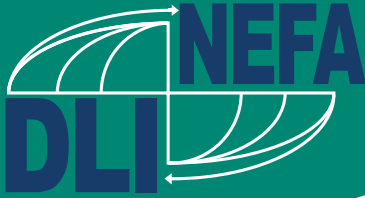


# Headlines & More



North East Fabricare Association  
[www.nefabricare.com](http://www.nefabricare.com)

## NEFA's Fall Fest '14 Helps to "Boost Your Bottom Line"!



NEFA'S UNIQUE EDUCATIONAL CONFERENCE AND TABLETOP EXHIBIT IS COMING BACK TO NEW HAMPSHIRE'S SEA COAST ON NOVEMBER 15 AND 16TH.

Those who have attended in the past know the value, and those that haven't had the opportunity before should mark the date now and make sure they do everything they can to be included.

This year's theme is "The Future of Fabricare: Boosting Your Bottom Line". NEFA is committed

to our success and we have put together a blockbuster program designed to help you grow your business, and become more successful.

Every year, the biggest question, or challenge we get from members is "How can we get more customers?" or "How can we increase our volume?" We have developed a Conference program designed to help you find answers to these questions and more. By enlisting the help of industry experts like Chris White of America's Best Cleaners, Mary Scalco of DLI, Chris Allsbrooks of Zips Drycleaning, James Peuster of The Route Pro, Charles Anton of Anton's Cleaners and more -- we have assembled the best, and most unique conference program ever offered in the Northeast.

The highlight of the program will be the "Future of Fabricare" panel discussion featuring the expertise of Charles Anton, Chris White and Mary Scalco. The panel will look to identify the biggest threats facing our industry today, as well as forecast what lies ahead. The panel will also offer their observations of how to best prepare your business and how to face the challenges the future offers.

Fall Fest will again feature a table top exhibit including the most innovative companies from around the country. A complete list to date can be found on page 8. Last year we had 20 tabletop exhibits on hand displaying the very best the industry has to offer.

***Check out [www.nefabricare.com](http://www.nefabricare.com) for more information and to register!***

SEPTEMBER/OCTOBER 2014

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## PRESIDENT'S MESSAGE...

### NEFA Conference a "Must See" Event

WE ARE PROUD OF THE FALL FEST TRADITION, AND WE ARE LOOKING FORWARD TO ONE OF THE BEST YET! Wentworth By The Sea is a perfect location. With a lot of things to do nearby like outlet shopping, sightseeing along the coast, and fine dining and exciting night-life within minutes. Downtown Portsmouth is one of the sea coast's hidden gems.

All this coupled with one of the most diverse, informative, slate of speakers we have ever assembled. The opportunity to learn from peers in the industry and to see real, true-life examples of how they have been able to build and enhance their business is truly special. This year we are trying something completely new -- an interactive brainstorming luncheon designed to try and answer the industry's greatest challenges and recognize our biggest threats to success. This is immediately followed by a panel of experts in "The Future of Fabricare". It is really interesting to see what people perceive as the future for our industry.

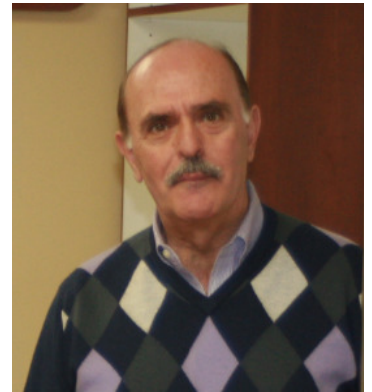
When you combine those two unique programs with terrific programs by Chris White, Chris Allsbrooks (Zips Drycleaners, formerly of DLI), and James Peuster, this is probably the best event we have ever compiled. It seems like we tend to say that every year -- but when you look back at our history, we can honestly say we do keep getting better and better each year. The quality vendors we attract, the best cleaners from around the NEFA area, and strong programs makes for a "can't miss" event.

