

The Official Publication of the Society of Cleaning and Restoration Technicians

Society of Cleaning and Restoration Technicians

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From the President's Pen

Since my last article, we have been to see "The Mouse" in Orlando. Connections Conference this spring was a nice event and the hotel was very accommodating, however, I'm pleased to announce that we are headed back to the Hilton in Clearwater next May. It was great to see many of you there at the trade show, the SCRT booth and in the sessions. We gained eleven new members and as always there were more SCRT members in attendance than any of the other trade 12 association affiliated with Connections.

Speaking of the 13 trade associations, I would like to share with you the "truth" on the

rumors about the NTA (National Trade Association). Jeff Cross of Cleanfax Magazine in the May issue stated that "some of those involved want this in place by the end of the year." If you read



that article, one would assume that it was a "done deal." That is not the case, there are 13 trade associations that need to agree on how and when this would be done, if ever. We all know that SCRT is an international trade association. As your President, I have been involved in these talks from the beginning and I'm taking an active role to protect all that SCRT has brought to this industry for some 30+ years.

At the last Connections Board of Directors meeting in Orlando at the Connections Event we voted 11 to 2 in favor of "continuing discussion and

investigating the possibility of a National Trade Association." The associations affiliated with Connections allocated funds to bring in a consultant who specializes in joining smaller associations in to a larger association. That is ALL that has been accomplished so far and no one has been hired to date.

At Connections we added another session on to Saturday's agenda to have a facilitated discussion on what you and members of the other 12 associations would like to see in a NTA. I can tell you what everyone wanted to see were exactly the same things that we already offer through SCRT including:

- Discount programs
- Scholarship for members
- Web site
- "Members only" downloadable documents
- Conduct studies and research
- Technical bulletins
- Newsletter
- Fuel discounts
- Local meetings
- Marketing and management materials
- Referral network

In addition, we are actively investigating the possibility of providing group rates for health, life, auto, and liability insurance. It was agreed that no group wanted to give up their own presence as an individual trade association or their seat on the IICRC Board of Directors. If possible, they preferred to be placed under an umbrella that could give us the number of members that would allow us to have those benefits.

There was a statement sent out by the CFI (Carpet and Fabricare Institute) which you may have seen on one of the industry message boards that stated "The

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The 6 Reasons People Clean and What It Means To YOU!

by Howard Partridge of Phenomenal Products

Why do your clients clean?

W Did you know that there are six different reasons that people clean? Did you know that each one of them should be approached differently? You see, everyone that calls your company doesn't call just because their carpet is dirty. Many times there are other reasons.

If you or your staff miss this, you could be leaving lots of money on the table.

Always ask . . .

When you get a prospect, you should always "interview" the prospect just like a doctor would. Remember that you are a consultant not just a cleaner. By finding out why they are cleaning, you will learn exactly how to connect with them in a way that will be much more meaningful. Always ask your prospect this question: "What prompted you to have cleaning done today?".

Their response will determine how you respond.

The 6 Reasons and how to respond:

1. Visible Soil: There are soil or spots. You want to respond with "maximum" cleaning results in mind.

2. Events: (Graduation, Wedding, company coming, etc.). You want to find out when the event is and respond with how to best serve the client in light of the event.

3. Maintenance: They are concerned about the life of the carpet, rug, floor or fabric. You want to connect your procedures with how best to prolong the life of the piece.

4. Hygiene: this is where there is no visible soil, but the client wants to "feel" like it is clean. You want to respond in terms of "sanitizing" and "cleaning for health". And be careful where you put your hands, equipment, etc!

5. Problem Solving: Never make a determination of what is "wrong" with a carpet or floor. Never say that someone else "ruined" the carpet or floor!. It may have been your company or your best referral

source! Say this "Our job will be to determine whether this situation can be corrected by professional cleaning. We are not certified inspectors, therefore we would be stepping out of bounds by making a determination on it. Even if we know what it is, it is not our place.

6. Odor: If you are talking about "stains" and the prospect is thinking "odor" (even if you can't smell it), you will not connect.

Howard Partridge (c) 2006 Phenomenal Products, Inc.

<http://www.HowardPartridge.com> ■

To find what you seek in the road of life, the best proverb of all is that which says: "Leave no stone unturned."

Edward Bulwer Lytton

President's Pen (cont'd)

formation of a national association makes sense to many involved (from local to regional to national levels) if all members benefit equally. And yes, while there is no current formation of a national trade association in place there are exploratory talks to see if it's feasible."

