

A Message from the President...

It seems like just yesterday that we were all together in Cambridge learning from top trainers Grace Andrews and John Horton. The skills we learned from Grace about how our personal styles impact how we interact with one another were put to use by John as he took us on an arctic survival simulation. Unfortunately we learned that many of us would have frozen out there! We had a great time learning, networking, and visiting Boston. Thank you to everyone who sponsored and helped to make it such a success. Some photo highlights are on page 4.

We have two interesting speakers and topics lined up for our upcoming seminars... Bob Moffatt from Armstrong and Ron Evans from R.J. Evans Associates will be presenting. We encourage you to attend and bring staff with you whom you feel would benefit. What will you learn by attending? At our plant operation seminar, you will learn about optimizing steam systems. This translates into savings in fuel costs back at the boiler by improving equipment efficiency. We also will be looking at dryer efficiency and safety. At our spring seminar, Ron will focus on customer management and how to be more proactive.

We are pleased to announce that **John Horton** will be returning for this year's fall

conference September 16-18th. Please mark your calendars and plan now to join us.

NELA continues to monitor legislative activity here in Massachusetts. Laundries are exempt from personal property tax. If you have received a bill or a request for a listing of your personal property, be sure to read the article on page 3.

A special welcome to our new board members: **Kevin Keyes**, Milliken; **Bob Mazzoni**, Churchill Linen, and **James O'Hara**, Falvey Linen. Congratulations on being elected!

Get Involved... We need everyone in NELA to become involved. There is a myriad of ways which you can do that... submit something for our new "Members Corner" section of the newsletter; submit an idea for an article; attend a program; join a committee; recruit a member; or sponsor an event. Or you can send us your ideas for what you would like NELA to be doing. We are here to serve YOU!

I look forward to seeing you next month in Providence or hearing from you in the months to come. ♦

~ *Leo P. Villari, Jr.*

Meet Our Seminar Speakers

Bob Moffatt is a mechanical engineer, with a BSME from Northeastern University. He has been involved in the steam business with Armstrong and a number of other product lines for the past 28 years. When Armstrong decided to open a New England office in 2002, he became Sales Engineer / Sales Manager for the region. Bob is an experienced presenter who will be prepared for your questions.

After college and a combat tour with the US Marines in Vietnam, **Ron Evans** joined the industry as a management trainee with a leading textile service company. For the next three years he was the company's sales

leader. From there he moved into operations management and on to General Management. At every step Ron Evans was an outstanding performer . . . and an astute observer.

Some years later he was recruited to the supplier side of the industry where he used his practical industry knowledge to develop winning go-to-market strategies for his textile service customers. His seminars and promotion programs put him in high demand both at home and abroad. Energetic and passionate, Ron Evans imparts his "real-

(continued on page 2)

Upcoming Events

Winter Seminar

March 15, 2005 (new date)
with **Bob Moffatt**

Sales Engineer / Sales Manager
Armstrong & G.A. Braun
Representative (tentative)

"Plant Operations focusing on
Optimizing Steam Systems and Dryer
Efficiency"

Holiday Inn Providence-Downtown,
Providence, RI

For room reservations call
(401) 831-3900

11th Annual Golf Outing & Spring Seminar

May 11, 2005

Ron Evans, R.J. Evans & Associates
"Customer Management: Retention,
Renewals, Trends and Issues"

Holiday Inn Worcester, Worcester, MA

For room reservations call
508.852.4000

May 12, 2005

Golf Outing
Worcester, MA

93rd Annual Meeting & Fall Conference

September 16-18, 2005

Guest Speaker: **John Horton, Sales**
Education Leader, Milliken &
Company

Watch your mail for more information.
Please contact the NELA office at
781.397.8870 with any questions.

2004-2005 Board of Directors

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Meet our Seminar Speakers

(continued from page 1)

ity training" with a mixture of humor and an intense sense of purpose.

In 2001 Ron found that fundamental changes in the industry were creating a conspicuous need for objective, expert, industry-specific guidance on growing and retaining business. This led him to form R J Evans & Associates with the mission to provide practical "how to" solutions for clients reaching for peak performance in sales and operations.

