



**August/
September
2015**

carolina clean



North Carolina Association of Launderers & Cleaners

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An Affiliate Association of the Drycleaning & Laundry Institute (formerly IFI)

NCALC Fall Board Meeting **September 25 & 26, 2015** **Charlotte, NC**



NCALC will be holding its Fall Board of Directors meeting on Saturday September 26, 2015 starting at 8 AM. The Renaissance Charlotte South Park, 5501 Carnegie Blvd Charlotte NC 28209 will be the site of our meeting. We have a special room rate \$139. per night for those who will be staying at the hotel. Make your reservations thru Marriot at 800-468-3571, let them know you are part of the NC Association of Launderers & Cleaners group. Reservations must be made by September 2, 2015.

Once again, the Association is planning on mixing business with a fun weekend for all who attend. We will be having group dinners Friday and Saturday, so that our BOD and members can have an opportunity discuss topics of interest on our industry. Saturday afternoon is yours to go shopping or any other fun event in Charlotte.

Our Board meeting will cover many items of importance to the association and our industry. These items will allow us to continue our mission of supporting our industry and members. Please remember that all meetings of NCALC are open to all members of NCALC, so please plan on attending. Also, if you know any non members in the area, please invite them to attend to learn about all that NCALC has to offer. It is important to the future of NCALC and the drycleaning industry that we have a strong membership. With the meeting in Charlotte, we have a great opportunity to showcase what NCALC does for our members.

From the President's Desk

A Message from Our President



As this issue of the Carolina Clean reaches your mailboxes, the summer will be starting to wind down. I hope everyone has had a chance to take some time off and rejuvenate your selves for the rest of the year. I personally like to go to different places to experience something new. You never know what you might see or experience that you

have never been exposed too.

Like so many others, I look at other cleaners when traveling to see something different. But, I don't just look at drycleaners, I also look at all types of businesses to see what might work for my business. I look at the appearance of the business, its location, marketing and

customer service among other things. I feel that there are opportunities to be found while looking at other businesses in all areas.

But sometimes you do not have to go further than your fellow dry cleaner here in North Carolina to get some great ideas. My experience has been that our cleaners have so much passion for the industry that they have no problem sharing their ideas and welcome the chance to share. Many industries do not have what we share and each of you should be proud of this.

I hope everyone enjoys the rest of their summer and I look forward to seeing you at the fall meeting in Charlotte.

Tom Volk
NCALC President



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Notice to All NCALC Members and Readers of Carolina Clean

We are always looking for items of interest or importance to our members and readers of our newsletter. If anyone has items that they would like to be put in Carolina Clean, please forward them to Fred Miller at NCALC. These will be reviewed and included in a future issue. Remember this is YOUR association and your input is important.

THOUGHT OF THE DAY: WORDS TO LIVE BY

People will forget what you say,
People will forget what you did,
But people will never forget how you
made them feel.

Maya Angelou

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Are You Paying a Tax You Should Not Be Paying?

As previously pointed out to our membership in the last issue of Carolina Clean, some drycleaners are paying NC sales tax on piped natural gas. Check your gas bills and if you are paying sales tax, you need to contact your supplier to get this stopped. Also, check on possibly getting a credit for taxes you have paid.

Under HB 41 drycleaners that use piped natural gas for operating their production equipment are exempt from sales tax on it. A complete review of this bill can be

found in the June/July 2015 issue of Carolina Clean.

Your Association has been receiving reports from members who have gotten credits from their suppliers for sales tax previously paid on natural gas. If your bills reflect that you are being charged sales tax, you need to contact your supplier now.

If PSNC / Scana is your gas supplier, contact:

Jason P. Watkins, Franchise Fees and Sales Taxes, SCANA Corporation
Office (803)217-4569
Cell (803)360-3440
Fax (803)933-8855

for assistance in this matter. You will need to send them NCDOR form E-595E to get any refunds. This form can be found at the NCDOR website under forms.