SCRT leaders disagree with that statement. If each of these other 12 associations would stop and look at what SCRT already has in place they would see that we are the "wheel they are trying to re-invent."

We currently have eight state chapters and members in several foreign countries. Where is a better model to start with, or better yet why can't SCRT be that umbrella that everyone is looking for? We are one of the oldest trade associations in the cleaning and restoration industry and we are growing and expanding our membership monthly. We could and would be able to provide everything that people are looking for if they would just come together under the SCRT umbrella.

So, SCRT Members . . . what do you think? Let me know by e-mailing me your ideas and thoughts at garyg@a-town.net.

Until next time,
Gary ■

IICRC

Housekeeping Channel Partnership Offers Additional Benefit for Certified Firms

The Institute of Inspection, Cleaning and Restoration Certification (www.IICRC.org) recently formed a partnership with The Housekeeping Channel (www.HousekeepingChannel.com) to further educate consumers seeking information for their home cleaning and restoration needs. The Housekeeping Channel is a Web site dedicated to keeping consumers up to date with the latest cleaning tips and techniques. The partnership facilitates the IICRC's continuing efforts to educate homeowners about the benefits of contracting certified professionals.

Now, as an added benefit to Certified Firms, companies can register their IICRC Certification number when submitting their business information for The Housekeeping Channel's Home & Cleaning Services Finder. Once verified through the IICRC's database, the IICRC logo will appear next to their listing.

"By creating this opportunity for our Certified Firms, the IICRC is offering them another potential channel for new business," said IICRC President Ruth Travis. "This partnership also continues to promote the IICRC as the industry guardian, reminding consumers of the importance of hiring Certified Firms and Technicians."

To register on the Web site, Certified Firms can visit <http://homeservicesub.housekeepingchannel.com/> to create a username and password for the site or login using a previously created account. Once registered, users will click on the "Add a New Home & Cleaning Service" link. Users will be led to a form to enter their company information and their IICRC Certification number.

The Housekeeping Channel has an average of 50,000 unique visitors per month, of which 58 percent are women. In 2007, the site reached more than a half a million unique visitors and is on track to surpass that record in 2008. The site is known for offering practical home cleaning advice from cleaning experts, professional executive housekeepers and cleaning services,

environmental service professionals, doctors and scientists, and organizational and time-management consultants.

For more information on becoming an IICRC Certified Firm, visit www.IICRC.org. To view IICRC content on the Housekeeping Channel, visit www.HousekeepingChannel.com. ■

Green Carpet Testing

Carpet and Rug Institute Earns ANSI Certification for Its Green Carpet Testing Programs

The Carpet and Rug Institute (CRI) today announced that it is the first organization within the soft floor covering sector to earn accreditation as a certification body for indoor air quality by the American National Standard Institute (ANSI), the premier source for international standardization and conformity assessment.

CRI's Green Label and Green Label Plus programs, which test for and certify low emissions from carpet, carpet cushion and adhesive, comply with the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC) Guide 65, General requirements for bodies operating product certification programs.

"CRI is proud to have the first and only ANSI-certified green carpet program in the United States," said CRI President Werner Braun. "We set the standard with the Green Label program, and now we are raising the bar with this prestigious ANSI certification that recognizes best practices for indoor air quality testing and certification.

"Today, indoor air quality is an important environmental consideration, especially since we spend approximately 90 percent of our time indoors," Braun added. "Architects, builders and specifiers can have full confidence that Green Label and Green Label Plus carpet is a desirable, attractive green building product. They can rest assured they are purchasing the very lowest emitting products on the market."

CRI began the ANSI certification process in June 2006, which involved audits of the green carpet programs by Georgia Tech Enterprise Innovation Institute, an





Connections Photo Spread

Connections Photo Spread

Green Carpet Testing (cont'd)

ANSI team and CRI's third party indoor laboratory, Air Quality Science of Atlanta. According to ANSI, a certification body is an impartial third party that tests and evaluates a product to determine its compliance with relevant standards.

In 1992, CRI launched the Green Label program to test carpet, cushions and adhesives for low-emitting volatile organic compounds (VOCs). The program was enhanced and named Green Label Plus in 2002 when California's Indoor Air Quality Program and the Sustainable Building Task Force approved Green Label Plus certification in lieu of Section 01350, the low-emitting materials criteria for the Collaborative for High Performance School testing protocols (CHPS). Green Label Plus meets and even exceeds Section 01350 in several respects, including testing annually for specific chemicals, testing for six additional chemicals, maintaining a chain of custody process and performing an annual audit of the testing laboratory.

