

Hi, just a reminder that you're receiving this email because you have expressed an interest in NorthEast Laundry Association. Don't forget to add [nela@rjevansassociates.com](mailto:nela@rjevansassociates.com) to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.



## September 2015 Newsletter

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

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

Register by Thursday, September 24!

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### The Secret of NELA

I am often asked by members of our association on how we can demonstrate to potential new NELA members the values of being part of our association, and on how do we communicate that our annual meetings are not simply a golf and social event.

Although there are many values associated to a membership in NELA, my response to these queries is that yes, indeed, several of our annual meeting events revolve around a social event, whether it be our annual golf tournament or the banquet on Saturday evening. Now as anyone who has observed my performance on the golf course knows, I am no golfer. However, I would never want to miss the opportunity to spend time on the course with my colleagues because I know the "Secret." You see, the lessons I have learned over the past 36 years while "socializing" at industry events are far too numerous to remember. However, I can certainly point to just a couple of those ideas which we were able to implement at our operation that produced savings and or revenues generous enough to more than pay for all of our NELA dues and registrations for the next 30 years. In fact, I am quite certain that the cumulative value of those few best ideas has and will continue to pay for retirement for Sherry and myself.

So please help spread the "secret" to potential new members. Ask them to join NELA today and register for our upcoming Annual Meeting in Newport on October 9-11. In addition to the fine social events we have planned, there is a great line up of speakers, along with several informational activities as well. Just maybe a new member will return home with an idea that will secure their retirement as well!

And, oh by the way, they just might make a new friend or two in the process!

Looking forward to seeing you in Newport this October.

David R. Desmarais,  
President

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## Letter from the Executive Director

Greetings NELA Members:

I hope this message find all of you coming off a very relaxing and worthwhile summer. I just wanted to remind everyone to keep up their efforts to recruit new Operator Members into our Association. In any conversations you have with other Textile Rental Operators, please make sure you tell them you are attending our 103rd Annual Meeting and Fall Conference, October 9-11. Tell them about the excellent educational programs, the beautiful location of Newport, RI, the exciting activities like sailing and golf, and the meaningful interactions that take place during meetings, dinners, and cocktail hours. Tell them about the speakers and their industry-specific content, the opportunity to interact with our Associate Supplier Members during the Cracker Barrel Session and Table Top Exhibits, and the experience that can only come with meeting and knowing other Textile Rental Operators within our industry. Tell them what they will miss by not attending our Conference. If you know them well enough to talk to them, then you will also enjoy having them sit next you at dinner or in a meeting!

Just ask Potential Operator Members to "Give Us a Taste;" NELA wants to get to know them as well! To help entice Potential Operator Members to join us at this year's Annual Conference, the Membership Committee has voted to offer three exciting incentives: (1) We will extend the Early Bird registration and waive the \$50.00 late fee for registering up until the start of the Fall Conference. (2) Spouses of Potential New Operator Members can attend at no charge; we will waive their registration fee. (3) We will personally call any Potential New Operator Member and take their registration over the phone. They will not have to fill out the forms themselves; we will

do it for them. These are exciting incentives, and this shows how serious we are in growing our Membership. Let's all act as a team and build upon the strengths we can provide any New Operator Member. We are a Value to the Industry and an Added Value for any Operator in the Northeast U.S.

Sincerely,

Ron Evans  
Executive Director

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## Traveler Alert for 2016

This may not be official NELA business, but we wanted to warn our members of some changes that are taking place. If you have a Louisiana, Minnesota, New Hampshire or New York driver's license you'll need a second form of ID to get past TSA as soon as the start of 2016. The majority of existing U.S. driver's licenses met the Real ID Act for commercial flights, but driver's licenses from the four aforementioned states do not. If you live in one of these states be prepared to show a second form of identification, such as a passport. These remaining states should meet compliance sometime in 2016. [Read more.](#)

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## Supplier News

### Wet Tech Announces New Product

Designed for the Hospitality/Healthcare Industry, Wet Tech's new product attacks medical odors, allergens, mold & mildew, pet odors, dust, chemical gases, bacteria, cooking odors and more. It is not necessary that you even smell the sweet Characteristic Ozone Odor (which is similar to Fresh Country Air after a Thunderstorm) for it to be effective. While pleasant to most people, even the odor of Roses can be objectionable when in excess and may cause discomfort. Adjust the ozone control for an allotted time (start at one hour) in the area to be treated. After that time check for a slight odor throughout the room. Adjust the time until you reach that point of slight odor. When properly adjusted, you should neither smell ozone or the odors you intended to eliminate.