If you need any additional assistance with this matter, please contact Fred Miller at NCALC, 704-689-1301.

It should be noted to all that this is why it is important to belong to NCALC. We are always working to make sure that the best interests of our membership and our industry are met.

If you are not a member, maybe you should consider joining to assure that NCALC is there to help you. For membership information, just contact NCALC.

Consolidated Laundry Equipment Show

Raleigh, NC
Fall 2015

Date to be
determined.



David Knight
Technical Sales Representative

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Let's Talk EMV—Key Questions to Ask



by Heartland

Your merchant acquirer plays a big part in your decision as to whether you should implement and roll out EMV payment acceptance. Per Visa, MasterCard, Amex and Discover, it is not mandatory for a business accepting credit and debit cards to implement EMV.

It is also important to also understand that every EMV card issued in the U.S. will still have a magnetic stripe, with no plans to sunset this feature. In other words, you'll still be able to accept card payments after the October 2015 liability shift, even if you have not implemented an EMV-enabled solution.

Factors to consider in your EMV decision

What increased card fraud levels are anticipated following the liability shift? Prior to October 1, businesses are not responsible for counterfeit fraud chargebacks, but this will not be the case after the deadline. Understanding your risk should play a big part in your decision to move forward.

What will my customers' perception be if I don't offer chip acceptance? Consumers are becoming increasingly concerned about card security and are likely to do business with those they deem more secure.

What percentage of my transactions are card present? A business that does 90 percent of its business online may not have a need to implement EMV. A business with the opposite percentage or no e-commerce should enable EMV.

Do I accept many international cards today? Your merchant acquirer can tell you this. Being that the U.S. is the last developed country to move forward with EMV, international cards are likely EMV. A significant percentage of card fraud is coming from outside U.S. borders, so EMV is an excellent idea if you accept international cards.

Next steps to EMV implementation

Once you've made the decision to move forward to implement EMV, it will be important to understand the cost, acceptance methods, training and other requirements. Ask your merchant acquirer the following questions:

What is my cost for upgrading, updating or replacing my POS system or terminal for EMV?

Is my current terminal or payment device EMVCo listed? It is critical to reference this site to verify that the terminal you have or will be purchasing is on that list.

Can I retrofit my current terminal to add a customer-facing PIN pad that provides EMV contact and contactless acceptance, or do I need to invest in a new terminal? What options are available?

If the cost to upgrade my POS system is higher than I can afford, are there other options to consider such as a stand-beside terminal?

What customer verification methods (CVMs) do I need to implement? CVM types include:

"Chip and PIN," where the customer enters a PIN to authenticate. "Chip and PIN" will be favored by businesses with a high average ticket. It also will

be implemented by businesses accepting a high percentage of international cards and those at a greater risk of chargebacks due to counterfeit, lost or stolen acceptance.

"Chip and signature," where the cardholder signs the receipt. Businesses with a moderate average ticket and a lower-than-average risk of counterfeit chargebacks will implement this customer verification method.

"Chip and no CVM," where the consumer does not sign a receipt such as is the case at quick-service restaurants that require minimal customer queuing and short transaction times.

Do I need both EMV contact and contactless? In some businesses such as quick-service restaurants, it makes sense to explore contactless acceptance. Check with your merchant acquirer to discuss the best solution.

