It is very interesting to hear from other drycleaners how they answer the challenges we all face. It was really interesting to see his marketing approaches, and his use of video to position his company."

Sunday's program featured the return of Customer Service Expert Trudy Adams who spoke at Fall Fest two years prior. Her now programs highlighted the



(Roundtables spark conversation, Exploring new ideas at vendor table, Brian Rashid exploring marketing strategies, Bruce Khan and Valerie Page enjoying the Cocktail Reception, and NEFA silent auction offerings.)



need for customer service representatives to take ownership of the counter and to make sure they understand the pivotal role they play in the success of the entire operation.

Plans are already underway for Fall Fest '19!

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Cleaner & Launderer Celebrates 58th Anniversary



RANDY AND ALBANE WENTE PUBLISHERS OF CLEANER & LAUNDERER, TRADE PUBLICATION FOR THE DRYCLEANING AND LAUNDERING INDUSTRY ARE HAPPY TO ANNOUNCE THE 58TH ANNIVERSARY OF THE PUBLICATION.

The publication was started in October of 1960 by Wally Urquhart under the name of California Cleaner & Launderer covering 13 states and expanding, warranting the first change in the publication's title to Western Cleaner & Launderer and as boundaries continued to expand, in 2007 was renamed Cleaner & Launderer.

In the early 80's Wally hired Joan Reid, Randy Wente's aunt and

worked for him several years. When Wally retired due to ill health he sold the publication to Joan and in turn she partnered with her sister Dorothy Ballard (Randy Wente's mother).

Together, the dynamic duo ran the business on their own until Joan decided to retire in 1990 and sold her share to Albane Wente. In 1992 Dorothy also retired, selling her share to Randy Wente, who left Hughes Aircraft Co. after 20 years.

"We really commend the Wente's and congratulate Cleaner and Launderer on their anniversary," offered Peter Blake, NEFA Executive Vice President. "They have been a tremendous resource for the industry through the years, and have provided a great service. I do hope all our members subscribe to their publication and visit their web page. In this day and age we really must be using all the tools in our toolbox to build a brighter future. They are a valuable asset to the entire industry."

Over the years readership and boundaries continued to expand. Today, Cleaner & Launderer is mailed nationwide to all 50 states. Over the next several years Cleaner & Launderer grew its large reader base even more not only through print, but online, mobile and social media.

Surviving all of the hurdles throughout the years, Cleaner & Launderer is still going strong and look forward to many more decades.



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NEFA Focuses on Education & Communications



THE NEFA BOARD RECENTLY MET IN WORCESTER, MA. THE MAIN FOCUS OF THE MEETING WERE ON PROVIDING VALUABLE EDUCATION EXPERIENCES TO OUR MEMBERS AND INCREASING COMMUNICATION.

"Education is one of the most important benefits we can provide", stated Peter Blake, NEFA Executive Vice President.

"We are looking ahead and formulating a schedule to reach out to different parts of the region. We want to hear from the membership. Contact me with any programs, speakers, or topics you want us to explore. Your voice is needed to schedule the most effective program."

NEFA is in the midst of developing a comprehensive education program for this winter and on through all of 2019. NEFA will be holding a Basic Spotting Course in Quincy, MA in early December, and then following up with an Advanced Spotting Course in late January. NEFA is also hosting a Drycleaning Pressing Class in Quincy in early January. Plans are also underway for classes in upstate NY.

In addition to these technical programs, NEFA will be holding another Massachusetts Boiler License renewal program in December, and is developing a Boiler License program for those members who do not have a license and are in danger of non-compliance.

"We are also focussing on some new workshops," offered Blake, "on marketing and driving revenue. The Board also wants to develop another series of Management training programs."

The Board is developing a list of speakers and topics for the potential future programs, but are still open to suggestions from the membership.

COMMUNICATIONS

The NEFA Board is very proud of its magazine, "Headlines&More", and its website, but NEFA is looking to increase its communications with the membership. Look for NEFA to become more involved in FaceBook and Instagram, and for NEFA to be sending more e-blasts in the near future.

