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NELA Presents the 2016 Board of Directors

President David Desmarais inducted the 2016 Board of Directors during the Annual Meeting and Fall Conference. He thanked the Board members for their work over the last year, and encouraged all members to stay involved with the association by recruiting new members, submitting information for the newsletter, and joining a committee.

President:

David Desmarais, Aladco Linen Services

Vice President:

Eric Gianci, Metropolitan Linen

Secretary:

Leo P. Villari, Jr., North Star Rental Systems, Inc.

Treasurer:

Ken DeDominici, Churchill Linen Service

Directors:

James O'Hara, Falvey Linen & Uniform Supply

Cesar Martinez, AmeriPride Services

Mike Benik, People's Linen Service

Bob Boyea, Gurtler Industries

Jerry Kowalczyk, Calderon Textiles

Laurence Mase, BLC Textiles, Inc.

Bill Ross, UniFirst Corporation

George Spilios, Crown Uniform

Chris Norton, ADI American Dawn, Inc.



James O'Hara, Falvey Linen & Uniform Company, received the Officer's Award for his years of service as Treasurer.



David Hassen, Milliken & Company, was awarded the Director's Award for his years of service on the Board.

Conference Speaker Highlights

Attendees at our **103rd Annual Meeting & Fall Conference** in Newport, Rhode Island, enjoyed beautiful weather, great extracurricular activities, excellent fellowship and an outstanding Educational Program. Thank you to those who were there, and for those who were not, we really missed you!



Andrew Steiner, a fourth generation family-owner of AmeriPride Services, shared details of his company's Customer Retention/Renewal Program. He detailed the importance that AmeriPride places on maintaining and understanding the Life Time Value of their customers. It was a lesson to be learned and appreciated by both our operator members and associate suppliers. Andrew repeatedly emphasized the economics of maintaining and renewing current customer agreements as opposed to the cost of obtaining new customers. He presented empirical evidence on the value of investing resources to increase customer satisfaction ratings, improve customer communications, and obtain personal feedback to plan future account management. Excellent message, excellent presentation, excellent "take home" information.

Andrew Steiner, VP of Marketing and Customer Relations, AmeriPride Services & Jim Buchbinder, VP of Hospital Services, Economy Linen

Jim Buchbinder gave valuable and applicable information that again, could be used by both our Associate Suppliers as well as our Operator members. Anyone with a building and equipment who will have need for any capital improvements in the future came away understanding how the importance of obtaining FREE grant money that is available from sources ranging from the Federal, State and Community levels. Posting website information on where to find and navigate this bottom line opportunity, Jim shared his own personal experience in acquiring over \$500,000.00 in free grant money for his company, Most importantly, Jim showed our attendees how to exploit this wonderful opportunity to reduce debt while investing in their future. Excellent message, excellent presentation, excellent "Take Home" information.

Again, if you judge a speaker's content on how many people come up to talk to them after a presentation, our Presenters had people waiting in line. It is what the "New" NELA has pledged to provide its members. Value, Fellowship, Information exchange, Business discussions, and Fun. Boring is not an option. In Newport, we had it all!

Christopher "Chip" Spilios Memorial Fund

During Saturday night's banquet, President David Desmarais and Golf Tournament Co-Chairman Laurie Mase presented George Spilios with a check for \$4,000. (NELA donated \$2,000 and \$2,000 was given by an anonymous doner.) The money will be donated to the Pulmonary Fibrosis Research Fund which was founded by Christopher "Chip" Spilios. The fund supports pulmonary fibrosis research at Brigham and Women's Hospital. On Friday forty golfers participated in the 1st Annual Christopher "Chip" Spilios Golf

Tournament at Newport National Golf Club. Tournament winners were Michael Chapman: Clean Uniforms and More, Andre Blanc: Softrol, Chuck Dugan: Ecolab, and Kevin Leonard: Fashion Seal Healthcare. To learn more about the Pulmonary Fibrosis Research Fund visit the [web site](#).



Annual Meeting & Fall Conference Highlights



This year's **Annual Meeting & Fall Conference** had activities that everyone could enjoy: Golf at Newport National, a visit to the Breakers Mansion, and a relaxing sail on the Adirondack II. And of course NELA's business meetings, dinners and receptions were perfect opportunities for attendees to network and socialize. This year's convention definitely created lasting memories. To view more photos from the convention, [click here](#).

Seay Management Report

Devising A Policy On Devices: We live in a digitally connected world of laptops, Wi-Fi, iPads, smart phones and smart watches, which is very different from a few short years ago. The Digital Revolution is moving forward at warp speed. Millennials and the younger generations, in particular, don't know what it's like to write things down on a piece of paper (you know the definition of "younger" ... "younger than me"). [Read more](#).

Welcome New Supplier Member:

Spector Textile Products

www.spectortextile.com

10 Embankment St

PO Box 315

Lawrence, MA 01842

Phone: 978-688-3501

Toll Free: 800-533-3501

Fax: 978-687-4321

Contacts:

Howard Spector, President

Spector Textile Products is a primary source for manufactured textile



products and they have served industrial accounts for more than 70 years. The company's diverse product line includes industrial grade truck covers, laundry bags, and paper products for small offices. A family owned and operated business, Spector has the right product at the right price, ready for immediate delivery from their 50,000 s/f foot manufacturing facility in Lawrence, MA.

Email: hspector@spectortextile.com

Howard Flagler, VP Sales

Email: hflagler@spectortextile.com

Starco Chemical Hires New Rep

Starco Chemical of East Rutherford New Jersey, a division of Diamond Chemical Company, Inc., is pleased to announce the addition of Ronald Manfredo as Regional Sales Manager. Ron graduated from Rochester Institute of Technology with a Master of Science Degree in Service Management. Ron has fifteen years' experience in key account management. He is an energetic, self-motivated sales professional whose areas of expertise include corporate, institutional, educational and independent business accounts. Starco Chemical is a leading supplier, developer, and manufacturer of specialty chemical products and systems that meet the changing needs of today's environment. For further information call 1-800-OK-4-SOAP.



Ecolab: Solutions for Reducing Water Use

Every drop counts: Population growth, urbanization and a growing middle class have increased demand for more food, goods and services, placing unprecedented strain on the world's limited fresh water supply. The World Bank predicts that by 2025, water demand will exceed supply by 50 percent. According to the Aquaduct Water Risk Atlas, severe water scarcity is already a problem across the United States. Forty out of fifty states have at least one region that is expected to face some form of water shortage within the next ten years.¹ The ongoing drought in California has led to a water reduction mandate. On April 1, 2015, California Governor Jerry Brown, issued an executive order directing the state's Water Resources Control Board to reduce statewide water use by 25 percent. Ecolab Textile Care has developed the attached article for reference in the commercial laundry industry. [Read more.](#)



G. A. Braun Announces Expansion

G. A. Braun, Inc., announces the expansion of their domestic production facility in Syracuse, NY. Six years ago the company consolidated their domestic operations with a state-of-the-art manufacturing facility. Over the course of the next 12 months G. A. Braun will be adding an additional 101,000 square feet of production space to this existing facility. This space will be used to support their business, new product development initiatives, diversification pursuits domestically and internationally, and expansion of their core capabilities. It is their desire that this expansion will positively impact the region and the laundry industry.



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](#)

