

Headlines & More



NEFA and MAC Partner to Host Leadership Summit



NEFA AND MAC ARE JOINING TOGETHER TO HOST AN EDUCATIONAL SUMMIT AT WEDDING GOWN PRESERVATION AND CLEANERS SUPPLY ON JULY 17 & 18, 2025.

The program will include management level workshops, tours of Cleaners Supply and Wedding Gown Preservation, and an optional dinner on Thursday evening July 17th.

Thanks to Wedding Gown Preservation and Cleaners Supply sponsoring the event and supplying the dinner, as well as Breakfast and Lunch on the Friday, the program is FREE to all members.

Dave Coyle, of Maverick Drycleaners, and Jennifer Whitmarsh, of The Route Pros, will be the lead presenters and will be talking to all industry leaders. On the Thursday afternoon, Cleaners Supply will be highlighting the extensive training program they implement for their team members. They will explore training protocols, follow-up and how they oversee the entire sales force.

“This is an incredible opportunity for the industry,” offered Peter Blake, NEFA Executive Vice President, “and we expect it to be extremely popular. We had a similar program about a year ago and the response was amazing. While we have some excellent educational sessions lined up, one of the main draws is the opportunity to tour the two facilities. It is really eye opening to see the procedures they have in place and systems they have implemented. When we toured Wedding Gown Preservation last year they had over 11,000 gowns on premises and attendees were enthralled with the packaging, cleaning process and the overall capabilities.”

SCHEDULE OF EVENTS

The Program officially begins at 4:00 on Thursday July 17th with a tour of Cleaners Supply. After the tour, Cleaners Supply will share their extensive training program implement for their team members. After the presentation, all attendees are invited to dinner.

North East Fabricare Association
www.nefabricare.com

MARCH/APRIL, 2025

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EXECUTIVE DIRECTOR'S MESSAGE...

Preparing for Uncertainty

WE LIVE IN UNCERTAIN TIMES, AND I KNOW IT IS HARD TO DO BUSINESS WHEN YOU DON'T KNOW WHAT IS BEYOND THE HORIZON. DEALING WITH ON AGAIN/OFF AGAIN TARIFF WARS, AN ECONOMY THAT IS UNSETTLED AT BEST, AND A STOCK MARKET THAT HAS MORE TWISTS-TURNS-RISES-FALLS THAN A ROLLER COASTER AT UNIVERSAL CAN LEAD US ALL TO DESPAIR.



*Peter Blake,
NEFA Executive Director*

I wish I had the easy answer for you and could predict where things will end up, but I don't. I do know, however, now is the time to focus your energy on the things you can control, and to garner as much information as you can and rely on the people that will help you through times like this.

PRICING STRATEGIES

Have you looked at your process? I remember something Don Fawcett of Dependable Cleaners said to me a long time ago: "We don't want to go out of business because we didn't charge enough". While it is easy to assume he was talking about his own business, but he wasn't. He was talking about business in general including DLI, Joint Affiliates, Suppliers, Equipment Manufacturers, and on down the line.

Companies need to evaluate their costs, evaluate their business profitability and develop a well constructed pricing strategy. There is no one size fits all because each business has a unique dynamic and set of circumstances. The basic philosophy runs true -- you need to take in more than you are expending to deliver whatever your companies product or service is. Too often small businesses get caught up in what the other companies in the area charge. The "I am not the most expensive, but certainly not the cheapest -- I want to be in the middle" pricing strategy is dangerous. You need to know how to look at your business, your costs, and then develop a strategy to help you accomplish that.

You need to know your specific costs, and adjust accordingly. Information is the key to success. We can help. We have the most extensive library of webinars, classes, and printed information on drycleaning in the world at your disposal: DLIOnline.org.

COST CUTTING MEASURES

Everyone's gut reaction to uncertainty is to cut costs whenever you can. This can be very dangerous when done incorrectly. More important than cost certainty is supply chain dependability. It does you no good to save a nickle a hanger if you aren't confident you will be able to get hangers when you need them. We saw this during the pandemic. Supplies can get scarce, and when they do -- companies have to take care of the people that they have a loyal relationship with.

Supplies will be going up. Hopefully only in the short term -- but they will be effected by the tariffs, shipping costs, and higher cost for source materials like steel. When you have a good relationship with your vendors, they will always be able to take care of you and be supportive. Distributors are your lifeblood. Without supplies you can't operate. Cost is a factor -- but you need to make sure dependability and supply is placed higher. know the industry, they see what is happening in the area and they can help you better understand the landscape.

Continued on page 4

DLI Invests in New Social Media Campaign

**5 THINGS YOU
DIDN'T KNOW
YOU COULD
TAKE TO THE
CLEANERS**

DLI IS LAUNCHING A SOCIAL MEDIA INITIATIVE AIMED AT AMPLIFYING THE VOICE OF PROFESSIONAL GARMENT CARE BUSINESSES.

