



# THE MONITOR

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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

**H**ere we are in 2008, the start of another New Year. As I look back I must admit it was hard to say goodbye to a year as fruitful as 2007 was for the SCRT. We started the year with our first Board of Directors meeting and General Membership meeting in Clearwater Florida at the Connections Convention in early May. What a great Convention it was with all of those giveaways from our Associate Members, especially the Rug Badger from Dusty Roberts. I, for one, left there a little sad knowing that was our last convention in Clearwater, and apprehensive about moving the convention to Orlando in 2008. Clearwater is a beautiful place. SCRT really shined as usual at this Connections Event, we always have the largest number of members at the Florida Event. It is always good to see all the old and new friends that show up every year.

Our next event was Connection in Las Vegas. What a blowout that was. And I won't ask who made deposits in the slots while they were there. It was another spectacular Connection Event one of the best ever for the industry and all of the exhibitors were extremely happy with the show.

We had our annual General Membership meeting. I hope that more of you will try to join us for these meetings as it is a great opportunity to meet all of your Board Members. It is a very short and very informal meeting, and always something to eat and drink. Thanks to all of you that made it to the Connections Event because we blew them out of the water on this conven-

tion. Our numbers were awesome! We picked up several new members and again saw a lot of old friends.

Our next Board of Directors meeting was in Dalton, Georgia at Carpet and Rug Institute facility in November. We had golf outing on Thursday which was open to the General Membership and a good time was had by all that attended.



We didn't have the greatest turnout for this event. In the future we need more of you to participate in these events when we have them. After the golf, we were treated to a fantastic meal at the

Dalton Country Club that evening by the Carpet and Rug Institute. The following day we held a mill tour at J and J commercial carpet facility, a finish extrusion plant. It was a very interesting and informative tour. We also toured the Professional Testing Lab, where the testing is done for the Carpet and Rug Institute's Seal of Approval.

On Saturday we conducted our Board of Directors meeting, planning for 2008. We also installed our newly elected officers. The entire list of Directors is on our new website at <http://www.scrt.org>. The newest Directors are Peter Duncanson from ServiceMaster® in Memphis TN, Fritz Thompson from Professional Carpet Systems in Raleigh NC, Bruce DeLoatch from Truckmounts and Cleaning Solutions in Norcross GA,

# Making Financial Planning a Family Affair

**Adapted From: Personal Finance Workbook For Dummies**

**W**hen you have a family, financial planning isn't just about yourself. Your financial goals encompass not only your own desires, but the needs and desires of those you love most. And since your family is such a big part of your financial present and future, it makes sense that they should be involved in your financial planning as well.

Financially, your spouse, partner, or children can be a help or a hindrance. As a family, you will face many challenges along your financial journey. But if family members are truly on board, they will work to help find solutions and not create additional challenges for you.

How do you get your family on board with your financial goals? You must inspire them, just like a coach might. A coach needs the cooperation and coordination of each player on his team. In order to get teams to pull together, great coaches lead by example and command the utmost respect from each and every team member. Their team members strive to perform at their very best each and every game, not only for themselves, but also for their coach and their team. Great coaches inspire greatness.

So how can you inspire your family when it comes to your personal finances? Share your vision, in living color, with your family members - your team. When you present your vision, make sure that you include the vivid details of why a goal is important to you and your family, and what accomplishing this goal will enable you all to enjoy. Elaborate on the payoff for putting in the hard work, compromise, or sacrifices that may be required to achieve these goals.

Allowing and encouraging your family members to participate in the family's financial decisions and money-management responsibilities is beneficial in many ways. But mainly, the more informed everyone is, the more you can work together for your shared goals.

This is an all-too-common complaint: "We never learned about money at school,

and my parents definitely never talked about it - at least while we were around." Where are your children going to learn to make informed decisions about money if you don't teach them? What happens to the spouse or partner who was never interested or involved in the family finances if something happens to you? Are you really doing them any favors by taking on this responsibility single-handedly?

