



The MONITOR

March 2011

Why Should **YOU** Attend Connections?

Warm tropical sun, beautiful sugar sand beaches and the fiery sunsets over the Gulf of Mexico make Clearwater Beach a wonderful family getaway after the long, dreary winter months.

We all need a vacation. But if you are like most business owners, work thoughts will creep into your mind during your vacation time with your family. This can create a sort of reverse workaholic guilt, because you feel bad for thinking about work while you are relaxing.

This is why so many SCRT Members love the Connections Conference at Clearwater Beach Florida every year. You get to mix business and pleasure in a setting that rejuvenates the soul and reignites your passion for your business.

Not only is it okay to talk business on this vacation, it's encouraged. You're surrounded by cleaning and restoration professionals from around the WORLD who love to share their ideas and experiences.

It is true that you need to disconnect from your business on a regular basis. However, having a chance to relax while thinking about how to make your business better and more profitable is also great way to reignite your entrepreneurial fires.

Create new, interesting and helpful relationships and reconnect with old friends. Soak up the sun and the presentations that inspire, motivate and educate. See the latest tools, equipment, products and services available to our industry.

Come build sand castles and your business. Enjoy a stimulating swim in the emerald waters of the Gulf of Mexico while new ideas swim around in your mind. It is truly a guilt-free working vacation.

When you return home to the "real" world, not only will you have gotten some sun, fun and relaxation, but you will have dozens of new ideas of how to market your business and make it more profitable.

If you are one of those business owners who never takes a vacation because you are too busy working IN the business, we highly recommend that you take this opportunity to get away and work ON your business.

"Come build sand castles and your business..."

Connections Conference and Trade Show

Hilton Clearwater Beach Resort

April 13-16, 2011

www.connectionsconvention.org

888-881-1001 ext 104

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Scholarship Applications for Connections must be received by by March 31!

The Official Publication of the Society of Cleaning and Restoration Technicians

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The View from the President's Desk

A Message from SCRT President, Gary Glenn

Saturday, February 19, 2011

Well it is that time again, Connections is just around the corner, April 13th thru the 16th. I always look forward to Connections in Florida because it is so relaxing to be at the beach. People are easier to talk to in the casual atmosphere. Hanging out by the pool or on the beach... ahhhh... can't wait.

Back to reality. If you are like me all the internet and social media stuff is driving you crazy. Life was easy when we only had to deal the phone book . . . not anymore. Today marketing is a whole new ball game. On Wednesday April 13th you will want to be at Connections for a whole day of **The Power of 3**. These are the three ladies that can help you with the ins and outs of today's Internet and mobile media based marketing.

So obviously, you should try to arrive on Tuesday so as not to miss anything including the Opening Reception sponsored by ICS magazine. And there will be more media presentations throughout from the Three Guru's of marketing for the rest of the week.

On Saturday at 1:30 pm will be a presentation none of you will want to miss on Social Media and Social Marketing brought to you by a very bright young lady from Phoenix, Kristen Duncan. She and her Husband Brian are experts in anything to do with computer, Internet, and social media. I personally have learned everything I know about this from them. I guess I should mention that Kristen *is* my daughter.

The rest of the week will be filled with "The Experience" Florida Style. Hands on demos for water damage, area rug cleaning, containments and PPE, carpet repair, and tile and grout.

Many times in the past you have been locked up in the hotel all week and it was hard to get away to even watch a sunset or sunrise this year it has been loosened up to give you a little more free time to enjoy Clearwater Beach.

Well, after working seven days a week doing 12 to 14 hours a day for the last three weeks Deb and I are leaving on the Water Strategies Cruise in the Western Caribbean. We'll miss y'all for now but I look forward to seeing you in Clearwater soon.

Until next time, *Gary*

What Kind of SCRT Member are YOU?

Associate members are a very important part of the SCRT family. But some of you may not understand the difference between a Regular Member and an Associate Member.

Regular Members are companies that actually perform cleaning and restoration services for businesses and consumers. This includes restoration and remediation contractors and professional cleaning companies.

