



THE MONITOR

Number 2 - March 2009

The Official Publication of the Society of Cleaning and Restoration Technicians

Society of Cleaning and Restoration Technicians

234 Cedric Street
Leesburg, Georgia 31763
229-438-7512
800-949-4728
www.scr.t.org

Dana Rains
Publications Administrator

Officers

Gary Glenn
President

Peter Duncanson
Administrative VP

Tom Sherman
Membership VP

Chris Taylor
Secretary

Patti Savelle
Treasurer

Jeff Bishop
Technical Advisor

Ruth Travis
Past President

Board of Directors

Mike Brummett
Bruce Deloatch
Ken McIntosh
Don McNulty
Lenny Mingus
Carey Mitchell
Fritz Thompson

From the President's Pen

Well, SCRT members . . . it's that time again . . . it's time to head to Florida for Connections. We are back in beautiful Clearwater Beach, Florida at the Hilton. As many of you know, it's a great place for a Connection's Event. It will be good to be back there again.

The hotel is great and the beach is beautiful. And, of course, there is always plenty to do outside of the conference. This is a real economical opportunity for all in the cleaning and restoration industry to get together, especially in light of our current economic conditions. Believe it or not, this is a great time to grow a business, while your competition pulls back in fear, we forward-thinking professionals can pick up all those clients who are looking for quality and value for their money. We have a very pertinent agenda to help you grow your business and be profitable in these trying times.



There is a great line up of speakers this year. Also if you come a day early, you can attend a class on the revised ANSI/IICRC S-520. Then I'm sure you will want to stay over on Sunday for Pat Moffett's Advanced Sewage Clean-up for Project Managers. IICRC CECs are available for this class. Sign up at www.connectionsconvention.org.

Here's an abbreviated agenda for the Convention:

May 13th

- Panel discussion on the revised S-520
- Building Relationships On and Off the Job with Dennis Deaton. Dennis is always a great motivator. It is always good to have a friend of the industry come and inspire us.

- The Phoenix Reception and Cocktail Party

May 14th

- What do Small Business Owners do now? With Christopher Castroviejo and D.R. Burton Jr.
- Taking Charge in Turbulent Times with Dennis Deaton
- Trade Show opens

May 15th

- Sewage Remediation with Pat Moffett. This is one we all can use especially since it's not available for certification yet.
- Lessons Learned from Katrina, Wilma, and Iraq with Dr. Randy Rupp
- Marketing and Advertising with John Downey. We all remember John from early Cleanfax days but do you all know what a huge and growing cleaning business he runs? A lot of good information to help with growing your own company.

- The Beach Party: Dinner and Dancing with live music

May 16th

- Marketing Seminar: Good times/Bad Times with Bill Yeadon and Dave

(Continued on Page 8)

Connections • May 13-16 • Clearwater Beach

5 Ways To Be Happy in a Recession

Work on those relationships, be grateful, and don't forget to give to charity

By Kimberly Palmer, U.S. News and World Report

Amid the torrent of academic studies coming out on the subject of happiness, one finding remains consistent and, well, unsurprising: We are happier in flush times than in down periods. And as a result of experiencing the deepest recession in decades, we are now a bunch of really unhappy campers.

Research from the Wharton School of the University of Pennsylvania shows that happiness measures go up and down with business cycles. A Reuters/Zogby poll in December found that people's moods declined compared with November, with Americans reporting heightened concerns about job security and the direction of the country.

Really? No kidding. One might reasonably wonder why we need pollsters and Ph.D.s to tell us something so bleeding obvious. After all, performer Sophie Tucker reached a similar conclusion decades ago when she said, "I've been rich, and I've been poor. Believe me, honey, rich is better."