The answer is no. You must make managing money a shared responsibility within your family. No one learns this stuff in school; it's an on-the-job learning experience. Allow your family some on-the-job experience while you're around for guidance. ■

## Volunteer Opportunities in the SCRT

**T**here are great new opportunities for you to volunteer in the SCRT as we are aggressively seeking new Chapter leaders in all regions of the U.S. and abroad. Our industry has been rapidly changing in the last several years with all the new development in research technology and testing protocols. This has a direct impact on our business and lives as we know it. Not to mention government agencies that unfairly tax and burden us as local laws and regulations are passed with little or no organized resistance. Now more than ever there is a huge need in our industry for local level and regional association chapters. By not getting involved we let the big players like the manufactures, chemical producers, and large franchises solely dictate the future of this great industry. Our voices will become muted as the larger blow horns drown us out.

Consumers are now more concerned than ever before. Carpet warranties have been rewritten and include new higher standards like hiring IICRC-certified firms and technicians and using SOA-approved products and equipment. The sad thing is that there are a lot of good people in our industry working hard day to day that don't even know about these new standards and regulations that impact our industry over time. Not



to mention, most retailers don't have a clue in the difference in a consumer rental unit and a modern day truck mount, or what it means to be a certified professional in the cleaning industry, or what is a Seal of Approved Product, System, or Method is. Having a local chapter will help with these issues as the local populous will be better informed and connected to convey these messages to small owner operators and retailers.

Many leaders in our industry have started their climb to a successful business as chapter presidents, board members, and leaders within SCRT. Now their experience has been combined and systemized into our new **SCRT Chapter Start Up Kit**. This chapter jump start kit is designed to assist you and your chapter team to quickly get up and running, saving you valuable time, energy and resources.

Now you may be asking yourself, "What are some of the benefits of volunteering as a local chapter leader for the SCRT?" ■

## Tax Time Already?

**A**s the New Year is already upon us, it's time to start thinking about taxes. With a little smart planning, preparing your 2007 return doesn't have to be a taxing project and you can avoid the pitfalls that come with leaving the calculations until the last minute.

Consider these tips to gain a running start before tax season hits:

### 1. Hunt and gather.

Meticulous record keeping can make your job a lot easier when tax time rolls around. Now is a good time to gather mileage logs and receipts for business and medical expenses, charitable donations and other purchases that may qualify for a deduction.

Separate your paperwork with a quick-to-locate filing system for major categories like wages, interest, capital gains and so on. To help get you up to speed, review last year's return and take note of the forms and resources used.

### 2. Choose your path.

The IRS recommends hiring an

authorized tax professional to ensure accuracy, but many people opt to do it themselves. Going it alone can be tricky and time-consuming but also a money-saver if you're willing to put forth the effort. You may prefer to use tax-preparation software to guide you through the process and minimize errors.

Think about whether or not you'll file by mail or submit online, and consider filing early to avoid the eleventh-hour scramble.

### 3. Seek out smart savings.

Did you get married, switch jobs, retire or buy a home this year? You can enjoy small to substantial tax savings based on major life changes. Just a few examples:

Tax deductions are available to homeowners, including mortgage and home equity loan interest, and state and local property taxes in some cases.

If you sold a home, you may be able to exclude capital gains of up to \$250,000 (\$500,000 if you and your spouse file jointly) as long as it was your primary residence for at least two of the last five years.

Home improvements may be tax-deductible if you have a home-based business or rent out part of your home. In addition, some energy upgrades may be tax-deductible, too. Check out [www.energystar.gov](http://www.energystar.gov) for details.

### 4. Write out your write-offs.

As certain as there are taxes, there are tax law changes. Know which items are deductible in 2007 by visiting [www.irs.gov](http://www.irs.gov) for updates and guidelines.

Be prepared to document your deductions and make sure you have a paper trail for purchases like college tuition, day care expenses, student loan interest and more.

### 5. Do the math-early.

The key to tax error prevention may be as simple as time. Work out your tax calculations with plenty of time to spare and double-check all figures, even if you use a tax professional.

Know when estimated federal and state payments are due and make a note of extension deadlines. Finally, prepare a personal tax calendar to give yourself ample room for revisions before April 15. ■



# Benefits of a Local Chapter

- **Local Chapter Events with a Wide Assortment of Business Topics**

You will rub elbows with the most dedicated business owners in your area. Get a real sense of the local cleaning and restoration scene right in your own backyard!

- **Professionalism**

Local Chapters help build professionalism and camaraderie of the local cleaning and restoration populace who participate.