Associate Members are companies or organizations that provide goods, services and support to professional cleaning and restoration companies. This includes manufacturers, distributors, schools, and even non-profit organizations such as the Carpet and Rug Institute and the Woolsafe Organization. For example, Shaw Industries is an Associate Member and Shaw Technical Director Carey Mitchell, is on the SCRT Board of Directors.

Associate Members often provide special discounts, technical advice, educational scholarships, free giveaways for trade shows and Chapter events, and more.

Our Associate Members provide an extremely important and valuable service to SCRT. That's why you are all encouraged to look at the Associates list on www.scrt.org and remember support our loyal Associate Members. They are counting on your support too.

Hot Topic Discussed in Indiana

The Indiana Chapter of the SCRT held its third meeting Tuesday February 8. The event was a success with SCRT board member **Rachel Adams** making a quick appearance to tell attendees about the benefits of SCRT Membership.



During the meeting, **Kari Cole**, then President of the Indiana Chapter announced that she would step down and nominated **Mike Watkins** as new Chapter President. The subsequent vote was unanimous, and Mike became the new President of the Indiana Chapter of SCRT.

The remainder of the meeting was an open discussion on heating equipment used in the restoration industry. Along with the discussion, a spreadsheet Mike Watkins had made from research from the various manufacturers was given to all those attending. It was a comparison of the various heated drying products most commonly used in the restoration industry.

After the discussion a short trip downstairs enabled those attending to get a little hands-on experience and to understand a few of the various heaters that manufacturers have supplied to the Hydro Lab for use and exposure.

Richard Anderson with Dry Smart was a surprise attendee with his diesel-fired trailer. Those present were able to see a hands on demonstration of a trailer mounted heating system. Further discussion around the products concluded a very pleasurable and informative meeting for those who attended. At least five people drove 2 to 3 hours for the event which was well worth their trip.

Southeast MI Holds Event

On February 13th, **Jerry Szpak** and the Southeast Michigan chapter hosted **Tom Sherman**, SCRT VP of Membership and IICRC Instructor, **Mark Violand** as they presented The Commercial Carpet Conundrum. 18 attended the event, interested in learning the results of a research project that was started last year by the Northeast Ohio Chapter.

This research was to determine what kind of damage, if any, would occur to carpets by using certain "unapproved" cleaning and maintenance methods. Employing the same procedures most manufacturers use to test cleaning equipment and chemicals, these unapproved methods were tested on the surface of a sheet of clear acrylic to assess any changes in appearance.

The findings and conclusions of that research were presented at the February 13th meeting. The most interesting and surprising observations were the results when using clean pads with CRI-SOA cleaning products.

Visible dulling of the surface of the acrylic occurred with some of the products and methods. Counter-rotating brush methods seemed to produce the least apparent change to the test surface.

While this research is not conclusive, it does indicate there may be merit to carpet manufacturers' concerns over certain methods, due to potential undesirable appearance changes in some carpets.

Members also enjoyed networking and a pizza dinner during the 4 hour event. Our special thanks go out to **Mark Violand** for his expertise and **Great Lakes Steamway** for use of the meeting room.

News and Announcements

Indiana

Indiana recently held another meeting as reported on page 3 of this issue of The Monitor. Mike Watkins has stepped in as Chapter President, replacing Kari Cole. We appreciate all of Kari's hard work to date and in the future. Kari and Mike as well as other Indiana Chapter Members have done a great job getting this Chapter out in the forefront of the industry in offering education opportunities and meaningful events for Members.

Georgia

The Georgia Chapter held the first **Cleaning and Restoration Symposium on Tuesday, February 1, 2011**. This event featured expert guest speakers from a variety of industry segments. 5 New Member companies joined during this event. A special thanks goes out to our guest presenters: Jeremy Reets, Slade Smith, Bill Coy, Jeff Bishop, Cara Agerbeck and Gordy Powell.