"We have some great programs and services," concluded Blake, "but many of them are not as well -used or attended as they should be. We need to be more effective in getting the word out, and to getting members involved. If you are interested in assisting the leadership of NEFA, email Peter Blake (peter@nefabricare.com) or call 800-442-6848.

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UPCOMING EVENTS...

PDCA Expo in Baltimore is an Opportunity: Don't Miss Out



PLANNING ON ATTENDING EXPO IN BALTIMORE THIS NOVEMBER? IF NOT, YOU ARE MAKING A MISTAKE. SIMPLY PUT, THIS IS AN OPPORTUNITY YOU CAN'T AFFORD TO LET PASS BY.

"Too frequently when I talk to people about the trade shows like Expo," observed NEFA Executive Director, Peter Blake, "their first thoughts are 'I am not looking at buying any new equipment', or 'I am not in the market for any new services'. This drives me crazy because they just don't understand the tremendous opportunity they have to invest in their business -- and I am not just talking about equipment, I am talking about the entire experience."

This is THE chance to see all the industry has to offer. This is your chance to expand your mind and learn what is out there. What potential new services you can offer, or use to enhance your business.

DO IT ALL

PDCA has put together an entire weekend chock full of educational sessions, social events, and great vendors.

If you haven't gone in the past -- go this year. PDCA is kicking off the weekend with a free tour of the DLI Headquarters just outside of Baltimore. This is great opportunity to visit and see the professionalism DLI brings to the industry.

We always talk about the educational classes and the on-floor demonstrations and they are really great opportunities to learn, but look beyond the classes though. There are unique learning opportunities for you and your key managers throughout the show. Experience what other industry professionals throughout the country are in Baltimore to share.

Visit every booth and learn what people do. Ask questions. Visit me at the DLI Booth and learn better ways we can help you grow and prosper. I am there not only to sell membership, but to make sure you are utilizing your membership to the fullest.

When members sign up for membership, they pay their dues, use a couple of the services that were of a high priority to them, but then forget to use the rest of their benefits. Membership has so much to offer, more than you probably realize. Come by the booth and we can work together to explore all we can do for you.

NETWORKING IS VITAL TO A SUCCESSFUL TRIP

Don't make the mistake of thinking the only thing of value is the show floor. Every contact and every gathering is a chance for you to learn and grow. The educational sessions, the booths on the

floor, the cocktail receptions, and fellowship with your peers in the industry -- they all provide opportunities for you to learn. Soak it in, immerse yourself in all possibilities. The line-up of speakers at this event rivals the national shows. Yes, they are that good. Brian Rashid is one of the best speakers I have seen at a drycleaning meeting in over 10 years. Everyone needs to learn how to find good employees -- and James Peuster's workshop that does just that.

If you can, bring your key staff members. They will often see things and learn things that you might not pick up on. They could provide you valuable insight into the industry by pointing out things you may not have thought of. Don't overlook the benefit your managers will gain from being involved. Don't underestimate the job satisfaction employees feel when you invest in their future and in their education.

This opportunity only comes around every two years, don't waste it. Make your plans to attend, and plan on making the most of the investment. Come by the DLI Booth and I would be glad to help you make the most of your investment.

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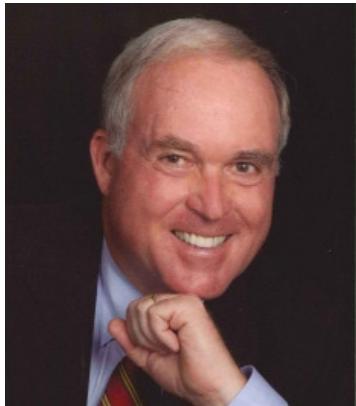
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Seeing Yourself as You Are

Written By Raleigh F. "Sandy" Seay, Jr., PHD, Chairman of The Seay Management Consulting Firm



I'VE BEEN THINKING RECENTLY OF SOME OF THE EARLIEST LESSONS I LEARNED AS A YOUNG MAN ENTERING THE BUSINESS WORLD.

