



A Message from the President...

I hope everyone had a nice holiday and is off to a great start in 2010!

I would like to start by thanking all of our members for their support in these tough economic times. Your membership and attendance at events is vital to our organization and I extend my deepest appreciation to all of you. We had a great turnout down on Cape Cod at Ocean Edge Resort. We thank all of our associate members who sponsored the conference. (see page 5).

As some of you may know NELA is celebrating our 100th Anniversary in 2012. It is quite an accomplishment for an association to last this long and we want to celebrate by highlighting our members. We want your stories, memories and photos to showcase in our upcoming issues. We also will be looking back at the industry over the last century and how it has progressed into what it is today.

In this issue is part one of a series focused on Social Media and how it is a tool we can all use both in our personal lives as well as for business purposes. In addition, even if we choose not to participate, it is important to be aware of what may be being said about our companies, employees, vendors or clients.

Thank you again. With continued member support we will thrive for the next 100 years!

Leo P. Villari, Jr.

Social Media- What is it and how can it help your business?

Social Media, the new way to connect both personally and professionally, has taken on a myriad of forms. It is hard enough to keep up with knowing what the media are, let alone all of the different applications. In the next few issues of News from NELA we will be spotlighting a few of the most popular.

This issue we will be focusing on Twitter.

What is Twitter?

According to Wikipedia: Twitter is a free social networking and micro-blogging service that enables its users to send and read other users updates known as tweets. Tweets are text-based posts of up to 140 characters in length which are displayed on the user's profile page and delivered to other users who have subscribed to them (known as followers). Senders can restrict delivery to those in their circle of friends or, by default, allow anyone to access them.

How is Twitter being used?

- By companies (and individuals) to market new or existing products or services.
- By associations at conventions to share ideas learned.
- By individuals, including many celebrities, to share news snippets.
- By the media allowing you to follow most television and news shows via twitter.

Twitter provides a succinct way to share and receive information, especially using your mobile device. There are more than 32 million people using Twitter.

How is the laundry industry using Twitter? Here are some examples:

United Linen in Oklahoma has 979 followers. They have over 3,000 tweets ranging from comments on restaurants to letting customers know how to reach someone when the business is closed. Why would United Linen comment on something other than their own business? It establishes the company as a resource; the comment may be repeated (retweeted) and potential customers may take a look at the United Linen Twitter page which has their contact information and highlights their services with nice graphics.

UNITEDLINEN: Hope everyone has a great weekend. If any of our UL customers need linen service over the weekend, tweet or call 800-259-6808. 7:21 PM Jan 22nd from TweetDeck

UNITEDLINEN: Actually there are many good quotes in this article <http://bit.ly/5sHH4Q> #thedaysof'dowhatitellyou'aregone 1:17 PM Jan 22nd from TweetDeck

Cont. on page 5

IN THIS ISSUE

A Message from the President	1	A Look Back in Time	2	Upcoming Events	4
Social Media- What is it?	1	Call for Submissions.....	2	Fall Conference Sponsors.....	5
Board of Directors.....	2	Survey: Priorities for 2010	3		

2009-2010 Board of Directors

PRESIDENT:

Leo P. Villari, Jr.

President, North Star Rental Systems, Inc.
(617) 623-1200, (617) 623-5625, fax

VICE PRESIDENT:

David R. Desmarais

President, Aladco Linen Services
(413) 743-0505 ext. 222
(413) 743-5552, fax

SECRETARY:

Alan J. Shapiro

President, Delaney Linen Service, Inc.
(617) 926-9126, (617) 926-9726, fax

TREASURER:

James L. O'Hara

President, Falvey Linen & Uniform Supply
(401) 942-8900, (401) 942-4144, fax

DIRECTORS:

Eric Gianci

Vice President, Metropolitan Linen Service
(617) 381-1156, (617) 389-3444, fax

John Joyce

Market Vice President, Angelica Textile Services
(617) 629-4100, (617) 666-2916, fax

Kevin Leonard

Northeast Regional Sales Manager, Fashion Seal Uniforms
(617) 921-7691, (603) 672-8327, fax

Laurence Mase

Regional Sales Manager, Baltic Linen Company, Inc.
(413) 527-4592, (413) 527-8914, fax

Bill Ross

Regional Vice President, UniFirst Corporation
(978) 658-8888, (978) 988-1305, fax

Russell Struble

General Manager, Morgan Services, Inc.
(617) 445-4800, (617) 445-8807, fax

Matt Vacca

Salesman, Tingu Brown & Company
(774) 245-7728, (201) 796-5820, fax

EXECUTIVE DIRECTOR

Linda J. Guild, CAE

(781) 397-8870, (781) 397-8887, fax

*News from NELA is published by NELA
389 Main Street, Suite 202, Malden, MA 02148
781.397.8870, 781.397.8887, fax
nela@guildassoc.com, www.nelaundry.org*

Copyright 2010

A Look Back

Here is an interesting article from the April 1929 Issue of the National Laundry Journal about two local laundry businesses. In this issue is Part 1 of the article which features The Lynn Laundry. Stay tuned for the next issue where we will feature Part 2 of article, the history of The Cambridge Laundry.