#### A HIDDEN GEM

When we toured the Wentworth By The Sea property -- I was amazed at the hotel, the amenities, and the grounds. This is a perfect place to have a weekend event. Between the small boutiques on-site, and the in-house Spa, there is something for everyone. The restaurant is fantastic, the outdoor Jacuzzi is open year-round, and the indoor pool and fitness facility are outstanding. I was really excited that we were able to find this hidden gem so nearby. It really is convenient to so many of our members.

I have gone to Fall Fest every year, and I keep coming back. Not just to support the industry I love -- but because I always learn something new. I can't imagine anyone missing out on such an opportunity.

This is an exciting time for NEFA members, and I am glad to be a part of it. If you have any suggestions -- or questions -- please let me know. As President, I really want to keep upgrading the industry, NEFA, our members, and my own plant!



John Dallas, NEFA President

## John Dallas

*Fabricare House*

781-337-4495 / [JohnD3473@aol.com](mailto:JohnD3473@aol.com)

## Wentworth By The Sea the Perfect Location for Fall Get-a-way!

THE WENTWORTH BY THE SEA RESORT AND CONFERENCE CENTER IS THE PERFECT PLACE TO RELAX, LEARN, AND EXPLORE HISTORIC PORTSMOUTH. OLD, RUSTIC AND WITH A DECIDEDLY "NEW ENGLAND FEEL" TO IT FROM THE OUTSIDE, BUT NEWLY RENOVATED, UPDATED AND UNIQUELY UP-SCALE ON THE INSIDE, IT IS A DESTINATION RESORT.

They have successfully merged the old with the new into a 5-star resort hidden along the New Hampshire seacoast. Last year was such a success, and all those who were able to attend simply raved about the venue -- so we decided to return. The food was exceptional, the location scenic, and it is close enough to downtown Portsmouth to allow for great shopping, sight seeing, and a fun nightlife.

"This is definitely the nicest venue we have ever had" commented NEFA Past President Jim Desjardins, "I am excited to bring my wife and enjoy the weekend." The resort features tennis, golf, basketball, a full service spa, boutiques, and gourmet restaurants. It is only a few miles outside of historic downtown Portsmouth, one of



the seacoast's up and coming cities.

### RESERVATIONS NOW OPEN

Wentworth by the Sea Resort and Conference Center is located at 588 Wentworth Rd, New Castle, NH 03854. NEFA has arranged for a VERY special rate of \$204/night, a slight increase over last year.. The hotel is already sold out with the remaining rooms selling for over \$350/night. NEFA has a handful of rooms still available on a first-come, first serve basis. Reserve your room by calling NEFA directly at 603-635-0322 or e-mailing us at peter@nefabricare.com.



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## NEFA's Hosts OSHA and Regulatory Compliance Workshop for HCDLA November Meeting



PETER BLAKE WILL HOST AN OSHA AND REGULATORY COMPLIANCE WORKSHOP FOR THE HCDLA ON NOVEMBER 20TH. The program will be at the Sans Souci, Meriden, CT and will start with dinner at 6:30 followed by the presentation. HCDLA will be charging for the dinner.

The program is specifically designed to answer all your OSHA Compliance Questions including the new HazCom Requirements

and how to handle an OSHA Inspection. This program is built around helping you avoid the costly mistakes that could be made by not understanding OSHA Regulations and not understanding your rights when dealing with the agency.

“Without a doubt, commented Peter Blake, “OSHA strikes fear in the hearts of our members -- because we are seldom ready to respond to their inquires. Many believe that the chances of an OSHA visit are small, but it is more likely that you would think.

There are tools available to you to properly prepare, and to properly ensure your employees safety.

The workshop will also feature a discussion of your rights, responsibilities, and procedures in dealing with OSHA and how to handle complaints and inquires.

### COMPLIANCE TOOLS AVAILABLE

All who attend this workshop will be given a sample Hazard Communications Program that they will be able to adapt to their plants -- including the adoption of the new HazCom labeling and Safety Data Sheet requirements. They will also be given a list of the top 12 OSHA violations, and a checklist that you can bring back to your plant to gauge your compliance status.

