

A Message from the President...

It is hard to believe that the summer is almost over and our fall conference is just around the corner. If you have not sent in your registration form, please do so as soon as possible. We are pleased to have two top notch speakers - **Jim Ruth**, National Sales Training Director, Mountville Mills and **David Rich, CSP**, President, Rich Ideas. David Rich's presentation will provide valuable tips for both laundry and vendor members.

As you can see from the article below, the Spring Seminar and Golf Outing was great both in the quality of the presentation and in the opportunity to make new friends and renew acquaintances. Comments from the evaluations about Bob Vieno include "Excellent speaker who knows the industry" and "Bob Vieno was refreshing and to the point. Demon-

strated proven ways for success." If you missed this program, you will want to make sure that you attend future programs as we are making quality a high priority.

As you will see on page 2, we are following legislation which impact the chemicals used in our businesses. Our lobbyist Jim Hurrell and Linda Guild are working with AIM and the Chlorine Chemistry Council (CCC) to track the progress and determine next steps for NELA. Lastly I urge you to get involved with NELA... attend a meeting; write an article; recruit a new member; share ideas; or volunteer. We want your active participation so that we have a strong and healthy organization.

-Leo P. Villari, Jr.

We Hope to See You in Mystic!

Thursday, September 18 -
Sunday, September 21, 2003

for the

91st Annual Meeting & Fall Conference

Mystic Marriott Hotel & Spa
Groton, CT

There is still time to register! If you would like to attend, please call the NELA office (781.397.8870) as soon as possible so that we can ensure your participation.

Spring Seminar & 9th Annual Golf Outing a Success!

The Northeast Laundry Association's 2003 Spring Seminar "Keeping Customers" was held on May 14, 2003 at the Holiday Inn in Newton, MA. **Bob Vieno** led the half-day program which was well received by all in attendance. Bob shared insightful ways to collect delinquent accounts without losing customers, as well as negotiating payments with problem accounts. He also demonstrated proven techniques for developing a long lasting, positive attitude and how to project confidence and enthusiasm with your clients. We were very pleased to welcome Bob to his first speaking engagement with NELA and we look forward to inviting him back in the future.

Our 9th Annual Golf Outing was held the next day, May 15, 2003, at the Sandy Burr Country Club in Wayland, MA. Teams of 3 or 4 were paired up and teed off promptly at 8:30 am. Congratulations



to **Leo Villari (North Star Rental Systems, Inc.)**, **Kevin Leonard (Fashion Seal Uniforms)**, **John Joyce (Royal Institutional Services, Inc.)**, and **Randy Hasson (Angelica Textile Services)** on winning the tournament (see picture on page 3); **Tom Burke**, **Al Olivier**, **David Langdon** for their second place finish; and **Laurie Mase**, **Richard Dicey**, **Mike Hollander** and **Paul Lockett** for coming in third. We also would like to congratulate **Al**

Olivier (Clean Rentals, Inc.) for winning both the Closest to the Pin and the Longest Drive contests. After players finished golfing they returned back to the club for an outstanding catered barbecue lunch and time to network.

Thank you to all of you who attended and or sponsored the 2003 Spring Seminar & 9th Annual Golf Outing. We hope that you all enjoyed the event. Planning for 2004 is already underway. Please watch your mail for more details. In the meantime if you have any questions, comments or suggestions, please feel free to contact the NELA office, 781.397.8870 or email nela@guildassoc.com (photos continued on page 3). ♦

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Trends in the Industry

By Nancy L. Himmel, VF Imagewear

Uniforms have become wearer focused, as opposed to laundry focused. Of that statement there is no doubt. The trend has been and continues to be comfort; the move toward more comfortable fabrications has affected all aspects of development and innovation over the past five years.

The casual market continues to drive a large part of our business. Although some are predicting a return to the corporate business look of yesteryear, it will be several years before our industry trends that way. It will take a lot of convincing to get many of the new entries into the workforce to don a tie any time soon.

Many of the latest trends that have been driven by this no so recent change are fabric related. The acceptance of moisture management fabrics has had a large impact on our industry. The consumer brought to our industry a desire for fabrics that are both wickable and comfortable, much like their personal clothing. Softer hand, fuller fit, and overall comfort have driven our industry to address the needs of all who wear clothes—not just work clothing. Crossover from high performance athletic wear will continue to influence our industry.

Looming large in all of this is security concerns. Since 2001, security clothing has been trending upward. Not for just the everyday security shirt, but for high-tech fabrics that perform and feel like street clothing. In this arena we again hear the consumer yelling loudly “Give me what I want, not what you want to process.”

The service sector is another area with growth potential. The service sector was

trending upward, with March of last year at an all time high in employment. That trend will no doubt continue if the economy improves, and there is a confident flow of disposable income filtering through restaurants, etc.

Markets such as upscale food service restaurants, delivery, small business and office environments are all looking at how to make their employees more comfortable as the work day gets longer, and the unemployment picture looms large. Employment charts clearly show that although the trend is downward, it is expected to improve. We are all challenged to do the same amount of work with fewer resources.

