

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

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From the President's Pen

Well, Connections Fall 2009 is over again and we are already working on the Florida event at the end of April. WOW! If you missed "The Experience" you really did miss an experience. If you don't believe me ask someone who was there. It was awesome. Every seminar was standing room only. The first day we didn't even have enough chairs there were so many people in attendance. And in spite of a few hiccups, the first time to do something like this it went pretty smooth.



We are playing off "The Experience" for Florida, so get ready. And now that the "team" has experience at running "The Experience" you will surely want to return to Las Vegas next fall as well. Speaking of Connections in Florida it will start the 29th of April which is better for those with children. Many have been unable to come because it is too close to the end of the school year.

Those of you that didn't make it to "The Experience" or had to leave early would have been very impressed with how busy the trade show was on Friday. But here is the kicker; when the show was closing down our own Jeff Bishop was holding "court" over at the Rug Pit. It was reported that he still had over 75 people talking about cleaning rugs. There were two companies that set up rug cleaning demonstrations, Clean Care Seminars and another company out of Dallas, Texas. Clean Care (with Ruth Travis and Jeff Bishop as instructors)

demonstrated how to clean rugs and make a lot of money doing it. Their set up is very reasonably priced so someone just getting started can easily afford getting into the rug cleaning business. I know you probably get tired of hearing me say that you need to go take their course and get into the rug cleaning business. It's a great way to expand your cleaning or restoration business.

SCRT received several new members while in Vegas. We even got our old friend Scott Rendell from Michigan to come back. It's good to have Scott back he has been a real asset and supporter of SCRT for many years. All of you members need to ask your suppliers if they are members of SCRT. Since we are the largest of the trade associations, it is a great opportunity for them to have their name seen in our newsletter as we allow them to advertise to our members as part of their Associate membership. Many associate members also give discounts to SCRT members and receive new customers through their affiliation. We support them and they can support us, a win-win situation. Give them my telephone number and I'll be glad to explain our associates program. Gary Glenn 325-692-1892. And don't forget for every new member you sign up, you get \$50.00 off your next year's membership. Not bad, huh?

As the Florida Event begins to take shape, I'll give you the inside scoops so you can start getting ready to come back to Clearwater Florida in April. You can tell you buddies that haven't joined us at SCRT yet what they are going to miss if they don't come this time and be sure to remind them that if they join SCRT they can save \$100 on each of the

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Connections Success

2009 Las Vegas Connections Convention and Trade Show Huge Success

A combination of interest in creative business building tactics and a new approach to hands-on training has - despite a worrisome slow economy - helped this year's Las Vegas Connections Convention and Trade Show become a success story.

"The Experience was a tremendous success," said Connections President Craig Kersemeier. "It will be what other shows in our industry will be judged by ... owners and technicians alike always love to learn in a hands-on experience, over a classroom and PowerPoint environment. The show's registration started slower than past years, but really the last 30 days, registration was phenomenal."

Although official numbers are not yet tallied, Kersemeier said this year definitely exceeded last year, and noted that on the first day of the show, there were more than 75 "walk-ups" or late registrants.

Dan Taylor, Connections treasurer, commented: "With all the positive feedback we received, we have some great ideas for our Florida conference and can't wait to see the expanded program in Las Vegas."

Kersemeier echoed Taylor's comments. "We listened to our attendees and will continue to adapt our show to what our manufacturers, distributors and cleaning and restoration companies want."

Gary Glenn, Connections Vice-President, noted a change in outlook for the industry. "It was a great opportunity to see our cleaning and restoration industry connecting and see the positive outlook for the future of our industry in this economy," he said. "We really have an opportunity to build on this show for future shows."

Kersemeier stated: "One the most interesting things I noticed is the new trend of the participation by some other industries, such as duct cleaning, pressure washing and hard floor surfaces."

The East Coast Connections Conference and Exhibition is slated for April 29-May 1, 2010, at the Hilton Clearwater Beach Resort in Clearwater Beach, Florida. ■

10 Easy-to-Learn Tips on Handling Interruptions

by Catherine Franz

Imagine this. A co-worker enters your office and says: "Ken, could I talk with you for a minute? I'm having a real problem with . . ." You glance at your watch and think of the report that's due in an hour. What do you do?

What happens if you were Ken's supervisor?

Let's continue. You're meeting a potential client for a luncheon meeting . . . and your friend calls: "Could we talk, it's important, I need someone to talk to?" What do you say?