John Horton, Sales Education Leader, Milliken & Company, is responsible for curriculum development, training and implementation of education programs, specializ-

ing in sales and marketing. John graduated from Clemson and then received his MBA from the University of North Carolina at Chapel Hill. He began his career with Milliken in accounting and finance and has held numerous positions such as plant manager, business controller, market manager, and most recently international sales manager for developing Mexico. John is a gifted motivational speaker and facilitates classes in leadership, team building, and sales skills for Milliken associates and customers worldwide. He is the Milliken facilitator for the "Seven Habits of Highly Effective People," Principle Centered Leadership, and Putting First Things First processes.

Thank You 2004 Fall Conference Sponsors

Overall Sponsors

Platinum

- ❖ American Dawn, Inc.
- ❖ Baltic Linen
- ❖ Best Manufacturing, Inc.
- ❖ Milliken & Company
- ❖ Steiner System
- ❖ Sycamore Systems
- ❖ United Wire Hanger Corporation

Gold

- ❖ Pinnacle Textile Services

Silver

- ❖ Diamond Chemical Company
- ❖ Ellis Corporation
- ❖ Yankee Equipment Systems, Inc.

Bronze

- ❖ Garment Corporation of America
- ❖ Kleen-Tex Industries, Inc.
- ❖ Mountville Mills, Inc

Banquet Sponsors

Champion

- ❖ VF Imagewear

Partner

- ❖ Diamond Chemical Company

Banquet (cont.)

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- ❖ Best Manufacturing, Inc.
- ❖ Ellis Corporation
- ❖ Milliken & Company
- ❖ Steiner System

Donating a Banquet Prize

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- ❖ Ellis Corporation
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- ❖ Milliken & Company
- ❖ Steiner System
- ❖ United Wire Hanger Corporation
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Golf Flag

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- ❖ Ellis Corporation
- ❖ Kleen-Tex Industries, Inc.
- ❖ Milliken & Company
- ❖ Mountville Mills, Inc.
- ❖ Steiner System
- ❖ VF Imagewear

Personal Property Tax Forms

If you run a laundry in Massachusetts, you are exempt from paying personal property tax on any equipment which is related to the business. However the city or town in which you operate may send you a form or a bill. If that happens, here is how you should handle it.

- ☑ Fill out the form you were sent (which asks for the owner's name, etc.).
- ☑ On the Form of List, only list any items (if you have any) that are not used for the laundering processes, refrigeration of goods, or in the air conditioning of premises or in any purchasing, selling, accounting or administrative function. State on the form that you are exempt under Mass. General Law, Chapter 59, Section 5.
- ☑ Enclose a letter stating that you are exempt and include a copy of the law.
- ☑ Do NOT list any equipment which is exempt.

If you need a copy of the law, please contact the NELA office and we will be happy to send it to you.

From UTSA Scoop...

The Usual Regulatory Overkill

A recent Bureau of National Affairs (Washington news article on OSHA's proposed hexavalent chromium rule quoted UTSA's comments to the agency on the proposal. We are concerned about the rule's potentially costly impact on launderers, especially small businesses. OSHA is considering labeling, containment, and notification requirements that UTSA believes aren't needed for the trace amounts of chromium often found on uniforms. The BNA article highlighted various industries' contentions that the rulemaking has been based on insufficient data and flawed methodology that underestimates the cost of compliance. TRSA and UTSA testified jointly at the recent OSHA public hearing

Attitude Adjustment

The Northwestern University (Chicago) journalism school is being credited with the first study ever that proves how the attitudes of non-customer-contact employees translate into stronger sales. The research covered 37,000 customers in 100 markets. Greater employee satisfaction was linked to improved financial performance. The study's authors said its results point to the need for internal corporate competition

(incentive contests) that's focused on appropriate outcomes, such as service delivery or quality measures.