But the research turns out to be much more complicated than a simple correlation between money and happiness. It shows that our happiness may depend more on our relative wealth - how much money we have compared with our neighbors - than on any absolute scale. Researchers have also found that while richer countries are happier than poorer ones, they don't necessarily get happier over time as they accumulate more wealth. (One possible reason is that expectations rise with incomes.) And while researchers once believed that after our basic needs are met, money matters less, they have now found it appears to continue adding to happiness. Other research indicates that excess materialism, on the other hand, can make us unhappy. ("Mo' money, mo' problems," as Notorious B.I.G. put it.) So both extremes can be emotionally taxing.

Just how money affects happiness is under debate. Do we really love our 50-inch television, or do we just like that we

can afford it? Has the recession made us anxious over the prospect of losing our jobs, or are we down about the losses in our 401(k)'s? What's really bringing us down? "A simple way of thinking about an economic downturn is 'We all can buy less stuff,'" says Justin Wolfers, associate professor of business and public policy at Wharton. "I think a bigger, more important part of the question is that work has a very central role in our lives. . . . When people are without work, they are much less happy, and not just because they can buy fewer iPods but because they value it for its own sake," says Wolfers.

Those who find themselves down on their luck can call on the strategies developed by a cadre of happiness professionals. Here are five ways to boost your happiness right now:

1) Take care of yourself: Get enough sleep, exercise, and nutrition. Gretchen Rubin, creator of the Happiness Project blog and author of the forthcoming book by the same name, has studied ancient texts as well as recent research on her quest to become happier. The first step, she says, is to take care of your own body by getting enough sleep, exercise, and nutrition.

2) Become more charitable. "If you're feeling impoverished . . . a way to counteract that feeling is to do something generous," she says. It's a way of convincing yourself that you have something to give, adds Rubin. Signing up to be an organ donor or giving blood are two easy (and free) options. People also feel happier amid an atmosphere of growth, says Rubin. If your salary is frozen, then learning Photoshop or building a garden can generate a feeling of personal growth.

3) Spend more time and money on enjoyable activities, from traveling to cooking to studying Mandarin, suggests M.P. Dunleavy, author of *Money Can Buy Happiness*. Research shows that people are at their most satisfied when they feel engaged and challenged. For Dunleavy, that meant buying ice skates recently.

4) Invest in relationships. Dunleavy also recommends investing in relationships, another positive influence on happiness levels. Buying a train ticket to visit a friend or putting \$30 into a "romantic weekend away with hubby" fund can be valuable invest-

ments in your well-being, she says.

5) Focus on what you're grateful for.

Sonja Lyubomirsky, professor of psychology at the University of California–Riverside and author of *The How of Happiness: A Scientific Approach to Getting the Life You Want*, suggests cultivating a sense of appreciation through something like a gratitude journal, where you write down three to five things for which you are thankful. If you lost your job, think of other dreams that have come true, such as living in the city you want or marrying the right partner.

It's not trivializing what's happening but trying not to focus on it all the time," says Lyubomirsky. While the advice might sound obvious, Lyubomirsky points out that it's also supported by empirical research - so we know it really works. But that Fab Four didn't need empirical research: "I don't care too much for money. Money can't buy me love." ■

How to Sell in a Challenging Market

No one ever said growing a business was easy. So it should come as no surprise when you find that the market isn't always ideal for selling your products or services.

Your services may go in and out of favor. You could have growing competition. Regulations may change. Costs almost always rise, including postage for your direct mail. In the end, no matter how good your products or services may be, selling comes down to your willingness to adjust tactics and adapt to any challenges you face. It's really about getting back to the basics of selling.

One of the most basic selling tactics is to collect and use customer intelligence, such as RFM (Recency, Frequency, Monetary Value). Those who have made a recent purchase offer you your best opportunity for additional purchases. How often someone buys is an indicator of how closely aligned that person is with your products and services. What people spend gives you an idea about their overall value as a customer—a customer who buys \$500 in products is obviously more valuable than someone who is only willing to spend \$50.