Peter Blake has been working with regulatory issues facing drycleaners for over 20 years. He has been on-site for numerous OSHA Inspections, has attended settlement conferences, and has assisted cleaners up and down the East Coast deal with OSHA and other State Agencies.

To register for the event call Gail Reiner at Mayflower Laundry: 860-523-5243 or Peter Blake at NEFA: 603-635-0322.

## CT DECD Extends Application Deadline

IN RESPONSE TO SEVERAL REQUESTS FROM INDUSTRY MEMBERS, DECD WILL EXTEND THE DEADLINE FOR SUBMISSION OF APPLICATION FOR THE CT CLEAN-UP FUND INTAKE FORMS FROM SEPTEMBER 30 TO NOVEMBER 17.

All applications will go through a review process and then will be placed on a list pending financial availability. All applicants, and all people on the wait list including those already listed from 2009 will be made aware of their standing on the list, and that there may be a considerable wait for assistance. To make an application you may visit: [www.ct.gov.ecd](http://www.ct.gov.ecd). All the rules and requirements can be found there.

Since the end of May, when the application period opened, DECD has received 30 intake forms from dry cleaning businesses requesting \$6.7 million in funding.

The intake form can be accessed at [www.ctbrownfields.gov](http://www.ctbrownfields.gov) and must be submitted electronically to [brownfields@ct.gov](mailto:brownfields@ct.gov). Please feel free to contact DECD with any questions at [brownfields@ct.gov](mailto:brownfields@ct.gov).



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# Fall Fest '14 Features Three of the Country's Top Industry Experts

FALL FEST HAS CONSISTENTLY BROUGHT NEFA MEMBERS THE BEST OF THE INDUSTRY DISCUSSING THE MOST IMPORTANT TOPICS FOR YOUR BUSINESS, AND 2014 IS NO DIFFERENT. Not only have we developed a unique luncheon roundtable and the "Future of Fabricare" panel, but we have brought in three of the best speakers in the industry.



## CHRIS WHITE, CEO OF AMERICA'S BEST CLEANERS.

Chris, formerly of Madame Paulette Cleaners in Manhattan, is back by popular demand!

Chris spoke for the first time in the Northeast last November for the NEFA membership and he demonstrated his expertise and shared his

keen insight and drycleaning experience. He will be sharing his experience and his industry knowledge as a member of the "Future of Fabricare" Panel on Saturday afternoon, and he will also be a featured presenter on Sunday Morning.

Chris' presentation will focus on the relationship between you and your customer base, will explore ways to increase sales, increase customer base and to reinforce customer loyalty.



## JAMES PEUSTER, 21ST CENTURY DRYCLEANING & THE ROUTE PRO

James's presentation, "Understanding The Behaviors & The Motivators Of Your Staff" will take an in-depth look into the management of your staff.

Last year James Peuster introduced "Turning Potential Into Performance". This year he will educate attendees on uncovering the behaviors and motivators of your staff. This is perfect for hiring, promoting and getting the most out of your staff by discovering their hidden talents and motives.

The program is intended to help you reduce turnover and to help you "Boost Your Bottom Line" by maximizing your resources. With the limited resource pool for new hires, owners and your managers will greatly benefit from this workshop.



## CHRIS ALLSBROOKS, ZIPS DRYCLEANERS & FORMER DLI INSTRUCTOR

One of the most sought after national speakers in the industry, Chris Allsbrooks returns to NEFA to host "The 5 W's of Customer Service". This program includes ways to increase volume and to increase sales at the counter.

During the program she will define:

- WHAT Customer Service is
- WHERE/WHEN is Begins
- WHAT Every customer service transaction needs
- WHO is responsible for customer service
- Why Customer Service is important and how it affects customer retention.

Chris is well-known to many NEFA/DLI Members. She was a key staff member of DLI for over 16 years. She holds all of the important industry certifications: CPD, CPW, CED, and CGCD -- and has over 21 year's of industry experience.

