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### **To Secure Our Future, NELA is Evolving**

*"It is not the strongest that survives, nor the most intelligent; it is the one that is most adaptable to change." - Charles Darwin*

For those of you who were fortunate to attend our spring meeting in Worcester back in May you know that there are significant positive changes taking place within our Association. Like all of our operator and associate companies, NELA can- and must - adapt in order to survive and continue to provide value to its members. I am extremely pleased to report that based on the strong attendance and the overall embracing of the changes observed at our spring meeting that the Future is bright for our Association. One of the first changes you will recognize is that we have a new logo and tag line. This was an important first step towards communicating that we are in fact an Active, Vibrant association that is committed to supporting the needs of our members. It will also be the foundation from which we will be building our new interactive website soon to be released.

The second change you might notice is that you are receiving the first of what will be our monthly newsletter. No longer will you be hearing from NELA merely to announce our Spring and Fall events. The goal of the newsletter will be to keep you better informed of not only association business, but to provide a platform to identify industry issues and concerns as well as member news releases. We encourage all of you to use and contribute to the new monthly publication; we truly want to hear from you!

Lastly, we formed a Membership Team to develop a legitimate list of candidates who we will be inviting to join our ranks. The Team, along with all of our help, will be charged with educating these operators of the values our Association has to offer. They need to be made aware, as we as current members already recognize that NELA is an asset. An investment of their time and effort to attend our functions will be rewarded many times over. And by actively participating with fellow industry leaders they can achieve more than they could on their own. Finally, we must break the competitive barriers that sometimes divide us so that we can work together toward the overall wellbeing of our industry here in the Northeast.

On behalf of the entire Board of Directors and our new friends Ron and Suzette Evans, I

would like to thank you all for your continued support and participation. Together we will make NELA better than it's ever been! Sherry and I are looking forward to seeing all you in Newport on October 9th thru 11th!

Sincerely,  
David R. Desmarais  
President

## **A Message from your NELA Executive Director**

Everyone knows the anxiety one feels when taking on any new venture. Whether it is a new job, becoming a new parent, or even applying a new skill for the first time, concern of the unknown can make anyone a little nervous. Suzette and I were both more than a little anxious attending our first meeting since taking over the management of the Northeast Laundry Association. There was so much we did not know about the traditions, guidelines, structure and organizational requirements of your association. But as each hour passed and each agenda item was completed, we felt not only less nervous, but more appreciative of the support we received from the Board of Directors as well as all the NELA members. We personally want to thank everyone for the cooperation and encouragement given to us at that meeting.

Now that the initial "getting to know one another" period is over, it is with great enthusiasm and confidence that we look forward to the direction and focus you have instructed us to follow. Our mission is to **add value, grow the membership, and provide a superior regional network of communication** that makes each and every member more successful. Following the mantra that no business wants to belong to any association that does not improve their company, we will design each meeting with that specific purpose in mind.

We will address the value added proposition immediately. At the Annual Meeting & Fall Conference to be held October 9-11, 2015 in Newport, RI, we will have two speakers that will deliver excellent industry specific information: **Andrew Steiner, AmeriPride VP of Marketing & Customer Relations**, will deliver a segment on "Caring for and Keeping Customers" which will focus on maintaining your current business. Every customer cycle depends on an agreement, so it is imperative we understand the importance of retention and customer management. This customer service session will benefit every operator in attendance, as well as our valued associate suppliers. **Jim Buchbinder, VP of Operations for Economy Linen**, will educate attendees on how to obtain free grant money from sources at the federal, state and local levels. Jim has been directly involved in saving his company thousands of dollars by obtaining these grants. He will explain how to navigate the path to bottom line profits and how to find access to the millions of dollars available through various grant funds. This is value-driven information in its most true form...obtaining free money that you do not have to pay back to anyone, obtained from money you will be spending on improvements or new projects in your future.

Future programs will include additional dynamic speakers, problem solving breakout sessions, updated and relevant industry issues, as well as related responses to your survey requests. All of you will be involved with future meeting content.

The push for Membership has begun; the new Membership Committee is headed by Vice President Eric Gianci, and includes members Leo Villari, Bob Boyea and George Spilios. They already have several new operator members on the verge of joining or rejoining our association. We have expanded our geographic boundaries to include New York State and the southern tier of Canada. We have upgraded and cleaned our target list of potential operator members and are

now preparing for a new e-mail and phone campaign directed toward new members starting this month. Our target goal is to have ten new operators attend the fall convention. We will update you on all new members or new potential members who have committed to attend our convention as guests. We know our valued associate suppliers want more operator members in our association, so we will take every step possible to achieve that goal.