Seeking better efficiency is a way to

make your direct mail advertising more profitable. This means constantly testing new direct mail pieces to see which formats and production methods offer you the best value. It's not a matter of doing "cheap" direct mail. It's a matter of finding what gives you the best return on your investment. If testing shows that mailing a more expensive direct mail piece creates more net profit than a less expensive direct mail piece, then the more expensive piece is the more efficient. Being cheap for cheap sake is false economy.

The offers you make are also critical to success. The tendency for many businesses is to find an offer that works and never test another offer. This is a serious mistake. Different people respond to different offers at different times. A high-spending customer may not be price sensitive and not a good candidate for a dollars-off promotion. But this same offer may be ideal for low-dollar customers. You should always be testing offers.

Finally, your list is perhaps the single most important element in any direct mail promotion. A highly targeted list makes everything else you do easier. Whenever you mail to a list of people who want what you're selling, you're almost guaranteed success if you present a clear message and strong offer. ■

The Secrets of Creating Customer Trust

What's the one concern people have the first time they consider doing business with someone? Trust.

With each new business relationship, a customer will quietly wonder, "Can I trust them?"

What if something goes wrong?"

It's just common sense. Over time, people get a little gun-shy after being disappointed or ripped off several times. So while they're predisposed to trust you, they're always going to be hesitant and cautious.

What can you do early in the business relationship to demonstrate that you are trustworthy? First, and most importantly, you should always tell the truth, the whole



truth, and nothing but the truth. This is the same oath people swear in a courtroom and it should be an oath you swear to your would-be customers.

Telling the truth means explaining your product or service in a way that your customers will understand, including what the actual cost will be. It means not leaving out any important detail that would influence a decision. And it means making sure that every little detail is accurate, since buying decisions are often made on small points or features. Any hint that you're not being up front with people will damage your credibility.

You should also reveal any drawbacks. This sounds counterintuitive because you certainly don't want to give people a reason to not buy. However, research shows that admitting small imperfections or shortcomings creates trust. For example, if you're selling organic lawn fertilizer, you might say, "Lawn Magic won't green up your lawn as rapidly as synthetic fertilizers, but it will help you grow a healthier, greener lawn in the long run."

Of course, people expect you to say great things about your business. This is why including testimonials from others is so powerful. Testimonials are objective endorsements that add credibility to your claims. They show that others have been satisfied, thus reducing the risk new customers may perceive.

Finally, stand behind your products and services with a strong, simple guarantee. More than anything, a guarantee wipes away lingering doubts and provides tangible assurance that you're trustworthy. A guarantee also gives people an "out" so that if they're not happy, they can get their money back and thus risk nothing. ■

The Housekeeping Channel (HC) and the Carpet and Rug Institute (CRI) Partner

The Housekeeping Channel (HC) (www.HousekeepingChannel.com) announced today that it will collaborate with The Carpet and Rug Institute (CRI) (www.carpet-rug.org) to review residential vacuum cleaners that have earned CRI's Gold, Silver, or Bronze

"Seal of Approval" designation.

The new series seeks to arm shoppers with essential information to make wise purchasing decisions when selecting a vacuum cleaner. A recent survey reported in The Wall Street Journal revealed that 70% of Americans consult product reviews or consumer ratings before making buying decisions. More specifically, the survey showed that 58% of shoppers would do significant research before buying a vacuum cleaner.*

The reviews will combine the results of field tests performed by HousekeepingChannel.com staff with CRI's scientific laboratory testing.

CRI measures soil removal using NASA-enhanced x-ray fluorescence and assesses indoor air quality according to strict criteria for dust containment. The testing also evaluates each vacuum cleaner on how well carpet retains its appearance after extended use.

HousekeepingChannel.com staff will test the vacuum cleaners by performing typical tasks on various surfaces, providing a comprehensive view of the complete out-of-the-box user experience under real-world conditions. A final rating will be calculated based on Effectiveness, Ease of Use, Durability, and Value.