Manufacturing is at an all time low, which is not really news to most of us. The days of steelworkers grinding away at a mill are a fading memory. To some of us, that is great news...heavy soil is at an all time low, and we don't face the same processing challenges we did several years ago. To many others, it presents a marketing challenge, and an ever-increasing effort to replace lost business.

What does this all mean? It means that future retail trends will definitely continue to drive the industrial apparel market. To give an example, there is already talk of a “stretch” fabric, which is really hot at retail right now. The details will need to be worked out, but it is not so far fetched as to not be considered. Expectations for style and comfort reside in the work uniform. Demand is shifting from harsh, laundry friendly apparel to consumer demand apparel. Providing uniforms that fit great, look great and provide greater comfort is the key to success in our industry. ♦

Massachusetts Legislative *Alert*

The Chlorine Chemistry Council (CCC) recently alerted us to an important issue that will be considered by the Massachusetts legislature in September. Senate Bill 1268, “An Act for a Healthy Massachusetts: Safer Alternatives to Toxic Chemicals” could directly impact your business if you use one or more of the preliminary chemicals they are targeting in your plant.

According to Kip Howlett, Executive Director, at the CCC, “The bill creates a quasi-governmental process that would require businesses to phase out the use of selected chemical substances in products and processes. The bill targets an initial list of ten substances, and provides a simple process to add more substances in the future. If the bill passes it will have a significant impact on many businesses in the state.” Mr. Howlett also stated in his recent letter that among other things, SB 1268 “May require businesses that use one of the targeted substances in manufacturing or in a product to change the process or reformulate the product.” He also states that “this bill will assess Massachusetts businesses at least \$10 million in unspecified fees to support the new program, with (undefined) “large” businesses covering 75% of the cost and “small” businesses, 25%.”

The preliminary list of “priority toxic substances” includes lead, formaldehyde, trichloroethylene, perchloroethylene, dioxins and furans, hexavalent chromium, organophosphate pesticides, pende BDE (pentabromodiphenyl ether), DEHP (di(2-ethylhexyl)phthalate), and 2, 4, D(2, 4 dichlorophenoxyacetic acid).

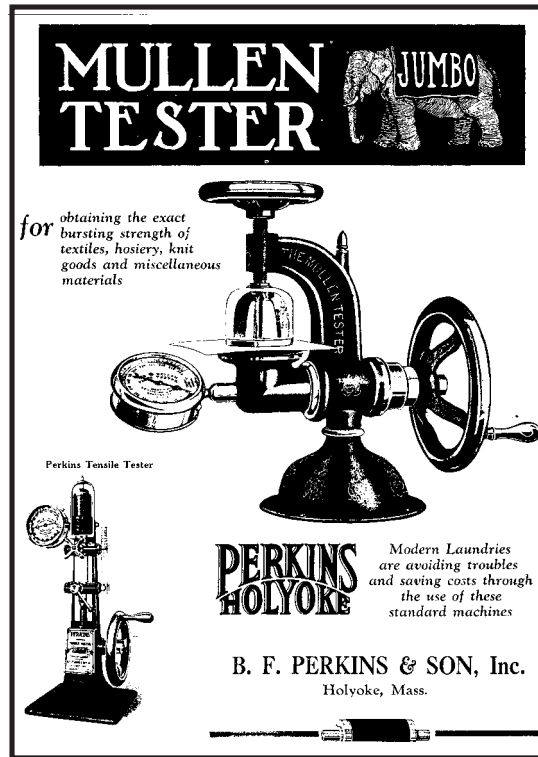
More information is expected to be released after Labor Day. NELA will continue to keep an eye on Senate Bill 1268 and will alert you as needed. In the meantime if you have questions or suggestions, you may contact the NELA office at 781.397.8870 or via email nela@guildassoc.com. ♦

Please plan to visit our new website (www.nelaundry.org). The website is expected to be launched in September of 2003! We look forward to your feedback and suggestions!

A Blast from the Past

From the equipment to the laundry facilities themselves, our industry has certainly changed over the years. We thought it would be interesting to run an ad or picture from years past in our quarterly issues of *News from NELA*. The ad to the right was taken from the October 1928 issue of the *National Laundry Journal*.

If you have an item of interest such as an old advertisement or a picture of your company from the old days, we would love to run it in an upcoming issue of the newsletter. Please submit a copy of the ad/picture to NELA, 389 Main Street, Suite 202, Malden, MA 02148. Scanned pictures and ads can be emailed to nela@guildassoc.com. ♦



NELA Would Like to Thank Our 91st Annual Meeting and Fall Conference Sponsors:

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- American Uniform Company
- Diamond Chemical Company
- Ellis Corporation
- Fashion Seal Uniforms
- Garment Corporation of American
- Steiner Company, Inc.
- Washing Systems, Inc.

9th Annual Golf Outing Photos



Tournament Winners: Kevin Leonard, Leo Villari, John Joyce, and Randy Hasson



Don Nauta



Reid Pranka and Bruce Gill



Doug Hansen, Bill Ross, Ryan Brown, and Mike Gechter

Don't let this be your last issue of *News from NELA*. Renew your dues TODAY!

If you need another dues renewal form, please contact the NELA office at 781.397.8870 or email nela@guildassoc.com.