Wiper Watch: Industry Gets More Press

A story in January 14th's *Washington Post* reported that EPA's inspector general will investigate the writing of EPA's proposed shop towel rule. The investigation was requested last August by Reps. Rosa DeLauro (D-CT) and Henry Waxman (D-CA) and Sens. Barbara Boxer (D-CA) and Hillary Clinton (D-NY), who charged the rulemaking process unfairly benefited our industry by providing us with extensive access to EPA decision-makers while other stakeholders (unions, environmentalists, competitor industries) were neglected. In a letter to the lawmakers in September, acting Assistant EPA Administrator Thomas Dunne defended the rulemaking as fair and open. The investigation is expected to take about seven months. As in past articles, Post Staff Writer James Grimaldi again attempted to link EPA's rulemaking process with Cintas Chairman Dick Farmer's Republican campaign contributions. The article is available at <http://www.washingtonpost.com/wp-dyn/articles/A7782-2005Jan13.html>. Registration is free and required for access

From American Laundry News...

Gas fire injures three in Virginia

Three people were burned in a gas fire at **Healthcare Textile Services**, Manassas, Va., on Monday. The three were working on a broken dryer when gas supplied to the machine somehow came into contact with two working dryers, causing an explosion and fire. The company is working to maintain its laundry service to some 20 Washington, D.C.-area hospitals following the accident.

Members' Corner

Best Manufacturing Group LLC announced that it has acquired the Image Apparel direct sale business of American Uniform Company in an equity buyout. This acquisition helps Best to further broaden its customer base to new market segments. The philosophy behind Best's Image Apparel program is to design and manufacture signature garments and coordinated accessories that boost images with their distinctive appearance and unrivaled performance.

Best Manufacturing Group LLC announces Debbie Seife as Vice President of Marketing. Seife is in the process of creating a world class marketing effort that positions Best as a supportive business partner with its customers. Seife joined in 2002 and has shown great leadership and initiative in building a progressive marketing thrust for

the company. Seife works daily with all of the Best divisions and sales departments, aligning their goals and needs with the company's mission for supporting their customers.

If you would like to learn more, please contact Best Manufacturing directly. To have your company featured in the next issue, please send your information to the NELA office by mail or email. Add us to your list for any press releases!

Has your company celebrated an anniversary? Has one of your employees been married or had a baby? Please share this with us and we will feature it in the next issue. Please send the information to the NELA office by mail or email.

Scenes from the Fall Conference - Boston/Cambridge



Fenway Park



At Fenway, Bob Brett, Larry Rappaport, Ernie Kassoff, Kevin Keyes, John Russo, Peter Villari, Kat Harless and Penny Russo



David McHugh and Rick Lucchesi



Betsy & Chuck Dow



John and Penny Russo

NELA
27th Annual Meeting
and Fall Conference

1. Teresa Quinlan	26. Tom Sagan	51. Bob Brown	76.
2. Sylvia Bostick	27. Allen Kleiman	52.	77. David DeWitt
3. Peter Villari	28. Tom Kleiman	53.	78. Bob...
4. Frederick...	29. Jeff...	54.	79.
5. Mike...	30. Sylvia Bostick	55. Fred...	80.
6. Anne...	31. Terry...	56. Susan...	81. Frank...
7. Carolyn...	32. Roger...	57. Tom...	82. Joe...
8. Penny...	33. Dan...	58.	83.
9. John...	34.	59.	84.
10. John...	35. Gary...	60. Fred...	85. Tom...
11. Bob...	36. Tom...	61.	86.
12. Bob...	37. Tom...	62. John...	87. Terry...
13. Bob...	38. Fred...	63.	88.
14. Gordon...	39. Tom...	64.	89.
15. Tom...	40. Bob...	65.	90. Allen...
16. Sylvia...	41.	66. Tom...	91.
17. Bob...	42.	67. David...	92. Carolyn...
18. Tom...	43. Bill...	68.	93. Tom...
19. Bob...	44. Tom...	69. Fred...	94.
20. Tom...	45.	70. John...	95. Tom...
21. Bob...	46. Tom...	71. Bob...	96. Bob...
22. Mike...	47. Tom...	72. Gary...	97.
23. Tom...	48. Tom...	73.	98.
24. Tom...	49.	74.	99. Thomas...
25. Tom...	50. Bob...	75. Ted...	100. Joe...



Ellen Gilbert, Ted Friedman, Rosa Olivier, and John Bazzano



Camille and Eva Pharis



Leo and Peter Villari



Alan and Patricia Shapiro and Ally Spiliotis



Ryan Brown, Reid Pranka and Larry Rappaport

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