"This new series of reviews further reflects our commitment to helping people achieve cleaner, healthier homes," said Allen Rathey, president of The Housekeeping Channel, LLC. "The extensive testing done by CRI's Seal of Approval program, combined with our real-world testing, will provide consumers with essential information to choose high quality vacuum cleaners, optimize carpet care, and improve the indoor environments of their homes." ■

Top 10 Tips for Improving Your Fuel Economy

by Tara Baukus Mello, *Edmunds.com*

Filling up is a fact of every driver's life, but for some drivers it is a necessary evil. If you are one of those people who gulps every time you have to fill up your vehicle, there's good news: there are some simple things you can do to improve your fuel economy no matter

what type of vehicle you drive.

Monitoring your average fuel economy regularly is a good idea, too. (Some vehicles have a handy computer that computes this for you.) If you notice a significant change, then something has changed with your vehicle.

Here are 10 things you can do today to get better gas mileage right away.

- **Follow the Recommended Maintenance**

A vehicle that is well maintained means it will operate with greater efficiency. This not only improves your overall vehicle performance, but it will improve your fuel economy as well. Fouled spark plugs, a dirty air filter or clogged fuel filter will all affect your fuel economy. According to the U.S. Department of Energy (DOE), replacing a clogged air filter can increase your mileage by 10 percent, while replacing an oxygen sensor could result in an improvement as high as 40 percent. Proper maintenance also means using the right octane gas and the recommended grade of motor oil. Using the recommended types for your vehicle will give you optimum fuel economy - and can save you money as well. Check your owner's manual for your vehicle's recommendations and have maintenance performed regularly by a dealer or reputable mechanic.

- **Keep Your Tires Properly Inflated**

Underinflated tires require more energy to roll, which translates into more frequent fill-ups. You can improve your fuel economy by about 3.3 percent if you keep your tires inflated properly, according to the DOE. The psi number noted on the sidewall of your tires is the maximum pressure of the tire and is not the proper inflation level for your car. Your vehicle manufacturer will list the recommended tire pressure in your owner's manual or a sticker on the doorjamb of the driver-side door. Buy a tire-pressure gauge and check your tires monthly, adding air as necessary.

- **Take a Load Off**

Heavier vehicles require more energy to move, so carrying around excess weight will also affect your mileage. Empty out your trunk (or even your backseat) of unnecessary items. An extra 100 pounds in the trunk will reduce your fuel economy by 1 to 2 percent in the typical vehicle. If you have a roof rack or roof carrier, install it on

your vehicle only when absolutely necessary. Not only does the carrier add extra weight, but it also increases the aerodynamic drag on the vehicle, which further contributes to a loss of fuel economy.

- **Don't Drive Aggressively**

We're not talking road rage here, but the type of driving many people do when they are in a rush. Mashing the accelerator pedal from a stoplight, braking hard and speeding all contribute to a decrease in fuel economy. Give yourself extra time to get to your destination and think "steady and smooth" as you drive. On surface streets, driving at the speed limit will give you mostly green lights, which improves your gas mileage as well as reduces the wear on your brakes. On the highway, the DOE says that every 5 mph you drive over 65 mph represents a 7-percent decrease in fuel economy.

- **Use the Highest Gear Possible**

Cars are designed to start in the lowest gear possible because that's where they have the most power, but that power translates to an increase in fuel consumption. To improve your fuel economy, drive in the highest gear possible when you are cruising at a steady speed, such as on the highway. If your vehicle has an automatic transmission with a "sport" mode, it's most likely that this is a computer program designed to shift later (and therefore keep you in a lower gear longer). While this gives you greater performance, driving in "sport" mode will also decrease your fuel economy.

- **Use Cruise Control - Selectively**

Using cruise control can improve your gas mileage by helping you maintain a steady speed, but only if you are driving on mostly flat roads. If you are driving in hilly terrain, using cruise control typically causes your vehicle to speed up faster (to maintain the preset speed) than it would if you were operating the accelerator yourself. Before you push that cruise control button, think about the terrain ahead.