The Georgia Chapter Officers, **Cara Agerbeck, Bob Barnes and Mark Cornelius** met with SCRT Marketing Director **Bruce DeLoatch** on March 1 to discuss the direction of the GA Chapter in coming months. At least 4 more meetings and events are scheduled to take place in Georgia this year. Dates and details to come.

North Carolina

It is official. SCRT Now has a North Carolina Chapter. For the past few months, we have been laying the groundwork for the establishment of a this Chapter. On February 24th and 25th, SCRT Marketing VP, **Bruce DeLoatch** met with NC Chapter President, **Ron Henderson** to create a strategy for growing the new North Carolina Chapter of SCRT.

Ron is a dedicated businessman and father, running a busy cleaning and restoration business. During the 2 day visit, Ron took time out to contact several Members and start scheduling Chapter meetings and events for 2011. Currently, there are 15 SCRT Member companies in North Carolina. Ron is also looking for active Members who would like to get involved in the North Carolina Chapter as Officers.

You can reach Ron at (919) 846-3828-ext 113 or ron@servicewithcare.com for more information or to get involved.

Southeast Michigan

The Southeast Michigan chapter hosted **Tom Sherman** and IICRC Instructor **Mark Violand** as they presented The Commercial Carpet Conundrum. Details of this meeting are on page 3 of this issue of The Monitor.

The next meeting for the Southeast Michigan Chapter is March 15th 6:00-8:00 pm at Advantage Marketing. The subject is Internet Marketing for the small service company. Contact **Chapter President Jerry Szpak** at (313) 937-1871 or jerry.carpetcare@sbcglobal.net for more information.

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Over 50 Attend Georgia SCRT Event



On February 1, 2011 the SCRT Georgia Chapter held a Restoration Technology and Diversification Symposium hosted by The Cleaner's Coach at TCS in Norcross, Georgia. There were 52 in attendance.

One SCRT Member said it best when he commented, "This feels like a family reunion, but without the arguing!" Five new Regular Members joined SCRT during the event. The presenters were all SCRT Members or Associate Members, and we really appreciate the time and effort they put forth to make this event a success.

Jeremy Reets from Reets Drying Academy led a discussion on how to use directed heat and calculate evaporation potential in restorative drying with a live demonstration in the on-site flood house.

Bill Coy from Sensible Life Products, makers of Benefect Botanical Disinfectant explained how to read EPA-registered product labels and use environmentally-safe products made for cleaning and restoration contractors.

Slade Smith with Bio-Reveal discussed the future of real-time microbial testing, citing examples of how sampling and documentation can increase revenue, save time and reduce liability.

SCRT Board Member and Georgia Chapter President **Cara Agerbeck from Abatement Technologies** presented information to members on Portable Air Scrubber technology and the importance of using air filtration devices on restoration projects.

Rachel Adams with Indoor Environmental Management was scheduled to do a presentation about monitoring and documentation to reduce liability, but after sitting at the airport and on a plane for hours, due to snow, sleet and freezing rain, her flight to Atlanta was cancelled.

SCRT Technical Advisor, **Jeff Bishop of Clean Care Seminars** gave a stirring presentation on successful diversification into the restoration industry. He shared with members many of the possibilities available to grow with or without insurance company PSP programs.

Gordy Powell from A1 Bio-Clean in Georgia provided insight into the challenges of trauma cleanup and bio-recovery services, complete with case studies and photographs of actual remediation projects. We especially appreciate Gordy for stepping in when SCRT Board Member **Don McNulty of Aftermath** was unable to make it to the event.

The success of the Georgia event makes it apparent that SCRT Members are seeking the latest in information when it comes to remaining competitive in these challenging economic conditions.

Recent innovations such as green chemistry, smart equipment, remote monitoring, heat-assisted drying, surface and air sampling and air filtration advancements are just a few of the hot topics that will be discussed during the **planned series of cleaning and restoration symposiums that are coming to each of the SCRT Chapters in coming months**. In addition, industry experts will help cleaning and restoration professionals with important issues such as diversification, marketing, sales, profitability and employee relations.