What we would like to say and what we end up doing is usually two different things. Good news, tactfully saying "no" is a learned skill. It requires know-how and practice. Let's get into ten how-tos and alternatives to help you practice.

Tip 1: There are three parts to meshing a "no, but not no" response. The first part acknowledges and empathizes. The second part is a situation statement. And the third part is an action statement.

An example of an empathy statement: "Sam, I'm sure this problem is important." Now let's add a situation statement: "I'm working on a report that I promised to finish within the next hour." The third, an action statement, needs to describe what you will do or offer as an alternative: "Let's get together this afternoon at 2 PM. I'll meet you in your office." You have just said no, without saying no.

Tip 2: What if it's your supervisor interrupting you? What do you do? Here's how to mesh the three parts. Sandy, your supervisor enters, "Ken, I hate to interrupt you, but we have a real problem in the field, I need to talk with you right away. Could I see you in my office?" First, the acknowledgment statement: "Sandy, I'm sure this is an important problem." Second, the situation segment: "I'm working on that report you requested by noon." Third, adding the action: "Would you like me to defer the report until 2 PM (its imperative to offer an exact time) so we can meet now? Or would you like me to complete this and then come to your office?" This response allows your supervisor to see your perspective, situation,

and make a decision.

Tip 3: Discouraging professional interrupters. These professionals make a career out of interrupting. They start talking and don't stop. They go on and on and when they finally stop to catch a breath, and you get to say something, they interrupt a few minutes later. How do you handle these? Movement is the key. If cornered behind your desk, stand up, and move. If standing up, move away. If sitting down, stand up. You can change momentum by dropping something, or turning sideways. Reach for something that has nothing to do with the conversation, or excuse you to the restroom.

Interrupt in the same manner the use with you. Go ahead, they do it because it appears normal to them. Here are a few template statements: "Where is this leading?" "What's your point, I've gotten lost in what I think is the trivia?" It's important to practice patience. These professionals don't usually hear you the first few times. Become a broken record if need be. Identify what it is about their communication style or interruption process that annoys you. Provide your feedback and your preferred method.

Tip 4: What about the few that don't get your hints? Sometimes following you down the hall or continuing to talk "at" you instead of "with" you? Be direct with this rude offender. If they appear to be bruised, don't let it bother you. They don't really take it personally, even if they say so. It is a form of manipulation. Don't play and don't apologize. If they persist, give them an ultimatum: "You rudely interrupt me. I've tolerated them in the past; however, I need for it to stop now." Eventually when they finally realize you're not paying their game, they will stop, and even pretend to be offended. Later they will return with respect. Hopefully, with a new awareness of their behavior. But don't hope. If they don't return, you haven't lost anything.

Tip 5: If you can, keep doing what you are doing. Look up, smile, point to a notepad and pen, and then return to what you were doing.

Tip 6: Sometimes the position of your furniture invites interruptions. Especially if your office is beautifully designed, or contains natural ingredients, like plants. Others want to be around this energy. It's attractive. It's renewing to them as much as it is to you. There's only one suggestion . . . get them to

change their office to reflect the same. Then they will not want to leave their office.

Tip 7: If you frequently are trapped behind your desk. Plan and explore various escape routes and methods. You might want to rearrange the furniture to that allows escape routes.

Tip 8: Discourage squatters. If your interruptions are due to people consistently coming in and just sitting and talking, remove the empty chairs. Place them outside your office.

Tip 9: Do people wait for you to get off a phone call? Place a sign on the desk: "If I'm on a phone call, please leave me a note. I'll check back with you as soon as I'm off the phone." An alternative: Train others in a silent hand code. Use your fingers to indicate how long you are going to be. One index finger explains that you will be off the phone in a minute or two, please stay. Full hand with a wave says, "I don't know how long and I'll get back to you." This silent code maintains your thought rhythm, acknowledges them, and allows them to make a choice based on their time.

Tip 10: Many ways for handling, interruptions at work can also apply at home. Here's one that works well. Name a "personal spot". An area you can call your own. It can be a den, sewing room, shed, or an extra bedroom. If you have children, give them the same opportunity. Purchase a clock sign at the office supply store . . . the type retailer's use on their front doors--to indicate what time you will emerge. Add a white board for notes. A magnetic board works well for smaller children. Create magnets for each family member: "Bobby wants you."