- **Think Clean**

Keeping your car washed and waxed improves aerodynamics and therefore affects fuel economy. Engineer Tom Wagner, Jr. reported to Stretcher.com (as in stretching your dollars) a 7-percent improvement in fuel economy, from 15 to 16 mpg, during a 1,600-mile road trip.

- **Avoid Excessive Idling**



When a car is idling, it is using fuel, yet not going anywhere. This translates to 0 mpg. When you leave your car running while you are waiting in line at the drive-thru, or as you wait outside your kids' school, you are wasting fuel. It is more efficient to turn the engine off while you wait and then restart the car. If that's not practical (like in the line at McDonald's), then park the car and go inside instead.

• **Think Before You Vent(ilate)**

Running your air conditioner does cause your vehicle to consume more fuel, but driving with your windows rolled down can be even worse due to the increase of drag on the vehicle. If you are driving slowly, such as around town or in city traffic, then you are better off leaving your windows open, if at all possible. For highway driving, roll up the windows and turn the air conditioning on.

• **Combine Your Errands**

A little planning can make a big difference in fuel economy. When your engine is cold, it uses more fuel than when it is warm. Combining errands can improve your gas mileage because your engine will be warm for more of the trip. It might also mean you travel less total miles. According to the DOE, several short trips all begun with a cold start can use twice as much fuel as a single, longer trip that covers the same distance. ■

The Rose

The first day of school our professor introduced himself and challenged us to get to know someone we didn't already know. I stood up to look around when a gentle hand touched my shoulder.

I turned around to find a wrinkled, little old lady beaming up at me with a smile that lit up her entire being.

She said, "Hi handsome. My name is Rose. I'm eighty-seven years old. Can I give you a hug?"

I laughed and enthusiastically responded, "Of course you may!" and she gave me a giant squeeze.

"Why are you in college at such a young, innocent age?" I asked.

She jokingly replied, "I'm here to meet a rich husband, get married, and have a couple of kids . . ."

"No seriously," I asked. I was curious what may have motivated her to be taking on this challenge at her age.

"I always dreamed of having a college education and now I'm getting one!" she told me.

After class we walked to the student union building and shared a chocolate milkshake.

We became instant friends. Every day for the next three months we would leave class together and talk nonstop. I was always mesmerized listening to this 'time machine' as she shared her wisdom and experience with me.

Over the course of the year, Rose became a campus icon and she easily made friends wherever she went. She loved to dress up and she reveled in the attention bestowed upon her from the other students.

She was living it up.

At the end of the semester we invited Rose to speak at our football banquet. I'll never forget what she taught us. She was introduced and stepped up to the podium.

As she began to deliver her prepared speech, she dropped her three by five cards on the floor.

Frustrated and a little embarrassed she leaned into the microphone and simply said, "I'm sorry I'm so jittery. I gave up beer for Lent and this whiskey is killing me! I'll never get my speech back in order so let me just tell you what I know."

As we laughed she cleared her throat and began, "We do not stop playing because we are old; we grow old because we stop playing.

There are only four secrets to staying young, being happy and achieving success. You have to laugh and find humor every day. You've got to have a dream. When you lose your dreams, you die. We have so many people walking around who are dead and don't even know it!

There is a huge difference between growing older and growing up.

If you are nineteen years old and lie in bed for one full year and don't do one productive thing, you will turn twenty years old. If I am eighty-seven years old and stay in bed for a year and never do anything I will turn eighty-eight.

Anybody can grow older. That doesn't take any talent or ability. The idea is to

grow up by always finding opportunity in change. Have no regrets.

The elderly usually don't have regrets for what we did, but rather for things we did not do. The only people who fear death are those with regrets.'

She concluded her speech by courageously singing "The Rose."

She challenged each of us to study the lyrics and live them out in our daily lives.

At the year's end Rose finished the college degree she had begun all those years ago.

One week after graduation Rose died peacefully in her sleep.

Over two thousand college students attended her funeral in tribute to the wonderful woman who taught by example that it's never too late to be all you can possibly be.