Keep an eye on The Monitor and www.scrt.org for announcements about future dates and locations.



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Chinese Drywall Creates Both Opportunity and Risk for Restorers

Note: The following is an excerpt from an article written by David Dybdahl of American Risk Management Resources, an SCRT Associate Member. He can be reached at 608-836-9590 or dybdahl@armr.net

Chinese drywall will affect thousands of “responsible parties” as the unfortunate owners of contaminated structures search for sources of funds to pay for the remediation of their property. It very unlikely that any of the parties associated with a property that has contaminated Chinese drywall installed in it will have any insurance coverage at all for the costs to remediate the property. Fire and water restoration contractors who have good coverage for mold losses may also have coverage for Chinese drywall related losses.

Restoration contractors face two risk management challenges related to Chinese drywall; 1. Drywall installed in routine fire and water damage restoration projects between 2003 to 2008 and 2. taking on new work to remediate Chinese drywall which was previously installed by another contractor.

If you are performing drywall remediation as a new service, you will need to modify your insurance coverage accordingly. It is highly recommended that you seek out a qualified insurance consultant to discuss your coverage for prior acts and prospective operations.

The Risks Associated With Chinese Drywall

Some, but not all sources of Chinese drywall off-gas sulfur dioxide which combines with water vapor to form airborne sulfuric acid within the built environment. Most, if not all contaminated drywall was installed in 2006 and 2007 in at least twenty four and as many as forty one states.

The source of the sulfide contamination is the gypsum rock in China which was used to manufacture the drywall. Most of the Chinese drywall was used for residential projects. Some imported drywall was private-labeled and not all was stamped “Made in China”. As a result it is difficult to determine which specific properties had Chinese drywall installed in them within this time period.

Restoration contractors may have installed con-



Remediation of contaminated Chinese drywall is a big opportunity for restoration contractors. Be sure you have the right kind and amount of insurance coverage.

taminated drywall in their normal fire and water damage restoration work. The jury is literally out on the possible adverse health effects to the occupants of the contaminated buildings; these health affects do not appear to be acute. It is clear that buildings containing sulfide contaminated drywall, which smells like rotten eggs or burned matches will require remediation. Remediation involves removing the drywall, assessing and correcting potential structural damage, and the corrosion of electrical systems, HVAC equipment and the building contents.

Damages from the drywall include remediation costs, reduction of property values, increased fire risk and adverse health effects to the occupants and to remediators. Historical loss exposures can be traced to “responsible parties” including developers, construction managers, general contractors, subcontractors, building products suppliers, distributors and manufacturers, as well as restoration companies.

For entire article, go to www.scrt.org under Free Reports.

Crime Scene Clean Up Training

STUDY FROM HOME!

Don't spend \$\$\$ on airfare, hotels, and rental cars.



To learn all about it go to:
www.amdecon.com

Classes, Seminars and Events from SCRT Associate Members and Supporters

This information is provided as a courtesy. SCRT is not responsible for errors or cancellations. Please contact the school or sponsor listed to confirm this information, for SCRT Member discounts or to register.

TAKE YOUR NEXT CLASS FOR FREE!

Remember, SCRT members in good standing for at least 12 months are eligible for scholarships! Scholarships are subject to funds availability. Contact Patti at accounting@scrt.org or (800) 949-4728 for more information about scholarships.