The Other Side of The Coin

The other side of this perspective is using interruptions to boost productivity. People sometimes use interruptions to push them into overdrive. It helps them, yet disrupts others. It is a habit that gets them to move past their own procrastination and get their tasks completed. This behavior causes stress-related illness. This can be an addictive behavior sometimes disguised as "workaholicism."

Catherine Franz, is a certified life and business coach specializing in marketing and writing, Internet and infoproduct development. See: <http://www.AbundanceCenter.com> ■



Are You Hearing Everything Your Customer, Isn't Saying?

Only 7% of what we say is verbal! The other 93% is nonverbal! Verbal or written or even sign language talks to "content." You're just listening to the words and that's it! Nothing else enters the picture. This is probably one of the biggest issues with married people. The wife might say, "You never listen to me." The husband says, "Of course I do!" and continues reading the paper. The wife probably wants to see body language from her husband that says, "I am here for you; you are very important to me; I will always take the time to be here for you." If he's reading the paper, he's not communicating this to her in a way she can see and understand.

If you're in sales or have any projects where you have to "sell" someone on something, do you know what your body language is saying to the other person? Try selling something to someone without saying a word! You might say it's impossible but it's not. You probably do more selling with nonverbal communication than you do with verbal. Remember that song about "you say so much when you say nothing at all." Well, that singer/writer was right!

Think of a time when you were feeling upset, frustrated, angry and someone came up to you and asked if you were doing OK. You probably said YES but your body language said NO! Which communication do you think they're going to believe? Scientists have proven that whenever there is a conflict between verbal and nonverbal communication, we tend to put a question mark by the verbal communication and believe the nonverbal communication. You probably don't even think about doing that but that's exactly what you're doing!

Body language has gone underground. In other words, we don't even think about it. We just do it. It has become subconscious behavior to us and when someone points our body language out to us, we seem surprised. When I work with people on body language and point out different "language" that they are using, they might try to justify

their actions if they were sending out defensive signals or congratulate themselves if they were using positive signals. The trick here is to know what your body language says about you and then to be able to know what another person's body language says about them. It's the same behavior or actions we tend to react or resist in other people and not even notice in ourselves.

You all have probably experienced stress at one time or another in your life. You might even be experiencing it now as a reaction to this article. Stressed out people have very definite body language. I can spot you a mile away. Other people can too, they just might not know why they are having a reaction to you (your stress!). Look at people around you (at home or at work). If they're eyebrows are raised, their shoulders scrunched up around their ears, the hand clenched--chances are they're stressed out about something. Now, if you're having a meeting with them and don't recognize their body language, that meeting will get tenser because you will tend to mirror the body language of the other person and get stressed out yourself just by being around them. It's not healthy for you and it creates a lot of tension, turmoil, confrontations, frustrations and disagreements--all because you didn't read their nonverbal communication and respond consciously to that. They subconsciously sucked you into their net of stress, worry and upset and **THEY GOT YOU!**

Now, what about you? Did you know that most Americans hold their stress in the upper part of their body? And because we do, people can read us so easily. Consider the signs I mentioned in the last paragraph. People can "pick" up on us so easily just as we can pick up on them! We like to be in proximity to other people because we can read them as they can read us! I had a marketing consultant that wanted to become a coach. Her biggest goal was to stop traveling so much and at the same time her biggest challenge was to take up telephone coaching where she wasn't in the presence of her clients. She didn't believe she could figure out what was going on because she couldn't "see" the other person or in fact, read the other person's body language.

Body language is that powerful. Because it's that powerful, everyone should be famil-



iar with it and understand the positive and defensive postures. When you do, you understand what's really going on with the people around you . . . either at work or in your personal life . . . because we all, at some time or the other, speaker in double messages.

It's important to understand double messages, which we hear/see all the time. Why? Because whenever we receive a double message, we tend to put a question mark behind the spoken message and believe the unspoken message. I've said this before and I want to re-emphasize it again! Double messages make us incongruent. How do adults learn best? When they are in a congruent environment. If you're going to be effective, learn the two most important languages: the spoken and the unspoken word.