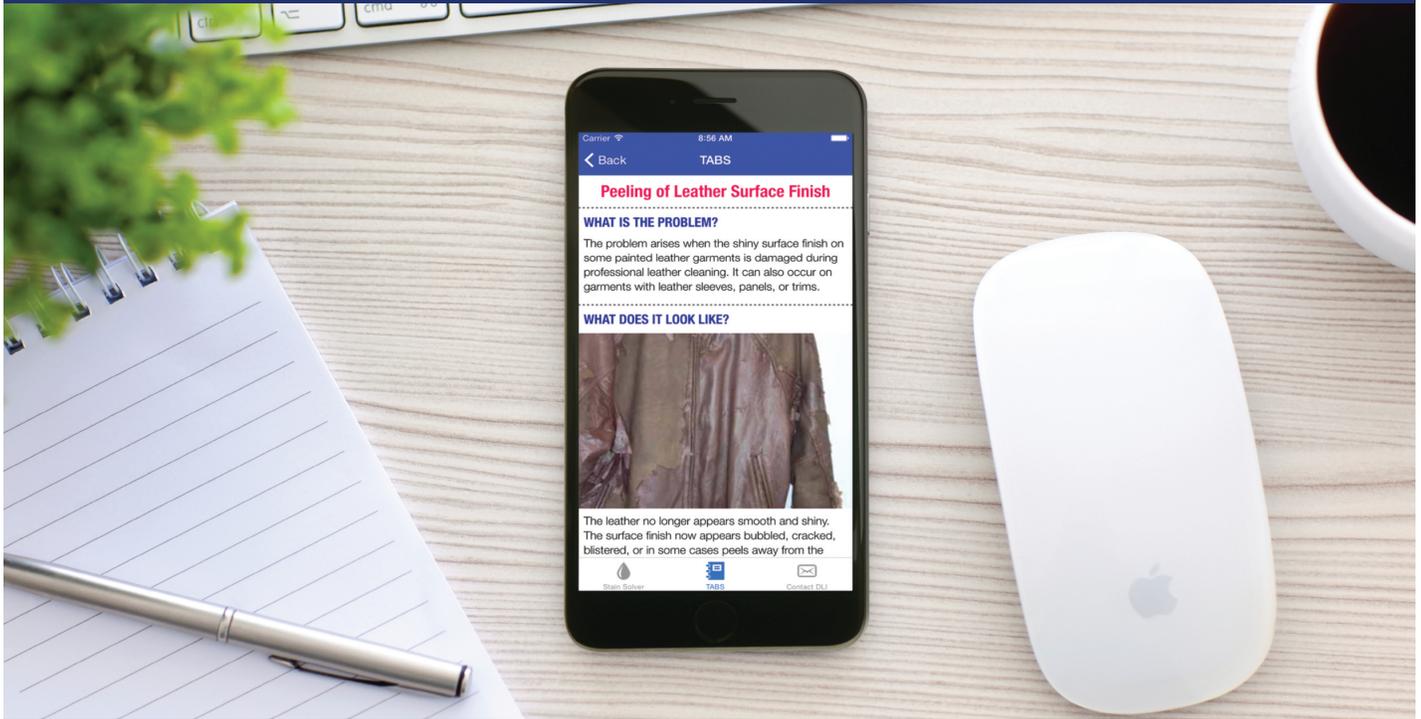
More food for thought

Staff training is vital to successfully rolling out EMV. The card acceptance process for EMV cards is different than magnetic stripe, so ask your merchant acquirer for quick reference guides, tutorials and in-person training. Training efforts will not be a "one and done" but rather a series of sessions to reinforce these steps.

Corporate offices should consider monitoring fallback transactions at stores, as fraud can be forced to magnetic stripe readers by disabling a terminal's chip reader. Will there be any changes in batching and settlement processes? What changes will I see on my statements? Will my monthly service or per-transaction fees be reduced with EMV acceptance? Do I need to be concerned about offline authorization?

EMV is a big change but it doesn't need to be painful. If you have questions about EMV, lowering your cost of payments, better managing your store network, improving transaction security, managing payroll or using gift and loyalty to increase revenue, visit <http://www.heartlandpaymentsystems.com/>