[The Carpet and Rug Institute, headquartered in Dalton, Georgia, is the national trade association for the carpet and rug industry. Its members are manufacturers, suppliers, and service providers, representing more than 90 percent of all carpet produced in the United States. CRI is the source for science-based information and insight into how carpet and rugs can create a better environment - for living, working, learning and healing. www.carpet-rug.org.] ■

SCRT Members "Win" at Connections

At the recent Connections Convention held in Orlando, FL in early May, SCRT member in attendance were eligible to win prizes donated by SCRT supporters. SCRT is very grateful to the following contributors for their continued support of our Association. At the Connections Convention in Las Vegas in September, one of the prizes which will be given away will be a Water Strategies Cruise for two. Remember, it pays to be a SCRT Member!



Steve Anderson wins ULV Fogger



Ron Henderson wins Axial Air Mover

- ULV Fogger donated by Sun-Belt, USA won by Steve Anderson
- Axial Air Mover donated by ThermaStor won by Ron Henderson
- Wood Floor Care Kit donated by ChemSpec won by Jerry Kessie
- Wood Floor Care Kit donated by ChemSpec won by Steve Ransom
- CTI Stain Removal Kit donated by Pro's Choice won by Shawn Fiske
- 2' x 3' Persian rug donated by R.L. Seminars won by Tom Hill
- W.E.T. Study donated by SCRT won by Joe Pierron
- W.E.T. Study donated by SCRT won by Chuck Keller
- W.E.T. Study donated by SCRT won by Wilma Fogler
- SCRT Polo Shirt and ball cap donated by SCRT won by Oscar Caradine
- SCRT Polo Shirt and ball cap donated by SCRT won by Ike Maddox
- IICRC-CCT Course donated by Truckmounts and Cleaner's Coach won by Bruce Vance
- 3-Handi Brushes and 3-Spotting Brushes donated by Grandi-Groom won by Bob Barnes
- 3-Handi Brushes and 3-Spotting Brushes donated by Grandi-Groom won by Joe Johnson
- Moisture Meter donated by Jon-Don won by Paul Pearce
- Cleaning Chemicals donated by Truckmounts won by Bob Carr ■

Stress

A lecturer when explaining stress management to an audience raised a glass of water and asked “How heavy is this glass of water?”

Answers called out ranged from 20g to 500g.

The lecturer replied, “The absolute weight doesn’t matter. It depends on how long you try to hold it.

If I hold it for a minute, that’s not a problem. If I hold it for an hour, I’ll have an ache in my right arm. If I hold it for a day, you’ll have to call an ambulance.

In each case, it’s the same weight, but the longer I hold it, the heavier it becomes.” He continued, “And that’s the way it is with stress management.

If we carry our burdens all the time, sooner or later, as the burden becomes increasingly heavy, we won’t be able to carry on.

As with the glass of water, you have to put it down for a while and rest before holding it again. When we’re refreshed, we can carry on with the burden.”

So, before you return home tonight, put the burden of work down.

Don’t carry it home. You can pick it up tomorrow. Whatever burdens you’re carrying now, let them down for a moment if you can. So put down anything that may be a burden to you right now. Don’t pick it up again until after you’ve rested a while. ■

The Two Wolves

One evening an old Cherokee told his grandson about a battle that goes on inside people.

He said, “My son, the battle is between two wolves inside us all. . one is Evil.”

“It is anger, envy, jealousy, sorrow, regret, greed, arrogance, self-pity, guilt, resentment, inferiority, lies, false pride, superiority, and ego.”

“The other is Good. It is joy, peace, love, hope, serenity, humility, kindness, benevolence, empathy, generosity, truth, compassion and faith.”

The grand son thought about it for a minute and then asked his grandfather:

“Which wolf wins?”

The old Cherokee replied, “The one you feed.” ■

Join A SCRT Chapter!

Michigan Chapter:

Jerry Szpak
313-937-1871
Jerry.carpetcare@sbcglobal.net

Northeast Ohio Chapter:

Tom Sherman
330-262-0936
tomemtbaol.com

Missouri-Kansas Chapter:

Mike Brummett
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or Richard Chavez
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Interested in starting a SCRT chapter in your state or region?

Contact Tom Sherman,

Membership V.P.
@ 330-262-0936
or e-mail him at: tomemtbaol.com





New SCRT Associate Members

CoCard

Dalton Davlin
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Disaster Equipment, Inc.

Scott Tarpley
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US Clean, Inc.

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WoolSafe Organization (Associate)

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Winners Circle Training Center

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New SCRT Members

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