Linda Talley is a Houston-based business coach, speaker and author of Business Finesse. Her website is www.lindatalley.com. ■

Changes to the IICRC Continuing Education Requirements

The IICRC Board of Directors passed two resolutions that modify and streamline the IICRC Continuing Education Program. The result of the board action is to simplify the CEC program, making all Technician-level certifications fall under the same rules. Formerly, the AMRT designation had separate CEC requirements that were different from all other certifications. As a result of this recent board action, AMRT CEC requirements are now the same as every other certification category (2 CECs every 4 years). Furthermore, there is no longer a specific Mold Refresher CEC category. Any CEC event approved for cleaning/restoration credit can be applied to AMRT as it is with other cleaning/restoration categories. There has been no change in the CEC requirement for Master level Technicians or Inspectors.

So to summarize; For all cleaning and restoration technician level certification categories, technicians are required to earn 2

continuing education credits (CECs) every 4 years (regardless of if they have one or several certifications up to master level).

Master level designations and Inspector designations still require 2 CECs every 2 years.

A complete list of approved CEC events can be accessed at www.iicrc.org/ceccourses. Distance learning CEC opportunities are also available and can be located at www.iicrc.org/onlinecec. It is still required that in order to receive credit for attending a CEC event or completing a distance learning training, the registrant must submit proof of attendance/completion to IICRC in advance of the specified time limit. This can be done via an approved event sign in roster, a signed CEC event form (available at iicrc.org/pdf/ceccreditapp.pdf), a certificate of completion, etc. that is forwarded to IICRC for recording.

If you have any questions about these changes to the CEC program, call or e-mail IICRC headquarters at 360-693-5675 or cecevent@iicrc.org. ■

SCRT Scholarships 56% Return on Investment Available to SCRT Members Who Also Join WFCA

As a member of SCRT you have the opportunity to join the World Floor Covering Association for \$175.00 a year. This is \$100.00 off their regular membership cost. As a member of WFCA you will be entitled to receive up to \$500.00 annually in approved scholarships. And as a member of SCRT, you are already entitled to receive up to \$200.00 per year in approved scholarships.

Both organizations approve IICRC courses, IICRC continuing education credits and attendance at Connections plus other approved classes and events for scholarships. These scholarship opportunities represent a 56% return on your membership investment which cannot be matched by any other investment you'll make in today's market.

Contact administrator@scrt.org for your WFCA application. The SCRT scholarship is available on the SCRT website @ www.scrt.org. ■



Tips for Growing Your Business the Organized Way

by Maria Gracia - *Get Organized Now!*
<http://www.getorganizednow.com>

Growing a business is similar to tending a vegetable garden. Knowledge, careful planning, organized systems, use of proper tools, continuous care, and dedication give you the very best chance of producing a beautiful and abundant garden that brings forth fresh veggies for years to come.

The same is true when it comes to growing your business. By following a specific sequence of steps, just like growing a garden, you can succeed. Neither can be accomplished with a haphazard approach. Discovering how other businesses are growing, thinking through your marketing strategy, taking an organized approach, using the proper tools to get the word out and focusing on achievement will help you reach your business goals and set you on the right path towards accomplishing your greatest success.

PROSPECTING. For most services and products, it is imperative to first generate qualified prospects. Only then do you work on converting those prospects into first-time buyers, repeat customers, and finally, lifetime customers. If you're trying to generate an immediate sale, chances are, you're going to be disappointed with the results. You will make most of your sales by following up with your prospects repeatedly.

WHAT IS A PROSPECT? A person is a prospect only if they:

- have a genuine interest in the particular service or product you provide
- AND
- have responded to one of your offers
- AND
- they have provided you with contact information (name, e-mail, etc.)
- AND
- they have the authority to buy your service/product and can afford it.

Everyone else is a stranger. Not a prospect.

TARGET. You can't try to market to every-

body. When you do, you're marketing to nobody. Pick a niche market and focus on your main audience. Target them in all of your marketing materials.

OFFERS. To get people to respond to your marketing, develop an enticing offer and get it in front of as many people in your target market as you can. Perhaps, a free tips report, free e-zine, or free sample. The best offers are generally the FREE offers.

GETTING THE WORD OUT. There are a multitude of ways to get the word out about your offer. You can try traditional marketing, such as direct mail, press releases, networking, ads, etc. Or, you can use the internet, such as online networking, joining in discussion forums, submitting to search engines, link exchanges, affiliate programs and so on. Whatever you choose, schedule time each day to market your business. Write it on your calendar. When it's written down, it is more concrete, and there is a better chance that you will do it.

FOLLOW-UP. Once you begin to generate prospects, it is imperative that you get their contact information (i.e., name, e-mail address, and any other pertinent information) into an organized database. Why all the work? Because follow-up is the key to successful marketing. Once you have contact information, you can continue to make enticing offers for your product and/or service (discounts, gift certificates, 2 for 1 deals, etc.)