DON'T MISS THE APP OR ANOTHER ISSUE, GO SILVER



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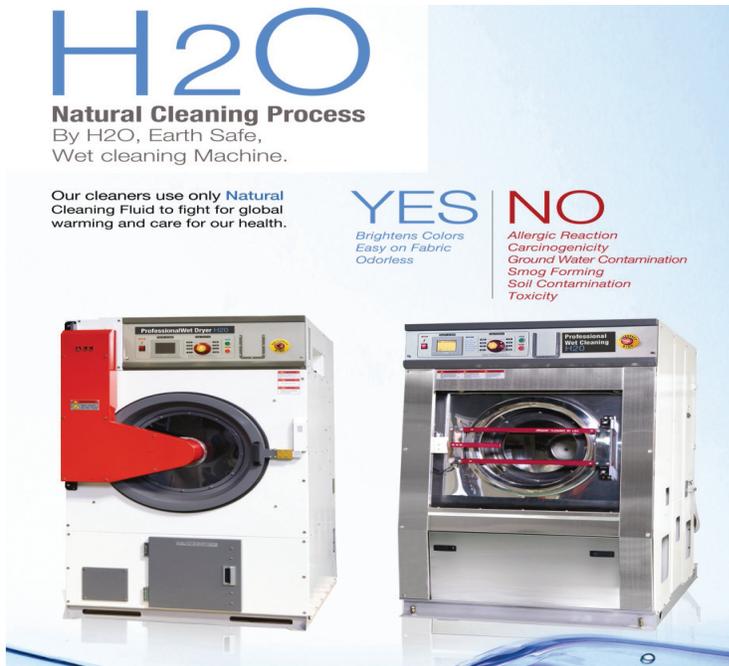
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- It's safe for your time
- It's safe for your peace of mind

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DLI App Eases Stain Removal, Customer Relations

Association's newest member benefit offers complete spotting strategies for hundreds of common stains, plus a range of technical bulletins. Now available on Apple iOS and Android mobile devices.

By Ian P. Murphy

During the 2015 Clean Show in Atlanta in April, DLI debuted its latest member benefit—a mobile app offering step-by-step instructions on removing common stains, information on problem garments, and more. Now available for both Apple and Android mobile devices, the app is yet another added value of membership.

The DLI app won raves from Clean patrons and has been downloaded about 500 times since the show. "People are happy with it, and we're excited," says Jon Meijer, DLI's membership director. "It's a product that's designed to strengthen the package we offer to members at no additional cost. It's a benefit that's hard not to like."

Solving Hundreds of Stains

Designed for use by staffers in the back of the plant and at the front counter, the app's most distinctive feature is the Stain Solver, an easy-to-use, comprehensive guide to the techniques required to remove hundreds of common stains. "DLI typically works with the owners or managers of plants, but we never really have any interaction with the staff—the people pressing and removing stains," says Ricardo Gonzalez, who built the app as DLI's web developer. "The idea was to create something that would be useful to them while they're working in the plant."

"What we are trying to do is get deeper into organizations," adds Mary Scalco, DLI's CEO. "We frequently know the owner of the store, but we wanted something employees would have access to readily at the spotting board, so they can get the training they need when they need it."

The Stain Solver offers a selection of more than 40 staining substances, grouped into Beverage, Food, Pets, Oils, Cosmetics, and Personal categories. It cross-references users' stain selections with 17 base fabrics—including angora, metallic, mohair and Spandex in addition to cotton and wool—to produce complete stain-removal instructions.

App users simply pick the stain type, substance and base fabric, and get step-by-step directions on removing it. A staffer might pick "Beverage" from the first menu, for example, "Wine" from the second, and "Acetate" from the third, and the following screen automatically generates instructions.

"Step 1: Flush the stained area with steam or water," the instructions say for the sample stain. "Step 2: Apply a neutral synthetic detergent to the stained area and work the spotting agents into the stain with a bone spatula, or lightly tamp with a stain removal brush to break up the stain," and so on.

"The most difficult part is that you could write volumes on stain removal," Scalco says. "We had to design the app for the device you're using. You have to know some basic skills, otherwise it would be 20 pages long—and nobody is going to scroll through that."