- **Community**

When promoted in the local community, it helps establish a higher level of professionalism within that community.

- **Networking**

A local chapter is a great way to network and create referrals for members. Promotes a greater level of awareness of client concerns on the local level.

- **Prestige**

Become associated with the “best of the best”! SCRT is one of the world’s largest non-profit cleaning and restoration associations.

- **Knowledge**

Imagine being in the same room with some of the brightest minds in the industry. SCRT provides a positive environment for this very format.

- **Crisis Management**

Knowing who to associate and work with when disaster strikes is essential to being an industry leader. Sharing resources and helping your peers in a time of need benefits everyone involved.

- **Accomplishment**

By being involved with a team effort in your local SCRT chapter, you will sense a great feeling of accomplishment.

- **Hands-on**

Because SCRT Chapters are local, many of the programs are customized to include hands-on and real life cleaning and restoration training opportunities.

- **Cross-Marketing**

Have the opportunity to network and even work with other companies that indirectly and directly affect our industry.

## Benefits of being a Chapter Officer

- **Experience**

Most of us do not have experience in running a large organization, being an officer can give you that management edge. You will gain experience in: public speaking, goal setting, teamwork, etc.

- **Information**

You will get to know industry leaders in a relaxed informal atmosphere. There you will gain inside knowledge that will help you in your business.

- **Referral Jobs**

Officers are revered by their peers who will send you referral jobs in your area of expertise.

- **Client Appreciation**

Your customers are giving back at their schools, churches and in their communities. They want to do business with someone who gives back as well. They will also recognize you as a leader.

- **Goal Setting**

Officers help set goals for the organization and help determine which local programs to offer to members. They also influence the direction of the International organization.

- **Inspiration**

Members receive thousands of dollars in benefits per year because other people have given their time to get the SCRT to this point. You will be inspired knowing you are doing your part.

- **Time Requirements**

It takes a commitment of about 2 - 3



hours per week for most chapter positions. Some other exclusive benefits to chapter leaders include event travel reimbursement, discounted or waived membership dues, personal and business credibility and stature, and improved leadership skills.

Whether it is important to you to solve an industry problem, advance a worthy cause or to develop as a person, volunteering in the ranks of the SCRT offers many benefits in appreciation for the gift of your time and expertise. As a chapter leader you will join forces with highly-respected industry leaders and volunteers who have helped shape our great association. If you commit to help establish and build a local chapter, you will set yourself apart from other local cleaning and restoration companies.

When you promote your chapter you will help establish a higher level of professionalism within your community regarding professional cleaning and restoration services.

The new **Chapter Start up Kit** makes it easier than ever before to start a local chapter as we have already done in Georgia, Kansas-Missouri, Ohio and Michigan.

We are seeking chapter leaders in the following states where we already have 4 or more SCRT members:

Alabama, Arizona, California, Florida, Illinois, Indiana, Maryland, New York, North Carolina, Pennsylvania, Tennessee, Texas and Wisconsin.

So what are you waiting for? For more information about the new SCRT Chapter Start up Kit you can contact Tom Sherman at [tomemtb@aol.com](mailto:tomemtb@aol.com) or 330-262-0936.

*“It is one of the most beautiful compensations of this life that no man can sincerely try to help another without helping himself.”*

**Ralph Waldo Emerson**

Thank you,  
Tom Sherman  
SCRT Vice President of Membership  
Ohio SCRT Chapter President  
Professional Carpet Systems of NE Ohio ■

## The Importance of a Logo

**A** logo is a graphical element, symbol, or icon that, together with its logotype (which is set in a unique typeface or arranged in a particular way) form a trademark or brand. A logo is typically designed to cause immediate recognition by the viewer, inspiring trust, admiration, loyalty and an implied superiority. The logo is one aspect of the brand of a company or economic entity, and the shapes, colors, fonts and images are usually different from others in a similar market. Logos may also be used to identify organizations (such as SCRT or IICRC or your company) or other entities in non-economic contexts.