ONE SERVICE/PRODUCT. Choose ONE product or service to market at a time, or you're liable to confuse your prospects. You can have more than one product listed on your website. However, when you contact your prospects, it's best to focus on one product at a time.

GUARANTEE. Guarantee your products or services. Offer, at minimum, a 100% Money-Back Guarantee. When it is clear that you stand behind your services/products, you will have accomplished a trust-factor. This is called risk-reversal.

PROACTIVE. Don't use the Passive Marketing technique. That's when you dis-



tribute general information, verbal and written, about your company, and then just sit around waiting for the phone to ring, or for your e-mail inbox to fill up with orders. In the real world, it doesn't work that way. You have to be proactive.

TRACK. Track. Track. I can't say this enough. Keeping accurate numbers will help you make good marketing decisions. If you don't know what's working, you're going to waste a lot of time and money. However, if you do know exactly what's working for you, you're practically guaranteed to reach your goals. ■

ANSI/IICRC S100 Standard and Reference Guide for Professional Cleaning of Textile Floor Coverings in Informal Public Review Status

You are invited to be involved in the informal public review of the new S100. If you would like to participate, go to the IICRC web site at www.iicrc.org and register. You will receive instructions on how to make formal comments once you have received an e-mail confirmation.

The cut off date for submitting comments is December 7th, 2009 at 5:00 MST. ■

SCRT New Members

New Beginning Carpet Cleaning

David Wheeler
Olathe, KS
n.b.cc@sbcglobal.net

PuroClean of Texoma

Kenneth Burross
Wichita Falls, Ct.
kburross@puroclean.com

Slay's Carpet Cleaning

Shawn C. Slay
Carmi, IL
shawnsly@slaysrestoration.com

Save a Buck: Time Is Money

Time banks draw interest as they help people swap services

By Leah Dobkin, AARP Bulletin Today

Did you ever wish you had someone handy to drive you to the airport, fix your computer or teach you yoga? If you lived near Madison, Wis., you could join the Dane County Timebank and earn "time dollars"—one dollar for each hour you spend providing a service for someone in the community. Then you could spend those dollars having someone do something for you.

The organization is one of 400 such banks in the United States and 26 other countries. Some are run entirely by volunteers, such as the 372-member Time Trade Circle in Cambridge, Mass. The Dane County bank has three paid staffers, 20 coordinators paid in time dollars, and 1,350 members. Its website, which tracks transactions, logged 14,000 hours' worth of shared services last year, among them language teaching, massage and Indian cooking.

The Dane County bank's membership is exploding because the recession has increased the number of people who have more time on their hands and less spending money, according to Executive Director Stephanie Rearick.

The SHiFT Time Bank in Minneapolis is part of a network of individuals and groups supporting people in midlife who are making career transitions. "Oftentimes, bank members start selling products or services as sole proprietors. They trade their products or services for time bank credits, and also gain customer feedback and marketing outreach," said cofounder Jan Hively. Said member Scott Simpson, "The possibilities are endless."

To find a time bank in your area or resources to start a program, go to TimeBanks USA at www.timebanks.org. ■





Why Hair Goes Gray

Study Blames a Chain Reaction That Makes Hair Bleach Itself from the Inside Out

By Miranda Hitti, WebMD Health News

Scientists may have figured out why hair turns gray, and their finding may open the door to new anti-graying strategies.

New research shows that hair turns gray as a result of a chemical chain reaction that causes hair to bleach itself from the inside out.

The process starts when there is a dip in levels of an enzyme called catalase. That catalase shortfall means that the hydrogen peroxide that naturally occurs in hair can't be broken down. So hydrogen peroxide builds up in the hair, and because other enzymes that would repair hydrogen peroxide's damage are also in short supply, the hair goes gray.

Putting the brakes on that chemical chain reaction "could have great implications in the hair graying scenario in humans," write the researchers, who included Karin Schallreuter, a professor clinical and experimental dermatology at England's University of Bradford. ■

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.

Mark Twain

President's Pen

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Connections events. And don't forget that existing SCRT members can also take advantage of the scholarship money we have available for IICRC courses and Connections registration. Every member in good standing for more than one year is eligible for up to \$200.00 in scholarship money.

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

tomemtb@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: tomemtb@aol.com