Dates	Course	Location	Contact
3/16 - 3/17	Workshop Marathon	Wayne MI	Great Lakes Steamway 800.654.3537
3/17 - 3/19	IICRC Water Restoration (WRT)	Atlanta GA	Jon-Don/Atlanta 800.400.9473
3/21 - 3/25	IICRC Commercial Drying Specialist (CDS)	Fairfield OH	Ohio Valley Restoration 513.874.7478
3/22 - 3/24	IICRC Applied Structural Drying (ASD)	Cicero IN	Hydro Lab 888.776.6708
3/23 - 3/25	IICRC Water Restoration (WRT)	Raleigh NC	Sun-Belt USA 800.334.8418
3/25	EPA RRP Lead Safety	Cicero IN	Hydro Lab 888.776.6708
3/29 - 3/31	IICRC Water Restoration (WRT)	Atlanta GA	The Cleaner's Coach 678.250.6001
3/29 - 3/31	Hands-on High Tech Drying	Cicero IN	Hydro Lab 888.776.6708
4/4 - 4/5	IICRC Carpet Cleaning (CCT)	Atlanta GA	Jon-Don 800.400.9473
4/4 - 4/5	IICRC Upholstery Cleaning Technician (UFT)	Raleigh NC	Sun-Belt USA 800.334.8418
4/5	Diversification/Business Principles Free	Wayne MI	Great Lakes Steamway 800.654.3537
4/6	Value Added Service for Technicians (VAST)	Atlanta GA	Jon-Don/Atlanta 800.400.9473
4/6	Spotting Class	Raleigh NC	Sun-Belt USA 800.334.8418
4/7 - 4/8	IICRC Commercial Carpet Maintenance (CMT)	Raleigh NC	Sun-Belt USA 800.334.8418
4/8	EPA RRP Lead Class	Atlanta GA	The Cleaner's Coach 678.250.6001
4/11	Jon-Don Customer Appreciation Day (CAD)	Atlanta GA	Jon-Don/Atlanta 800.400.9473
4/12 - 4/14	IICRC Water Restoration (WRT)	Fairfield OH	Ohio Valley Restoration 513.874.7478
4/13 - 4/16	Connections Trade Show and Conference	Clearwater Bch FL	Connections 888-881-1001 ext 104
4/18 - 4/22	WRT and ASD Combination Course	Cicero IN	Hydro Lab 888.776.6708
4/19 - 4/21	IICRC Carpet Cleaning (CCT)	Atlanta GA	The Cleaner's Coach 678.250.6001
4/23	TCS Customer Appreciation Day (CAD)	Atlanta GA	TCS, Inc. 800.981.2855
4/26 - 4/28	IICRC Water Restoration Technician (WRT)	Atlanta GA	The Cleaner's Coach 678.250.6001
4/25 - 4/29	IICRC Commercial Drying Specialist (CDS)	Cicero IN	Hydro Lab 888.776.6708
5/10 - 5/12	IICRC Rug Cleaning Technician (RCT)	Philadelphia PA	Clean Care Seminars 800.455.4278
5/11 - 5/12	IICRC Fire & Smoke Restoration (FSRT)	Atlanta GA	The Cleaner's Coach 678.250.6001
5/17 - 5/19	IAQA Microbial Remediation Supervisor	Atlanta GA	Jon-Don/Atlanta 800.400.9473
5/17 - 5/20	Restoration Sciences Academy Mold Cleaning	Raleigh NC	Sun-Belt USA 800.334.8418
5/18 - 5/19	IICRC Carpet Cleaning (CCT)	Wayne MI	Great Lakes Steamway 800.654.3537

If you wish to promote classes or events in *The Monitor*, contact Bruce DeLoatch at bruce@cleanerscoach.com or 678.250.6001. Only events hosted by an SCRT Associate Member at their facility may be listed here.

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SCRT MISSION:

The Society of Cleaning and Restoration Technicians is a nonprofit trade association *for companies of all sizes and sectors* in the inspection, cleaning, restoration, and related industries.

The SCRT's mission is to be the *leading worldwide resource* that provides members with up-to-date technical, management, and marketing information.

The *SCRT will help companies be successful* in ways that demonstrate respect for ethical values, industry coworkers, allied vendors, consumers, communities, and the environment."

SCRT Code of Ethics:

Maintain the highest professional standards of workmanship and service;

Conduct business affairs with **honesty and integrity**, never resorting to unfair trade practices that might adversely affect the image of the association or industry;

Avoid misrepresentation of products and services, false promises, misleading advertising, or any other promotion that might lead to customer misconception;

Share knowledge and experience with the objective of upgrading the industry;

Promote a professional image, offering honest, dependable, competent service.



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