Two New England Institutions

Long Career of Laundries in Lynn and Cambridge, Mass. Founder of Both Were Leaders in Organization Affairs

THE Lynn Laundry was the name which Charles R. Blake gave to the concern that he opened up in 1869 in Lynn, Mass. Like all other pioneers in the laundry business, he began in a small way. In fact, so small was the beginning that he began business in the basement of his residence. It grew, and about ten years later he moved it into a building on Union Street. The front part of the room was used as a store for the sale of men's furnishing goods, the rear being used for the laundry.

Even in those early days Mr. Blake manifested a talent for the development of trade and for management. He was the cause, through his suggestions, of the building of various machines and appliances which his practical knowledge of the requirements of laundry work enabled him to see were necessary in order to cope with the demand of the public for better service. He was in close touch with the late W. A. Henrici and some of the machines which were built by Mr. Henrici were first tried out in the Lynn Laundry

Mr. Blake died about the year 1889, and the laundry business was sold to a Mr. O'Connor, of Troy, N. Y., but he did not operate the laundry more than about two years. When it was closed out F. C. Cheever, one of the leading laundryowners of Lynn, bought the name of the laundry, but he never used it.

In 1882, Walter E. Hallowell, now [1929] Secretary of the Boston Laundryowners' Bureau, but who then was a lad, entered the employ of the Lynn Laundry. The early equipment of the laundry consisted of a few old-style washing machines, an extractor, a shirt ironer, a collar ironer, and a collar shaper. The shirt ironer was gas heated, and it stood on two stationary uprights, one on each side. The bosom board was set up on an arm, attached to a shaft on the bottom, so as to move back and forth. Extending from the bottom of the board was an arm which the operator was obliged to straddle. He would arrange the bosom of the shirt over the board, then lift it up and pull it back three or four times. After this was done, the bosom would be ready for the Tyler ironer, of which Mr. Blake had four.

Cont. on page 4

CALL FOR SUBMISSIONS!

Send us your memories, pictures, and stories for the laundry industry and how it has changed. We would love to hear your stories and publish them in the next issue!

Contact us at 781.397.8870 or write:
NELA, 389 Main Street, Suite 202,
Malden, MA 02148, nela@guildassoc.com

Survey: Adding/Replacing Equipment, Building on Quality Staff Are Top Priorities for 2010....

From American Laundry News- Bruce Beggs, Editor

Do you believe in New Year's resolutions? Whether you're a believer in such things or not, a new year gives us all a clean slate — a fresh start. Half of the respondents to *American Laundry News' Wire* survey say they have made resolutions for 2010, and another 27.3% are thinking about it.

So, what is their top laundry priority this year? Adding or replacing equipment and building on quality staff tied in importance, each garnering 21.7% of the responses. Increasing productivity and marketing service to attract more business tied at 17.4% apiece. Creating greater energy savings (8.7%), "other" (8.7%), and improving distribution or route management (4.3%) proved to be less-popular choices.

Their top personal priority for 2010 is a little clearer — 47.8% of respondents say they want to lead a healthier lifestyle.

Spending more time with family, and spending money wisely/saving more each garnered 17.4% of responses; 13% of respondents say they want to plan a special vacation.

The one respondent who selected "other" wants to "Find a new line of work out of laundry."

Many of those who took the *Wire* survey are confident they will accomplish both of their top priorities. Roughly 30% have no doubt they will succeed, and another 43.5% say "there is a good chance." Roughly 22% put their chances at 50-50.

Roughly 61% of respondents reported accomplishing some of their 2009 goals, and another 17.4% reported accomplishing every goal. About 9% say they accomplished one or two goals last year, while 8.7% admitted they accomplished none.

April, 1929

NATIONAL LAUNDRY JOURNAL

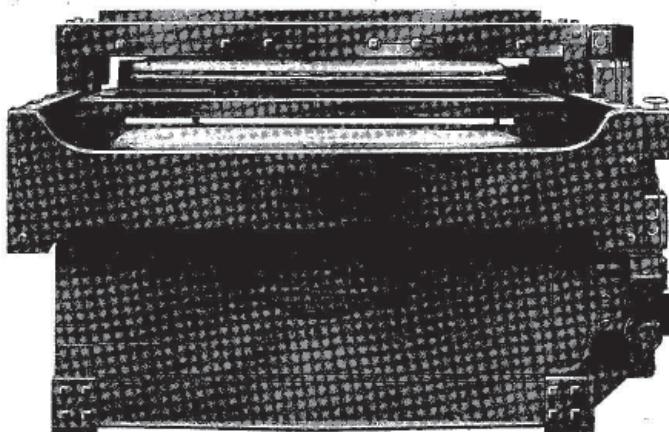
343

Double Production in Half the Space! if this interests you get acquainted with Perfect!

LAUNDRY finishing equipment that doubles production in half the floor space required for any tandem equipment gives you a true picture of PERFECT performance.