To give credence to increasing our contributions to every member's success, we are taken several exciting steps. First, we have updated the NELA logo with a distinctive new image. We are also completely redesigning the NELA website to make it more informative, easier to navigate, and attractive. The website will be the source for all NELA information, including member directory, registration and membership forms, calendar, newsletters, and associate supplier updates and website links. Also we will be publishing a monthly newsletter to provide more professional exposure. This newsletter will include articles solicited from our operator and associate members as well as other industry experts. We will also be sending this newsletter to all potential members on our target list to reinforce our name, value and benefits of becoming a member. Finally, a member survey program will solicit recommendations and suggestions for improvement the management of the association. This will provide a means for every member to become more actively involved in NELA's goals and objectives.

So, with your direction, your support and your commitment to reignite the NELA membership into the finest regional association in our industry, we look forward to building upon the foundation we have started. ***NELA: Growth, Value and Success. Focus, Fun and Fellowship. All aligned with today's operator needs and mindsets.***

Thank you for this opportunity,  
Ron Evans,  
Executive Director

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## 103<sup>rd</sup> Annual Meeting & Fall Conference

Friday October 9 - Sunday October 11, 2015  
Newport Marriott, Newport, RI

**Registration is Open!**

[Download Brochure](#)

[Download Registration Form](#)

[Download Sponsorship Opportunities](#)



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## New Associate Members



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## Supplier News

### Tingue, Brown & Co. Announces Promotion, New

#### Canada Office

**Tingue, Brown & Co.** has named Ty Acton Vice-President Sales of its laundry divisions worldwide. Promoted to the new position after driving nearly ten consecutive years of sharp growth in sales and in share of market as national sales manager for the family-owned company, Acton will spearhead the organization's global sales efforts for both Tingue, Brown & Co. and its Talley Machinery laundry parts and equipment division. Acton earned the promotion for his overall performance and leadership in developing a team of knowledgeable, hard-working salespeople who understand the importance of integrity, expertise and personal service, according to David Tingue, fourth-generation CEO of the company founded in 1902. **Tingue, Brown & Co.**, is also pleased to announce the opening of Tingue Canada, headquartered in Orillia, Ontario. The company offers shipping within 24 hours on a full line of laundry textiles and supplies from stock including flatwork ironer pads, covers, belts, aprons and guide tapes and a wide range of cleaning, waxing, and lubricating products. Tingue Canada eliminates the delays associated with clearing customs and other costs incurred when shipping internationally. Now, orders from Ontario are to arrive within 24-48 hours from receipt while orders from as far as British Columbia are to arrive within three to four days, saving up to several weeks in transit while also allowing the timely delivery of guaranteed, overnight shipments. [Read more](#)



### MODRoto offers Product Flash Drive

**MODRoto** is offering pre-loaded flash drives that hold product information sheets for their laundry carts, utility trucks and containers. It also includes information on their Compliance Caddy, the mobile shop towel container that enables laundries to comply with EPA and DOT rules for storing and transporting reusable and disposable solvent-contaminated wipes, and for the company's 72ERgonomic, the bulk laundry cart with a spring-loaded platform for improved worker safety. To request your flash drive email [questions@modroto.com](mailto:questions@modroto.com) with your name, company and mailing address.



### Gurtler Announces ISO Certification

**Gurtler Industries** announces that their Quality Management System (QMS) was officially recognized as ISO 9001:2008 Certified in March, 2015. Greg Gurtler, president of Gurtler Industries said, "Being ISO certified is a major milestone in Gurtler's commitment to quality. My father established our laundry

chemical business over 40 years ago with an overriding philosophy that the Gurtler name would stand for top quality laundry chemicals and service. And this certification demonstrates our continued adherence to that philosophy." [Read more](#)



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## Invite a Friend or Colleague to Join NELA!

If you know of a potential operator or supplier member please provide them with a NELA application. [Download Application for NELA Membership](#)

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## Introducing your NELA Team

**Suzette Evans** experienced a 20+ year career in accounting, process improvement and project management for two international textile manufacturing companies. With an MBA and years of experience in the textile industry, she switched careers in 2007 and joined her husband Ron Evans in managing the Independent Textile Rental Association, and most recently, the Northeast Laundry Association. In her leisure time, Suzette enjoys hiking, golf, friends, family (including grandchildren) and traveling.

**Shaina Coggin** is a native of Hogansville, GA and has lived in LaGrange, GA since 2014. In 2011, Shaina began working as an office manager for a privately owned trucking company. She joined RJ Evans & Associates in early 2015 and assists with Membership and Member Relations for both NELA and ITRA. Shaina volunteers with Relay for Life and is passionate about raising awareness for childhood cancer as well as breast cancer. She also volunteers with the Special Olympics.

**Jocelyn Scott** has over 15 years of textile service industry experience on the supplier side. She has worked with R.J. Evans for the last six years assisting with conferences, presentations, newsletters, and other marketing projects. Jocelyn enjoys traveling, photography and spending recreational time with her husband and two teenaged daughters.