### Logos Today

Today there are many corporations, products, services, agencies and other entities using a sign or emblem as logo. As a result, only a few of the thousands of signs people are faced with are recognized without a name. It makes less sense to use a sign as a logo, even together with the name, if people will not duly identify it. Therefore, the trend in the recent years has been to use both images (icons) and the company name to emphasize the name instead of the supporting graphic portion, making it unique by its letters, color, and additional graphic elements.

Emblems (icons) may be more effective than a written name, especially for logos being translated into many alphabets; for instance, a name in the Arabic language would be of little help in most European markets. A sign or emblem would keep the general proprietary nature of the product in both markets. In non-profit areas, the Red Cross (which goes by Red Crescent in Muslim countries) is an example of an extremely well known emblem which does not need an accompanying name. Branding aims to facilitate cross-language marketing. The Coca-cola logo can be identified in any language because of the standards of color and the iconic ribbon wave.



### **Brand Slogans**

Sometimes a slogan is included in the logo. If the slogan appears always in the logo, and in the same graphic shape, it can be considered as part of the logo. In this case it is a brand slogan also called a claim, a tagline or an endline or a strapline in the advertising industry. The main purpose is to support the identity of the brand together with the logo. The difference between a slogan and a brand slogan is that brand slogan remains the same for a long time to build up the brand's image, while different slogans link to each product or advertising campaign.

### **Logo design**

Logo design is commonly believed to be one of the most important areas in graphic design, thus making it the most difficult to perfect. The logo, or brand, is not just an image, it is the embodiment of an organization. Because logos are meant to represent companies and foster recognition by consumers it is counter-productive to redesign logos often.

#### **A fictitious logo with a small color range and recognizable design relating to the fictitious company.**

When designing (or commissioning) a logo, practices to encourage are to:

- Avoid being over-the-top in an attempt to be unique
- Use few colors, or try to limit colors to spot colors (a term used in the printing industry)
- Avoid gradients (smooth color transitions) as a distinguishing feature
- Produce alternatives for different contexts

design using vector graphics, so the logo can be resized without loss of fidelity be aware of design or trademark infringements

- Include guidelines on the position on a page and white space around the logo for consistent application across a variety of media (a.k.a. brand standard manual)
- Do not use a specific choice clip-art as a distinguishing feature
- Do not use the face of a (living) person

not use photography or complex imagery as it reduces the instant recognition a logo demands

- Avoid culturally sensitive imagery, such as religious icons or national flags, unless the brand is committed to being associated with any and all connotations such imagery may evoke.

### **Examples**

Other well-known examples are: Apple Inc.'s apple with a bite out of it started out as a rainbow of color, and has been reduced to a single color without any loss of recognition. Coca Cola's script is known the world over, but is best associated with the color red; its main competitor, Pepsi has taken the color blue, although they have abandoned their script logo. IBM, also known as "Big Blue" has simplified their logo over the years, and their name. What started as International Business Machines is now just "IBM" and the color blue has been a signature in their unifying campaign as they have moved to become an IT services company.

Other logos that are recognized globally: the Nike "Swoosh" and the Adidas "Three stripes" are two well-known brands that are defined by their corporate logo. When Phil Knight started Nike, he was hoping to find a mark as recognizable as the Adidas stripes, which also provided reinforcement to the shoe. He hired a young student (Carolyn Davidson) to design his logo, paying her \$35 for what has become one of the best known marks in the world (she was later compensated again by the company).

#### **Logos can represent any organization or entity, not just corporations.**

Perhaps the most recognizable (and possibly the oldest) of these is the emblem of the Olympic Games: the Olympic Rings, five interlocking rings (blue, yellow, black, green, and red) on a white field. ■

# Charging What You're Worth

by Paul and Sarah Edwards, Pine Mountain Institute

**O**ne of the most common reasons small and home-based businesses struggle is that they chronically undercharge. Don't make that mistake. Here's a list of dos and don'ts to help you establish a fair price for your services.

**Don't** discount your price for fear of not getting enough business, and don't feel embarrassed to openly charge a fair fee for what you offer. Establish yourself in a specialty where you can excel at what you offer and charge accordingly.

**Don't** forget to cover your out-of-pocket expenses and you indirect costs for overhead and benefits in the fee you quote. Take advertising costs, office expenses, travel, health insurance, vacation and sick leave, and retirement benefits into consideration when setting your fees.