REMEMBER, GROWING OLDER IS MANDATORY. GROWING UP IS OPTIONAL. We make a living by what we get, but we make a life by what we give. God promises a safe landing, not a calm passage. If God brings you to it, He will bring you through it. ■

Heavy

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. 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. ■

SCRT New Members

Associate Members

Namco, The Cleaner's Depot

Matt Stein
Nashville, TN
info@tcdepot.com

Water Strategies Cruise

Howard Wolf
Richfield, WI
Hw3group@charter.net

New Members

Capital Reconstruction, Inc.

Peyton Welty
Houston, TX
pwelty@capitalreconstruction.com

Carol Blaha, LLC.

Carol Blaha
Lakewood, CO
Cblaha1219@aol.com

Cincinnati Tile and Stone

Jamie Johnson
Mason, OH
Jjohn710@aol.com

Flood Drying 911

Bob Pilkington
Springfield, MI
rspilkington@sbcglobal.net

Michael's Cleaning and Restoration

Michael Franz
Dayton, OH
Michael@michaelscleaningandrestoration.com

Ohio Valley Restoration

Mike Terrell
Fairfield, OH
ovrestoration@aol.com

Teasdale Fenton

Jim Olmstead
Cincinnati, OH

US Clean

Dorrie Gioux
Norman, OK
dlgiroux@wildblue.net

Vaughn's Cleaning and Restoration

Gary Vaughn
Richmond, IN
gvaughn@garyvaughn.com





President's Pen

(From Page 1)

Howard. We all know these guys have been around for years and have seen it all, good and bad. Come see if it doesn't help your business.

- Recent Developments in the Carpet Industry with Werner Braun. Right from the man who lives right in the middle of the industry every day.
- How to Take Control of Your Water Restoration Projects with Jim Holland
- Fast Track to Increase Profitability with Bob Langdon. If we're going to increase the business in this opportune time we sure want the profits to increase also.
- Starlite Dinner Cruise you won't want to miss this it was a sellout last time and the tickets are going fast so don't hesitate to get these when you call in for your registration.

Of course, that's not all, but I wanted to highlight some of the biggest and best topics and events of the convention. It's going to be an awesome conference so you don't miss a minute of it. And be sure when you register that you to tell them you are an SCRT member so you save that \$100.00 off of the registration.

I know that in tough economic times we tend to tighten our purse strings, but as statistics show, this is really a great time to grow a business. You need to be ready when business starts picking up again. I know that you have heard the old saying "Only the strong will survive" well, it's time to be strong and aggressive.

I hope that all of you will come by the SCRT booth while at the Connections Event and say "Hi." We'd like you to see all the great things your SCRT Board is working on to improve and grow the biggest and best trade association in the cleaning and restoration industry . . . SCRT. Remember, we are the original International Trade Association with members throughout the world and now with chapters in Ohio, Michigan, Pennsylvania, Maryland, Florida, Georgia, Tennessee, New Mexico and Missouri/Kansas.

See you in Sunny Florida in May. Until next time

Gary ■

Join A SCRT Chapter!

Michigan Chapter:

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

Northeast Ohio Chapter:

Tom Sherman
330-262-0936
tomemtbaol@aol.com

Missouri-Kansas Chapter:

Mike Brummett
785-979-6851
carpetguy@sunflower.com
or Richard Chavez
785-232-3779
richardc@chavezrestoration.com

Georgia Chapter

Bruce DeLoatch
770-729-7117
bruce@cleanerscoach.com

North Carolina Chapter

Ron Henderson
(919) 846-3828 x.113
ron_pcs@bellsouth.net

Pennsylvania Chapter

Doug Moerschbacher
(814) 359-4414
doug@cleansweepp.net

New Mexico Chapter

Shawn Fiske
(505) 890-0022
allmightyclean@cableone.net

Florida Chapter:

Wilbur Grooms
(904) 396-1294
wgrooms@ccirestorationservices.com

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@aol.com