DLI is already updating the Stain Solver with Spanish-language instructions, more staining materials, and other features. "By the end of this year, we plan to incorporate video of Brian Johnson, DLI's director of education, doing these steps, so that people can visualize what they're doing," Gonzalez says.

Easing Explanations at the Counter

DLI has also incorporated archives of its popular Technical Analysis Bulletin Service (TABS) into the new app to explain potential garment failures and other problems that can occur in processing to customers with questions and complaints.

"People love the TABS section, so we decided to incorporate that into the app as well," Gonzalez says. "We want this to become a regular part of the dry-cleaner's life; that's how we wound up choosing TABS and the Stain Solver. We wanted to deliver many benefits and services, [and] create an app that helps them succeed on a daily basis."

All TABS appearing in the app have been checked for accuracy, updated, and rewritten when necessary, he notes. And if the first two functions of the app don't answer every question, there's an additional option at the bottom of the screen: a "Contact" button members can click to call or e-mail directly from their tablet or smartphone.

Operators and employees who have tried the app are excited about it, Gonzalez says. "I can't believe the response. They don't always have access to a computer. They can just pull their phones out and open the app. You want to give the members what they need, and I think we nailed it with the first version of the app."

On-the-Job Training

Houston-based MW Cleaners is testing the app in two stores. "I don't know how you could get the interface to be much simpler," says Mike Nesbit, company president and DLI treasurer. "If we have a stain we've identified, and there's a question whether to go at it on the acid or alkaline side, it's easy to come up with the answer."

Paper stain-removal charts tend to get worn and thrown away, he notes, but the app is not going to disappear. And following initial download and log-in, it can be used without an Internet connection, untethering employees from stores' point-of-sale (POS) systems or networks. "We can put it on people's phones, and the information is there," Nesbit says. "The great thing about smartphones is that they make you

DLI App Eases Stain Removal, Customer Relations



Rachel Myers, Stain Removal Trainee at Nu-Way Cleaners in Greeley, Colorado, uses the app on an iPad as she masters the art and science of stain removal.

smarter.”

“My partner and our General Manager, Brad Ewing told me about the app before it was announced at Clean 2015,” says Jim Nixon, operator of Nu-Way Cleaners in Greeley, Colorado. “I immediately shared it with our plant manager, Emily Dempsey, and we introduced it to one of our stain-removal trainees, Rachel Myers, who was quite impressed. I think her actual comment was ‘Wow, way cool!’”

Nu-Way now uses the DLI app at the main plant to assist in stain removal and at several dry stores to help explain problem garments to customers with complaints or questions. “I find it inspiring that DLI has gone this direction,” Nixon says. “For the young people in our plants, iPhones are their life, so there’s no learning curve.”

Taking Technological Leaps

The app is the first tech tool DLI has released since the Encyclopedia of Drycleaning Online debuted in 2011. “We are actively moving DLI’s technological level up to today’s standards,” said Gary Maloney, the operator of Nu Yale Glacier Cleaners in Jeffersonville, Indiana, who helped spearhead app development as DLI’s District 4 Director and chairman of its Technology Committee.

“Our goal was to make it essential,” he says. “Even at the counter, if someone asks you a question, you can pull up the TABS and show it to them or email it to them. If you’re spotting in the back, you can pull it up and say, ‘Here’s the fabric and the stain.’ It’s a quick reference, and you can use it without going to the computer. I talked to some people who

have used it, and they are impressed. It’s very effective and easy to use.”

In addition to Spanish-language stain-removal instructions, DLI released the Android version of the app in July. “We are also adding a print feature,” Meijer adds, in response to member requests. “This app is just the first of many things in development to help members.”

Next up are an app to assist with garment analysis, as well as webinars exploring new-media marketing topics such as how to use Facebook, LinkedIn and Google AdWords to promote a business. “As an association, we want to add new members and strengthen our current memberships,” Meijer says. “We want to keep making members happy, and we have to introduce new products to do it.” Access to the DLI app is included free of charge with Silver, Gold and Premier memberships and occasionally as a one-month free trial to show drycleaners how easy it is to use. “It’s one of those things that’s very intuitive,” Scalco said. “We believe it’s a really good product, and you will think that it’s well worth your membership in the association.”