The organization says that this grass roots campaign, inspired by the iconic "Got Milk?" Strategy, invites all dry cleaners to join forces in educating consumers and promoting the value of professional garment care

through engaging social media posts designed to resonate with customers and build industry awareness.

"During my travels to trade shows and association board meetings, as well as while promoting the benefits of DLI membership, one request consistently emerged: a 'Got Milk?'-Style campaign for the drycleaning industry," says Kyle Nesbit, DLI president and owner of Tide Cleaners in the Houston area. "In the past, a campaign like this wasn't economically feasible, but today with

social media, we believe we have a channel to finally deliver on this ask."

To accomplish this mission and build a campaign, DLI has formed a Social Media Action Committee comprised of DLI leadership plus members from several markets around the U.S. An outside strategic social media consulting company developed the program over several months.

"Social media isn't just about posting — it's about connection, influence and impact," says Rechelle Balanzat, DLI Social Media Action Committee member and owner of Juliette in New York City. "A cohesive communication strategy like this has never been done before in our industry, and we're excited to start building real connections with the public."

HOW YOU CAN HELP

The effectiveness of the program will rely on grass roots effort to like, share, and comment on the social media posts unveiled on DLI's Social Media Platforms like Facebook, Instagram, and Linked In. In order to track the effectiveness it is critical that the original posts on DLI's pages are the ones being interacted with.

If you have any questions or want to learn more about the effort, contact Peter Blake: 617-791-0128/peter@nefabricare.com.

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Dealing with Uncertainty

Continued from page 2

There is an added benefit to using companies who have a sales force that goes into your plant and knows your specific business. They can be a great source of information. They know the industry and they see what is happening in the area. Their insight can be invaluable. The quicker you get information, the faster you can make changes and pivot if necessary. These companies are a resource and you need to take advantage of that added benefit.

When looking at your supply costs you resist the temptation to look at just individual line items and look at the entire picture. While costs on individual items may be slightly higher at times, when you look at the entirety, you will see stability and resource dependability. Like you, suppliers will also need to raise their prices to overcome challenges.

These companies also support your business in many other ways. Supporting DLI and Joint Affiliates like MAC enable us to represent the industry and develop better programs and services. There is a cost to the companies for that support, but the benefit to you is critical. We urge you to think about that and to look at the companies that continually support your industry.

INFORMATION GATHERING

Information is key. The more you have, the better prepared you will be for whatever comes your way. You have a tremendous

resource in DLI and MAC. We have the most up-to-date information in the industry. We are continually developing new and innovative ways to help you navigate your business. One of the key programs is our weekly Peer-to-Peer calls. I know you have heard about them, and some of you probably promise yourself to join in -- but never seem to get there. I am here to tell you **YOU ARE MISSING OUT!** It doesn't matter if you just listen in on the calls while you work -- or become fully engaged in sharing, these calls can help you strengthen your business.

They are designed as an open forum to discuss all things dry-cleaning, and we have about 50 people from around the country each and every week. They are not the same people, but there is a great cross section of our membership: large, small, experienced and new. We get all kinds of members joining together for one purpose, understanding. Understanding how things can be done. Understanding what others are doing. Understanding how we can all get better. Above all there is a desire to help us all succeed.

One of the key concepts is "High Tide Raises All Boats" and this peer to peer call does just that.

Peter Blake

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NEFA and MAC Host Leadership Summit

Continued from page 2

On Friday, July 18th the program begins at 8:00 with a complementary breakfast and networking opportunity. Then Jennifer Whitmarsh will host "Defining and Developing a Leader in Today's World". Leadership training is often overlooked, but is an essential part of building an effective team. Using her experience as a team leader, business owner, and consultant, Jennifer will explore proven strategies to develop your leadership skills.

After a short break, Dave Coyle of Maverick Drycleaners will present: Delight Your Clients - The Art of Exceeding Expectations. Competition is fierce in the marketplace, and you need to differentiate yourself from the rest of the industry. Developing the Customer Experience Excellence is critical to retaining your customers and opening the door for potential customers. Dave is a well known spokesperson for the industry, a marketing expert, and has built a very successful business of his own. This is a tremendous opportunity to learn from the best.

Following Dave Coyle's presentation, lunch will be provided and then attendees will tour Wedding Gown Preservation. The program will end by 3:00 PM.

The workshop is geared towards owners, managers, and key per-

sonnel. Dave Coyle and Jennifer Whitmarsh are both exceptional speakers and this is a unique opportunity to hear from the best -- and tour two of the most progressive suppliers in the region. Don't miss out.

OVERNIGHT ACCOMMODATIONS

For those needing accommodations, we have secured a number of rooms at Traditions Hotel and Spa in Johnson City, NY. Attendees are eligible for a special rate of \$159/night.