**Don't** forget you need to add on a reasonable profit so you can expand and grow your business.

**Do** quote fees openly and clearly upfront and get agreement, preferably in writing, before starting to work.

**Do** explain the way you work so the customer understands why doing the job in a "cheaper" way (like your competitor) would actually be more expensive and will not achieve the results that he or she wants.

**Do** calculate all costs and profit in a fixed fee that you quote. Or, if you will be charging a fixed hourly fee plus costs, make that clear upfront as well.

**Do** let a prospective client know beforehand if you will be charging a fee for your estimate, initial consultation or proposal development. Don't surprise them with a bill after the fact.

**Do** discuss with your clients any possible additional cost increases that you foresee arising, and obtain their authorization before proceeding with the job or project.

**Never sell yourself short!** Value the service you provide. But remember . . . the only surprise your clients should have when they get your bill is what an outstanding service they got for the agree-upon fee. ■

## President's Pen *Continued from Page 1*

who is also the Chapter President for the Georgia Chapter of SCRT, and Mike Brummett from Basic Carpet Care of Lawrence KS who is also the Chapter President for the Missouri-Kansas Chapter of SCRT.

We're already making plans for 2008. Be sure set aside time in your schedule to come to Connections in May. Be sure to stop by the SCRT booth and tell the staffers thank you for all their time and energy they volunteer for your Association.

One last thing, I had the opportunity to go and preview the Hilton Hotel where we will be at in May for Connections. I can assure you it is a very nice, very friendly, and very clean hotel. It is an easy walk to Disney World, has very nice restaurants and a deli that is open 24 hours. So come and enjoy and bring the whole family. Let's continue to show the other trade associations who is the biggest and the best.

Until next time,  
Gary ■

### Interested In Joining A SCRT Chapter?

#### Michigan Chapter:

Jerry Szpak  
313-937-1871  
[Jerry.carpetcare@sbcglobal.net](mailto:Jerry.carpetcare@sbcglobal.net)

#### Northeast Ohio Chapter:

Tom Sherman  
330-262-0936  
[tomemtb@aol.com](mailto:tomemtb@aol.com)

#### Missouri-Kansas Chapter:

Mike Brummett  
785-979-6851  
[carpetguy@sunflower.com](mailto:carpetguy@sunflower.com)  
or Richard Chavez  
785-232-3779  
[richardc@chavezrestoration.com](mailto:richardc@chavezrestoration.com)

#### Georgia Chapter:

Bruce DeLoatch  
770-729-7117  
[bruce@cleanerscoach.com](mailto:bruce@cleanerscoach.com)





## New SCRT Associate Members

**Belzer Supply – Magic Carpet**  
Dennis Strathmann  
Kansas City, MO  
magicarpetent@aol.com

## New SCRT Members

**AmRestore, Inc.**  
William Lamb  
Odenton, Maryland  
will@amrestore.com

**Apex Floor and Furniture Care**  
Ronald and Jackie Wood  
Spring Hill, FL  
Jackie@apex-carpetcleaning.com

**Captain Clean of MN**  
Chad P. Brownlow  
Rochester, MN  
captainclean@charterinternet.com

**DRIRIGHT of Treasure Coast**  
Ronald Young  
Winter Gardens, FL  
ryoung@dririte.net

**ServPro of Lexington – Bedford**  
Steve Taylor  
Bedford, MA  
servprooflexington@rc.com

## Welcome Back

**The Butler Corporation**  
Paul Joao  
Ludlow, MA  
infopack@butlersystem.com

### Hardware Store Sign

My local hardware store puts its customers in their place before they even enter. The sign on the door reads:

**“Shoes required, because you might hurt yourself. Shirts required, because you're not as good-looking as you think.”**

### You Know You Have a Bad Computer When . . .

10. The lower corner of screen has the words "Etch A Sketch" on it.
9. When you insert a disk, it spits out a pack of cigarettes.
8. You have to pedal it.
7. The manual contains one sentence: "Good luck!"
6. The only chip inside came from a bag of Doritos.
5. When you turn it on, the dogs in the neighborhood start howling.
4. You catch a virus from it.
3. The screen frequently freezes and a message comes up: "Ain't it break time, Chester?"
2. While running, it emits deafening calliope music.
1. It cyber-snickers at you. ■