“Sometimes, what I think might be a good service and what members think is a good service are two different things,” Meijer adds. “This time, members told us, ‘You know what? You hit it on the head with this one.’”

“We’re keeping DLI relevant and making memberships more valuable,” Maloney says. “If we \ offer the right products, we convey that it is essential to belong.”

Ian P. Murphy is a freelance writer and editor based in Chicago. He served as the editor of American Drycleaner magazine from 1999-2011.

Learn more about The Drycleaning & Laundry Institute at DLIonline.org.

Dry-Cleaning Solvent Cleanup Act (DSCA) Program

Dry-Cleaning Solvent Cleanup Act (DSCA) Program
Stakeholder Update
June 2015

The following DSCA Program Stakeholder Work Group update covers April – June 2015.

Meeting Minutes

The March 10, 2015 Stakeholder meeting minutes are located on the DSCA website at www.ncdsca.org, under the DSCA Stakeholder Work Group link. If you have corrections or comments, please email Pete Doorn at peter.doorn@ncdenr.gov.

Staffing News

The DSCA Program has had no staffing changes this quarter. Fund Statistics A summary of the fund statistics for July 1, 2014 through March 31, 2015 is available on the DSCA website at www.ncdsca.org, under the DSCA Stakeholder Work Group link. Fund receipts for the first three quarters of FY 2014-15 (July 2014 – March 2015) were \$6,162,940.09, while disbursements for the same period were \$8,015,554.47.

As of June 30, 2015, the DSCA Fund balance is \$6,078,938.97, with \$762,717.14 encumbered in environmental engineering contracts, with an additional \$2,350,000.00 in encumbrances pending.

Regulatory Issues Affecting DSCA

Rules Review

As part of the Administrative Procedures Act (G.S. 150B-21.3A), each NC agency is required to review their rules at least once every 10 years following the procedures described in the Act. The DSCA Program rules (15A NCAC 02S) have completed the initial part of the rule review process.

The program is currently evaluating potential changes to the rules prior to proceeding to re-adoption.

Remediation Program Closures

Since the March 10, 2015 Stakeholder meeting, three additional clean-up sites were granted “No Further Action”

(NFA) status, bringing the total number of closed DSCA sites to 51. The latest NFA letters were issued for Williams Cleaners in Wilmington (DC650005), Sno- White Cleaners in Charlotte (DC600011), and Coastal Dry Cleaners & Coin Laundry in Wilmington (DC650003).

A complete list of closed DSCA clean-up sites can be found at www.ncdsca.org, under DSCA Active Dry-cleaning and Remediation Site Inventories.

An additional 33 DSCA sites are undergoing preparations for closure, which include a detailed human health risk assessment, preparation of a site-wide risk management plan, and a period to solicit and collect public comments on the site management strategy. Sites that are in public comment can be found at www.ncdsca.org, under the link for Public Notices and Announcements.

Vapor Intrusion

The Division of Waste Management’s Vapor Intrusion Guidance Document has been finalized and posted on the DWM website at <http://portal.ncdenr.org/web/wm/dwm-new-vaporguidance>.

This document provides guidance for environmental professionals and internal staff to assist in the investigation and evaluation of vapor intrusion at contaminated sites.

North Carolina’s Underground Storage Tank Program is coordinating with ITRC to host a two-day training on “Petroleum Vapor Intrusion: Fundamentals of Screening, Investigation, and Management”, to be held August 31-September 1, 2015 in Raleigh, NC.

At least one representative from the DSCA Cleanup Program will attend to better understand the potential vapor intrusion concerns caused by petroleum-based dry-cleaning solvents.