We expect this program to be very popular, and rooms could sell out. Please call the hotel at (607) 797-2381 or visit them at traditionshotelandspa.com. Mention you are with Wedding Gown Preservation and ask for the preferred rate.

TO REGISTER

If you struggle to find leaders in your organization, or find yourself repeating the same direction and yet not getting the leadership you need: This Program is For You.

To register, visit www.macassociation.org or contact Peter Blake at the NEFA Office: 617-91-0128/peter@nefabricare.com.

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2025 Clean Show Registration Now Open



REGISTRATION FOR THE 2025 EDITION OF THE CLEAN SHOW IS OPEN. THE EXPOSITION WILL TAKE PLACE AT THE ORANGE COUNTY CONVENTION CENTER IN ORLANDO, FL FROM AUGUST 23 – 26, 2025.

This event attracts a concentration of laundry and dry cleaning professionals looking for solutions to enhance efficiency, sustainability, and profitability. Bringing together thousands of industry professionals from around the world, The Clean Show provides opportunities to explore the latest products, see live equipment demonstrations, network, and learn.

HOW TO REGISTER

If you're a DLI member you can register through the DLI website. Start by logging in to www.dlionline.org and click on the "News and Events" tab. Scroll down to the registration section to ensure you get your DLI member discount, all costs listed below:

- Member Early Bird (until 7/19/25): \$120.00
- Member Advanced (until 8/16/25) \$156.00
- Member Onsite (8/17/25) \$200.00
- Non-Member Early Bird (until 7/19/25): \$130.00
- Non-Member Advanced (until 8/16/25): \$170.00
- Non-Member Onsite (8/17/25): \$200.00

DLI EVENTS & LEARNING OPPORTUNITIES

Saturday, August 23

8:00 am – 8:45 am: Beyond the Hanger: Marketing Strategies to Strengthen Your Business

In today's competitive market, simply offering great service isn't enough—you need strategic marketing to stand out. This session will explore innovative ways to attract new customers, retain loyal ones, and build a brand that sets your business apart. Discover practical techniques to increase visibility and drive growth.

9:00 am – 9:45 am: The Client Journey

Learn the tools and tactics to surprise and delight your clients using marketing channels that aren't congested. Spot pain points and identify opportunities for magic moments as you build a team that always puts your clients front and center.

5:30 pm – 7:00 pm: DLI & TCATA Members Only Reception

Join us for a delightful evening of networking at our member reception! This is a fantastic opportunity to connect with fellow members, share ideas, and forge new friendships in a relaxed and engaging atmosphere. Enjoy delicious refreshments and lively conversations as we celebrate our growing community.

Sunday, August 24

9:00 am – 9:45 am: Seven Things You Should Be Doing with AI

Discover how artificial intelligence (AI) can transform the way you manage and grow your cleaning business. This seminar will explore practical AI applications, from streamlining operations and improving customer service to enhancing marketing strategies and optimizing inventory management. Learn how AI tools can save time, reduce costs, and boost profitability while staying ahead in an evolving industry. Whether you're new to AI or looking to deepen your understanding, this session will provide actionable insights tailored for the drycleaning industry.

Monday, August 25

9:00 am – 9:45 am: Cleaning for a Cause: Community Impact and Business Growth

Discover how giving back can make a big difference for both your community and your business. This engaging panel will feature drycleaning business operators who will share how they participate in charitable causes to help those in need. Learn how these efforts not only create a positive impact but also provide valuable exposure and strengthen their business's reputation.



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Our next installment of the series is May 1, at 1:00 EST and will focus on Shirt Finishing Equipment maintenance and will be led by Bill Kahan from Unipress. Key concepts include preventative maintenance, troubleshooting, pad replacement, and routine maintenance. Save one service call – and it could pay for your entire membership!

Contact us



617-791-0128



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[CLICK HERE FOR UPDATES](#)

For 15 years, the hallmark of NEFA's ProfitFest has been new speakers exploring the most important topics in the industry and 2025 won't disappoint. Blending education sessions, networking, and allied trade exhibits together for a weekend-long educational event, ProfitFest will help attendees prepare for the new opportunities facing our industry. ProfitFest will provide you the tools and knowledge needed to succeed and prosper through the new challenges that lie ahead.





Jim Groshans, Sales Manager for Unipress Corp. redeems Rhonda Eysel's DLI Membership Voucher for a \$200 Freight Credit off her purchase of a new Unipress Steam Cabinet. Rhonda owns Master Kleen Dry Cleaners in Columbus, Georgia.

"We love how our new Unipress Steam Cabinet helps us save on labor costs. DLI Membership is a tremendous asset. We love DLI and will always be a member!"

Rhonda Eysel, CEO
Master Kleen Dry Cleaners
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