These lessons had very little to do with P&L statements and balance sheets, as important as those things are; instead, they had to do with core principles like attitude

and perseverance and dependability and vision.

My early instructors didn't have names like Pamplin or Darden or Crummer or Warrington or Wharton. They had different names like Napoleon Hill, Clement Stone, Earl Nightingale, Dale Carnegie and Zig Ziglar. When I applied for admission to the Rollins College Master of Liberal Studies program, back in the 1990's, we were asked to select a book that had a significance influence on our lives and write an essay describing the impact. Later, upon graduation, Dr. Ed Cohen, English professor extraordinaire, commented that I was the only candidate ever to write an essay on Dale Carnegie's How to Win Friends and Influence People.

Napoleon Hill was the first person to write and comment about what we now call "positive thinking." He identified a passage from the Hebrew Scriptures, Proverbs 23:7, which reads, "As a person thinks in his heart, so is he," and argued that the way we see ourselves will, in large measure, determine our destiny. If we see ourselves as successful, we will ultimately be successful. Look out ahead for five to ten years and see yourself as having already achieved the success you desire. In this way, you are much more likely to become successful. The reverse is also true, if you see yourself as unworthy or lacking the skills and advantages others may have, then the ultimate result will be failure or mediocrity.

Earl Nightingale followed in Napoleon Hill's footsteps and one of his most profound insights was, "You become what you think about." In other words, the things a person thinks about all day long will at some point become priorities. Thus, a person who thinks positive, successful thoughts all day is more likely to become positive and successful. To the contrary, a mind full of negative thoughts is more likely to produce negative results.

One of my favorite proponents of positive thinking was Zig Ziglar. I recall in a meeting of some kind Zig told the story of his golf game, where one day he stood on the tee with a big lake over on the right hand side. The previous day, he had hit the ball hard but had sliced right over into the middle of the lake. As he came to the tee the next day he thought, "I sure hope I don't slice that ball over into the lake like I did yesterday." So he took his stance, swung

at the ball, and sure enough, where do you think the ball went . . . right in the middle of the lake. It would have been better, Zig said, if he had thought, "I'm going to hit this ball straight down the middle of the fairway."

All of which causes me to think, once again, about what my early teachers had to say, which is that we become what we think we are, we become what we think about all day. In 1994, I attended a conference in Honolulu (it was tough work but someone had to do it . . .) where I was one of the presenters but where I also had the privilege of hearing the Vice President of Human Resources for FedEx, Frank McGuire, speak on this very same subject. At the conclusion of his presentation, he read this poem, which he attributed to a friend, someone named "Charlie."

The Eagle and the Chicken

*A man once found an eagle's egg
And put it in the nest
Of a barnyard's hen. The eagle hatched
And grew up with the rest,
Of a brood of chicks and thought that
He didn't at all look the same.
He scratched the earth for worms and bugs
And he played the chickens' game.
The eagle clucked and cackled and
He made a chicken sound,
He thrashed his wings but only flew
Some two feet off the ground.
That is high, as chickens fly,
The eagle had been told,
And years passed by and then one day,
When the eagle was quite old,
He saw something beautiful
Flying very high,
Making great majestic circles
Up there in the sky.
He'd never seen the likes of it,
"What's that?," he asked in awe,
As he watched in grace and wonder
At the power that he saw.
"Why, that's an eagle," someone said,
"He belongs up there, it's clear,
Just as we, since we are chickens,
Belong earthward, way down here"
The old eagle just accepted that,
Most everybody does,
And he lived and died a chicken,
Cause that's what he thought he was.*

So, if my early teachers are right, and if they have anything to teach us today, it might sound something like this, "See yourself as you really are, as a person of success and achievement, because you are very likely to become what you think you are."

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