Next Stakeholder Work Group Meeting

The next meeting is scheduled for 10:00 am on Thursday, September 10th, 2015, in the 1st Floor Training Room in the DENR Green Square Building located at 217 West Jones Street in Raleigh. An agenda will be made available prior to the September meeting.

Dry-Cleaning Solvent Cleanup Act (DSCA) Fund Statistics

FY 2014-15 (Through 3/31/15)

Receipts:

Solvent Tax Revenue:	\$ 188,335
Sales Tax Revenue:	\$ 5,831,528
Petitioner Payments (fee/copay)	\$ 139,769
Miscellaneous (file copying):	\$ 15
Rebate:	\$ -
Interest:	\$ 3,293
Total Receipts:	\$ 6,162,940

Disbursements:

Dept. of Revenue Admin:	\$ -
Reimbursements/Payments:	\$ -
Contracts:	\$ 6,878,366
Haz Waste Fees:	\$ 103,450
County Well Permit Fees:	\$ 49,340
Transfer to Inactive Haz Sites:	\$ -
Transfer to Green Square Proj:	\$ -
Transfer - Budget Shortfall:	\$ -
DENR Admin:	\$ 984,399
Total Disbursements:	\$ 8,015,554

Duration of Program (Through 3/31/15)

Receipts:

Solvent Tax Revenue:	\$ 11,422
Sales Tax Revenue:	\$ 93,514
Petitioner Payments (fee/copay)	\$ 1,360
Miscellaneous (file copying):	\$ -
Rebate:	\$ 28
Interest:	\$ 7,522
Total Receipts:	\$ 113,848

Disbursements:

Dept. of Revenue Admin:	\$ 57
Reimbursements/Payments:	\$ 1,963
Contracts:	\$ 82,060
Haz Waste Fees:	\$ 1,216
County Well Permit Fees:	\$ 289
Transfer to Inactive Haz Sites:	\$ 400
Transfer to Green Square Proj:	\$ 1,291
Transfer - Budget Shortfall:	\$ 6,475
DENR Admin:	\$ 13,110
Total Disbursements:	\$ 106,864

Current Status (as of 6/30/2015)

Fund Balance:	\$ 6,078
Encumbered in Contracts:	\$ 762

DSCA Site Statistics (through 6/30/2015)

Identified Contaminated Dry-cleaning Sites:	422
Sites Certified:	361
Sites Determined Ineligible:	4
Eligible Sites Not Certified:	57
Sites Pending Closure:	33
Sites Closed:	51
 Estimated Contaminated Sites:	 1500
 Current Number of Operational Facilities:	 554

Encumbrance Pending: \$ 2,356



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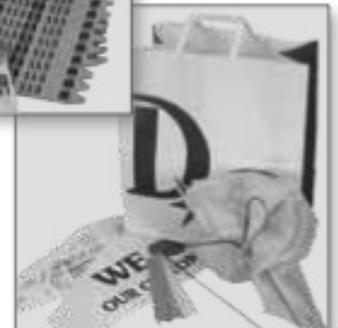
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NCALC Calendar of Events

Notice of NCALC Fall BOD meeting
September 26, 2015, at 8:00 AM
Renaissance Charlotte South Park
5501 Carnegie Blvd, Charlotte, NC 28209

Consolidated Laundry Equipment Show
Raleigh, NC
Fall 2015
Date to be determined.

NCALC Winter BOD Meeting
Raleigh, NC
January 29 & 30, 2016



Here is Another Reminder on Tax

Dry-cleaning Solvent Classifications and Taxes

Dry-cleaning solvents used at North Carolina dry-cleaners are required to be managed in accordance with Minimum Management Practices as specified in the North Carolina Administrative Code (NCAC) 15A NCAC 02S .0201-.0202. In addition, halogenated hydrocarbon-based and hydrocarbon-based dry-cleaning solvents are subject to a per gallon dry-cleaning solvent tax in accordance with North Carolina General Statute (NCGS 105-187.31).

