

A Message from the President...

Welcome to our inaugural issue of News from NELA. We will be using this publication to keep you up to date on what is happening within NELA; member activities; legislative issues impacting your business; and news from the overall industry. We encourage you to send us any press releases on your company or submit an article for publication.

The last few months have been busy for NELA as we have been orienting our new management company, The Guild Associates, Inc. to the industry. We hope that everyone is planning on joining us at our spring seminar "Keeping Customers" on May 14 at the Holiday Inn in Newton, MA and our annual golf outing on May 15th in Wayland and have an opportunity to meet them in person. Please

feel free to contact Linda or Kat with any questions or suggestions you might have or just to say hello and introduce yourself.

Thank you to everyone who contributed to the Marilee Rayner honorarium. We were very pleased with the response and that we were able to recognize Marilee's dedication and service both to NELA and to the industry.

Lastly I urge you to get involved with NELA... attend a meeting; write an article; recruit a new member; share ideas with the new office or a board member; or volunteer. We want your active participation so that we have a strong and healthy organization.

-Leo P. Villari

Join us...

Thursday, September 18 thru
Sunday, September 21, 2003

for the

91st Annual Meeting & Fall Conference

Mystic Marriott Hotel & Spa
Groton, CT

To make reservations

Please call 1-860-446-2600 or 1-800-228-9290 or you may do it online at www.mysticmarriott.com. Please let them know that you are with the Northeast Laundry Association. A room block with the special rate of \$199 has been set aside.

Area attractions include

Mystic Seaport
Mohegan Sun
Foxwoods Casino
Slater Memorial Museum
Historic Ship Nautilus &
Submarine Force Museum

Questions? or Interested in Volunteering?

Please call us at 781.397.8870 or email nela@guildassoc.com.

Meet your New NELA Staff

The Guild Associates, Inc., founded in 1932 by Walter R. Guild, CAE, is the premiere association management company in New England. We work as a team and we encourage you to feel free to call any member of our staff and let us know how we can serve you. Linda and Kat will share responsibility for the management of NELA and will be present at some of the meetings. We are enjoying learning about NELA and the industry and are looking forward to meeting many members at the golf outing and spring seminar.

Richard S. Guild, CAE (Dick) a graduate of Boston University, is the firm's president. He is a member of the American Society of Association Executives (ASAE) and New England Society of Association Executives (NESAE) and served as a director on the board of each

organization. He has served as a director and president of International Association of Association Management Companies (IAAMC) and is one of its founders.

Linda J. Guild, CAE, a graduate of Colgate University, is the vice president of the Guild Associates and directs the day-to-day operations of the staff and office. She is a member of the ASAE and serves on the board of NESAE and acts as the volunteer editor of their newsletter. She is the past president of the iMIS software users group.

Katherine M. Harless (Kat) joined the company in the summer of 2000. She is a member of both ASAE and NESAE and has volunteered to chair NESAE's membership committee. She handles a myriad of projects including coordinat-

ing client conferences and soliciting sponsorships. Prior to joining us, Kat founded a nonprofit organization, Strangers Helping Strangers, which organizes food drives at concerts.

Tania F. Gomes joined the staff in December 2002 and works on many of the daily activities for our clients, including maintenance of the databases, processing requests for information, and meeting registration.

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389 Main Street, suite 202, Malden, MA 02148,
781.397.8870*

"Keeping Customers" on May 14th



We are pleased that Bob Vieno is able to join us on May 14th to present on proven methods of how to keep customers... a vital topic in a challenging economy. If you haven't already registered, you don't want to miss hearing ways to collect delinquent accounts; renewing five year service agreements; and how to develop a positive mental attitude.

Bob Vieno has been a business consultant, trainer, and public speaker since 1970. His expertise is with the laundry industry although his methods transcend industries. He has trained thousands of sales service reps and managers for such companies as UTSA, Coyne Textile Services, Textilease, and many more.

Mr. Vieno has written and produced numerous training programs and developed The Chase Selling System®, a highly effective turn-key sales and marketing system for companies with outside salespeople. Most clients experienced a 35%-100% increase in sales using this proven system.

Associated Industries of Massachusetts Programs

NELA is a member of AIM and periodically we will share with you programs which might be beneficial to you and your company.

Unemployment Insurance Basics - If you aren't sure what your company can do to manage its UI expenses, this seminar is for you. We will cover the ins and outs of UI law and discuss techniques for affecting eligibility determinations and verifying tax calculations. **May 21st** - A.I.M., Bridgewater, MA from 9:00 a.m. - noon

Workers Compensation Basics - One of the most painful mistakes any employer can make is to ignore workers compensation responsibilities including workplace safety, responding promptly to an injury and working with his or her insurer to properly handle the claim. **May 21st** - A.I.M., Bridgewater, MA from 1:00 p.m. - 4:00 p.m.

If you are interested in learning more about one of these programs, please contact the Associated Industries of Massachusetts, 222 Berkeley Street, P.O. Box 763, Boston, MA 02117-0763, 800.470.6277, Fax: 617.536.6785, www.aimnet.org.

From UTSA Scoop...

According to the new Transportation Department rules effective January 4, 2004, professional truck drivers will be allowed to drive for 11 hours—an hour longer than currently allowed—within a 14-hour period. To offset the longer drive time, an off-duty period of 10 consecutive hours, up from the current 8 hours, would be required following such a shift. To view the Transportation Department rule, go to www.fmcsa.dot.gov/contactus/press/2003/042403.htm. For a summary of the rule, go to www.fmcsa.dot.gov/home_files/hos/brochure.pdf. (from the April 28, 2003 issue of *UTSA Scoop*)

Final disagreement. The US and Vietnam have concluded a bilateral apparel trade agreement that will impose import quotas on 38 product categories, but the quotas are at higher levels than those urged by the U.S. textile industry. For cotton knit tops and cotton woven trousers, the two largest categories of Vietnam's exports, the agreed-upon quotas are 14 million dozen and 7 million dozen, respectively. U.S. textile makers had pushed for limits of 4.9 million dozen for cotton tops and 2.9 million dozen for trousers. The agreement will run from May 1, 2003 though Dec. 31, 2004, when it can either be terminated by the two parties, or rolled over for another year. A summary of the agreement is available at <http://www.ustr.gov>. (from the May 5, 2003 issue of *UTSA Scoop*)

Thank You to the Following Companies for Sponsoring a Golf Flag or the Networking Social

American Uniform Company
Baltic Linen Company, Inc.
Ellis Corporation
Fashion Seal Uniforms
G. A. Braun, Inc.
Milliken & Company, Napery Div.
Mountville Mills, Inc.
Reed Manufacturing Company
Riegel Div. Mount Vernon Mills
Steiner Company
Sycamore Systems/Exchange Master
Tingue, Brown & Company
VF Imagewear
Washing Systems, Inc.

NELA Needs You

- Recruit a New Member
- Renew an Existing Membership
- Write an Article
- Sponsor a program
- Do Something

Contact us at 781.397.8870 or write:
NELA, 389 Main Street, Suite 202,
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