All PERFECT machines are automatic and electrically operated. Easy to operate as an electric adding machine. The two-in-one principle speeds output without sacrificing quality. Equally satisfactory operating as complete line or as single units in "mixed" plants.

Alert laundry owners, keen for profits, should investigate the possibilities of this modern finishing equipment. Write us for the facts. A new booklet, "Laundry Profits and Where to Find Them," yours for the asking.



PERFECT MULTIPLE GARMENT PRESS

(Patented August 17, 1926. Patent No. 1596713. Other patents pending.)

Other space-saving, time-saving units include: Perfect Multiple Flat Press (48" x 110"), Multiple Shirt Press, Multiple Cuff, Soft Collar and Neckband Press, Combination Shirt Machine, Press Ironer, Automatic Valve and Individual Bundle Truck Conveyor.

PERFECT LAUNDRY MACHINERY CO.

Manufacturers of a Complete Line of Laundry Finishing Equipment

Office and Salesroom: 242 East Main Street, LOUISVILLE, KENTUCKY

Two New England Laundries

Continued from page 2

The collar machine was of similar construction, except that the board was stationary and the roller was equipped with a ratchet, to make it roll one way and slide the other. In those days all starched work had to show "polish" in order to meet the taste of the wearers. The collar shaper consisted of a rubber roller and three small steel rollers placed over the rubber roller. What was known as the "stand up" collar was very generally worn, and it was quite easy to turn these through the rollers along with the cuffs, which in those days were detachable. The "turn-down" collars also were shaped on this machine, but it required considerable practice to do it well.

The dryroom was a small apartment which was lined with zinc and heated by a stove. The stoves used were sixsided, with shelves which admitted of heating on them the irons for the hand ironers.

Another well known laundryowner, when a young man, was employed in this Lynn Laundry-namely, John N. Kelley, at one time Secretary of Massachusetts Laundryowners' Association. He was a few years older than Mr. Hallowell, and then had charge of an upright boiler. At sundry times these two old friends compared notes respecting their early experiences in the Lynn Laundry. In the years which have elapsed, these two men have witnessed a wonderful development in the laundry industry.

In the next issue... The Cambridge Laundry

HELP CELEBRATE NELA's 100TH ANNIVERSARY IN 2012!



WE HAVE COME A LONG WAY!

*See Old Friends... Meet New Friends!
Share Stories and Memories from Past Events!*



UPCOMING EVENTS

**2010 Spring Seminar
& 16th Annual
Golf Outing-
May 11 & 12, 2010**

**98th Fall Conference &
Annual Meeting
Mount Washington Resort,
Bretton Woods, NH
Sept. 30- Oct. 2, 2010**

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

Social Media

Continued from page 1

UnitedLinen: How a pizza joint became a management mecca <http://bit.ly/56OwT6> Great quote in the fourth paragraph.

myprgenie: New blog post: [UniFirst Growth Draws Praise from Analysts, Investors](http://blog.myprgenie.com/?p=1828) <http://blog.myprgenie.com/?p=1828>

JobHitsUS: Coordinator - Marketing (Web & Trade) job in Tampa, FL at [VF Imagewear](http://bit.ly/8NwwpA) <http://bit.ly/8NwwpA> #coordinator #jobs

What are you missing by not being on Twitter or at least monitoring Twitter? You may miss an unhappy customer 'tweeting' his or her bad experience. You miss an opportunity to highlight a new service you offer or a celebrate a milestone such as a 50th anniversary of the company. You miss reaching a new generation of potential customers. You miss learning about your employees, vendors, and friends.

How do you get started? Go to www.twitter.com and click on sign up now. Create a user account... if your company name is available, use that. Then start to search for key words. Follow nelaundry and see what we're saying about the industry.

News Wanted

Send your news to nela@guil-dassoc.com and we'll tweet about it. Help us to promote your company and the industry!

www.twitter.com/nelaundry

THANK YOU FALL CONFERENCE SPONSORS:

PLATINUM SPONSOR Annual Meeting - Best Textiles

GOLD SPONSOR Pinnacle Textile Services

SILVER RECEPTION SPONSORS Baltic Linen Company, Inc.* Milliken & Company Tingue Brown & Company

SILVER DINNER SPONSORS Hirsch Roberts Weinstein LLP* Regent Apparel

BRONZE CONTEST SPONSORS: Penco Products * Yankee Equipment Systems, Inc.

BRONZE GOLF PRIZE SPONSOR Sycamore Systems

BRONZE GOLF LUNCHEON SPONSORS Ellis Corporation * UWH Industries, LLC

BRONZE PRIZE SPONSORS Calderon Textiles * Diamond Chemical Company

GOLF FLAG SPONSORS Fashion Seal Uniforms ¶ Mountville Mills, Inc. ¶ Norton Supply Package Supply Corporation ¶ UniFirst Corporation ¶ VF Imagewear ¶ Washing Systems, Inc.

PRIZE DONATIONS G.A. Braun ■ Mountville Mills, Inc. ■ Package Supply Corporation ■ Sycamore Systems ■ UWH Industries, LLC

GENERAL CONTRIBUTIONS Baltic Linen Company