The following table summarizes the dry-cleaning solvents identified to be in use in North Carolina, as well as the classification of each solvent, and the amount of tax per gallon of dry-cleaning solvent. This information will be updated as formulations change and new information becomes available.

Halogenated hydrocarbon-based solvents subject to the <u>\$10.00 per gallon</u> dry-cleaning solvent tax.	Hydrocarbon-based solvents subject to the <u>\$1.35 per gallon</u> dry-cleaning solvent tax.	
<p>Perchloroethylene (<i>also called perc, tetrachloroethylene, and PCE</i>) DrySolv (<i>N-propyl bromide</i>) EnSolv (<i>N-propyl bromide</i>)</p>	<p>DF 2000 Ecosolve Kwik Dri 66 Hydroclene Stoddard LPA-142</p>	<p>Gen-X Genesol Impress PureDry Shellsol D38 Naphthol Spirits 66/3 HC Varsol</p>
<p>Based on current information, the following dry-cleaning solvents <u>do not</u> meet the statutory definition of halogenated hydrocarbon-based or hydrocarbon-based, and thus are not subject to a per gallon tax under NCGS 105-187.31, and are ineligible for access to DSCA cleanup funds.</p>		
<p>CO2 Rynex</p>	<p>Solvair Solvon K4</p>	<p>Green Earth</p>

Important Notes

Halogenated hydrocarbon and hydrocarbon are defined in NCGS 143-215.104B(14a) & (15a).

The taxes referenced above are imposed on dry-cleaning solvent retailers for each gallon of dry-cleaning solvent sold by the retailer to dry-cleaning facilities as stipulated in NCGS 105-187.31.

In accordance with the requirements of NCGS 143-215.104F(d)(2) and NCGS 143-215.104J(a)(4), access to DSCA cleanup funds may be denied if payment of taxes assessed to a dry-cleaning facility or wholesale distribution facility under Article 5D of Chapter 105 of the General Statutes is delinquent.



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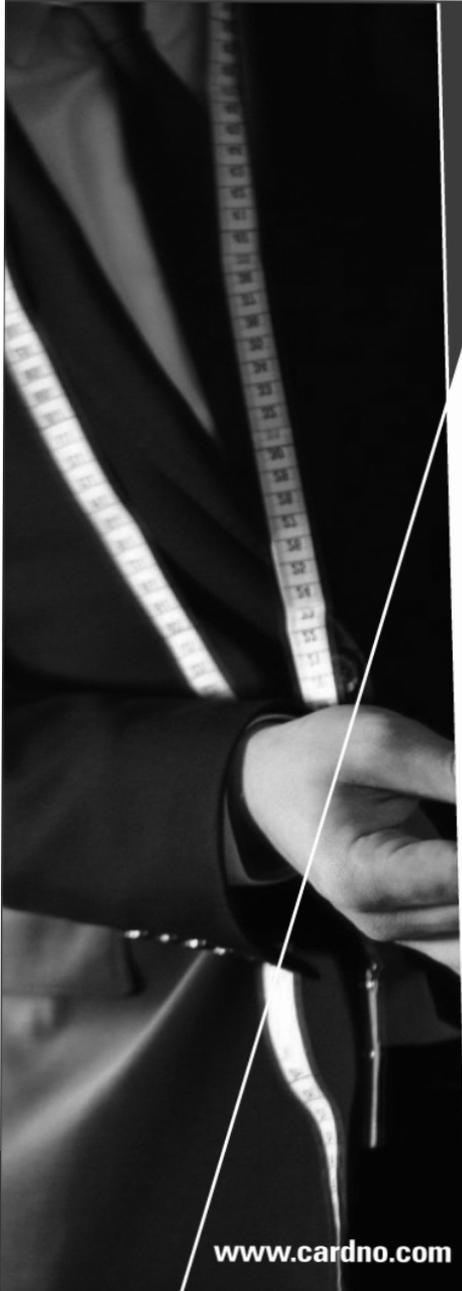
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