*Check out [www.nefabricare.com](http://www.nefabricare.com), or call Peter Blake at 603-635-0322 for more information or to register.*



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# Fall Fest '14 Conference Sponsors & Exhibits



ONE OF THE HIGHLIGHTS OF FALL FEST IS THE OPPORTUNITY TO MEET AND TALK TO REPRESENTATIVES FROM THE LEADING ALLIED TRADE COMPANIES IN THE COUNTRY.

Sponsor for the "Future of Fabricare" panel discussion. **Kreussler** has volunteered to sponsor the Sunday Morning Breakfast featuring Chris White of America's Best Cleaners. **Aldrich Cleantech** has committed to sponsoring the first session on Saturday featuring James Peuster. With more sponsors still likely to join, the companies already committing to the event include:

Fall Fest features a unique set-up where vendors and conference attendees spend quality time together, learning, brainstorming and highlighting ways businesses can grow and prosper. The Allied Trade Showroom is set-up around the Conference room, and everyone is in the same room. Breaks in between the sessions allow ample time for vendors and attendees to interact and learn about what each company has to offer. With over 20 exhibit tables last year, and almost 15 different companies represented, those who attended were able to learn from the best.

Already this year, **AristoCraft Supply** has agreed to be a Session

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## NEFA & DLI: Keeping You Informed



ARE YOU GETTING THE MOST OUT OF YOUR MEMBERSHIP? ARE YOU UTILIZING ALL THE TOOLS THAT ARE AVAILABLE TO YOU? DLI MEMBERS RECEIVE REGULAR UPDATES ON BEST PRACTICES FOR MARKETING, PROBLEM GARMENTS, AND OTHER DRYCLEANING NEWS.

If you have elected for “Silver” membership or above -- then all of these tools are included with your membership. If you have chosen the “Budget” membership option, there may be a small additional fee to automatically receive this information. Members receive regular e-newsletters, technical how-to bulletins, and print and online editions of our award-winning membership magazine which help DLI members stay ahead of the rest of the industry. All DLI information is backed up to the DLI Online Encyclopedia of Drycleaning so members never have to file papers or worry about losing anything.

### MONDAY MORNING MARKETING TIPS

One of the most popular services DLI has created is its Monday Morning Marketing Tips Series. Each Monday members receive a short, thought provoking e-mail identifying proven tools to help you get more business and to help you develop more volume.

“One of the critical needs identified by our members, commented Peter Blake, NEFA Executive Director, “is the need for help in getting more business. This is a great tool to get you thinking about your advertising and promotional efforts. It helps you understand different, cost-effective ways you can market your business.”

### HEADS UP BULLETINS

DLI has developed this series to help identify problem garments and fashion that they have seen in their analysis lab. They use the information as a teaching tools for the members and a way to help you identify problems BEFORE they get brought into your plants.

“Heads Up has saved us time and money”, commented John Dallas, Fabricare House, Norwell, MA. “It is always a blessing to have the information in advance of customer’s bringing in the gar-

ments so we can warn them of any issues. When you can show a customer a full color bulletin highlighting problems, it makes us look good, and helps the consumer understand any issues that arose.”

### HOT PRESS

DLI’s Hot Press e-mails are designed to bring you the breaking news within the industry from around the country, while also offering tips and information on business improvement tools.

“I enjoy the fact that this information is automatically sent to me,” offered Dave Machesney, Pratt Abbott, Portland, ME. “I know that what happens in-between issues of Headlines & More and Fabricare is all covered and highlighted so I know I am not missing anything. This program is just one more benefit that sets Members like myself apart from non-members. I have more tools in my toolbox to use in trying to make my business succeed.”

“NEFA and DLI want members to realize the vast power at their fingertips,” added Peter Blake, “and we want members to use all the tools we have to offer. If you are unsure what is available, or unsure in how to best use our services -- call us. I would love to demonstrate the power NEFA/DLI has to offer”.

For more information on either of these programs, or for advice on utilizing the wealth of drycleaning tools NEFA and DLI has available for you, contact Peter Blake ([peter@nefabricare.com](mailto:peter@nefabricare.com)).

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