### Package Supply Corp Announces New Hire

Jack Jones has joined Package Supply Corp. (Avon MA) as a territory sales representative in eastern Massachusetts. Package Supply is a leading distributor of chemical, packaging and other supplies to laundries throughout New England. Jack joined Package Supply after a successful sales career in the food service industry in the Boston area. He is also a Front Office Coordinator for the Boston Red Sox. He and his family live in Acton, MA. For more information contact Package Supply at 800-336-8066 or [www.packagesupply.net](http://www.packagesupply.net).



### Tingue Brown Announces New Hire

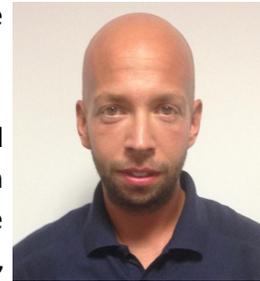
Tingue, Brown & Co. has named Michael Dillon sales representative for the Pacific Northwest. A decorated veteran of the United States Navy and former leader of its Navy Explosive Ordinance Disposal (EOD) Program as a senior technician, Dillon helps laundry operators in Oregon,

Washington, northern Idaho and British Columbia, Canada, specify and install the ideal flatwork ironer supplies, machine parts and laundry carts to keep their operations running at peak efficiency, offering a special expertise in finish quality for food and beverage linens. "A number of our customers in Mike's territory are enjoying serious growth in the hospitality segment and downtime is simply not an option," says Jared Addis, regional sales manager. "Mike brings a level of dedication to our customers and an understanding about urgency that very few people can match." Dillon is a graduate of University of Colorado and resides with his wife in Seattle, Was. For more information, contact Tingue, Brown at 800.829.3864 or visit [www.TingueBrownCo.com](http://www.TingueBrownCo.com).



### **Diamond Chemical Announces New Hire**

Diamond Chemical Company Inc. is pleased to announce the addition of Matthew Light as Technical Representative. Matthew has ten years' experience in the textile care industry. He learned the business quickly, working his way up from an entry level position to lead coordinator, production manager, and then maintenance supervisor for a major full service fabric care provider. Matthew has substantial experience servicing laundries, is a licensed Power Engineer and has studied laundry management at TRSA's Production Management Institute. Diamond Chemical of East Rutherford New Jersey, is a national manufacturer of laundry, warewash, floor care, housekeeping, organic intermediates, industrial and consumer products. For further information call 1-800-OK-4-SOAP or visit [www.diamondchem.com](http://www.diamondchem.com).



### **Penco Announces Debut of the BackSaver Garment Lift™**

Penco Products, Inc., announced the launch of the BackSaver™ Garment Lift, an innovative device that speeds collection of soiled laundry while reducing chance of back injury by route service agents. The device, a



spring-loaded platform, fits into new and existing Penco Maxi Laundry Lockups and continually lifts soiled laundry to waist height, eliminating the need for repeated bending motions to collect individual garments or bundles of laundry. "The BackSaver Garment Lift was invented under the direction of the Penco Center for Design Excellence," said Penco Marketing Director Jeff Haines. "We expect this innovation to help increase our customers' route service efficiency and reduce costly work-related back injuries." Founded in 1869 and headquartered in Greenville, North Carolina, Penco Products, Inc. manufactures lockers, shelving, pallet racks, storage cabinets, shop furniture, bleachers, hygiene and textile rental products. To learn more, visit [www.pencoproducts.com](http://www.pencoproducts.com) or call 801-385-265-2992.

### **Penn Emblem Offers Tech Support**

Penn Emblem Company offers [tech support videos](#) as a 24-hour resource for tips on anything from proper temperature to emblem placement. Their tech support team also has years of experience with training and customer support knowledge. They offer helpful tools and support for anyone having trouble from



software issues to emblem application. Penn Emblem also keeps ready-to-ship inventory of many software parts. If you experience issues with application or emblems falling off, simply send a sample to the Penn tech team for testing. For more information, visit

[ssales@penneblem.com](mailto:ssales@penneblem.com).

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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\*\*](#)

NELA

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