



THE MONITOR

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Society of Cleaning and Restoration Technicians

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From the President's Pen

As I sit here writing this article I'm engrossed with the Inauguration of Barack Obama and the throngs of people who have jammed the "mall" in Washington, DC. Millions of people have gathered in one place to see history taking place. I must admit there have been three other Presidents who really stand out in my mind. I've been on this earth a long time and have witnessed many Presidents who have impressed me . . . beginning with Dwight D. Eisenhower, who came home from WWII as a war hero. He really ushered in the feeling of the majesty of the United States of America being a true "super power." Then John F. Kennedy turned Washington, DC into what was referred to as "Camelot" until that horrible day in November when he was assassinated. And last but not least, Ronald Reagan saying "Mr. Khrushchev tear down that wall." All these men have left a lasting impression on me.



We live in such an "awesome" country where anyone can become anybody they wish to be if they want to work hard enough. So, you ask, where is he going with this discussion? I want to share with you the name of another man, one not quite as famous as the Presidents, who has greatly impacted my life over the years. This man has made selfless contributions and has given freely of his talent and time to make SCRT the greatest trade association in the cleaning and restoration industry.

As you know, for over thirty years Jeff Bishop has given tirelessly to the cleaning and restoration industry through IICRC. When courses were developed, Standards were written, or marketing and promotion



Jeff Bishop

needed, he was first in line to get involved. What many folks in our association don't know is that Jeff has also worked tirelessly for SCRT for all of those years and continues to do so even today. This association has gone through many changes over the years including name changes. It has been SCT, ISCT, and now SCRT. And Jeff has been involved since the beginning, has held many offices, has been a board member and even owned the association for several years before SCRT became a non-profit organization. During the entire history of our association he has been involved as our Technical Advisor, even when we didn't "officially" give him the title.

He has always made himself available to answer member's questions or help us get "us out of a jam." He has always been the "go to" guy with the expertise to answer customer's difficult questions or go to bat for you when you were right, but didn't quite know just how to say it or prove it. Jeff has been my mentor and friend for many years and I continue call on him often for advice. And if you are like me, when you call on him for help, most of the

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In Memoriam: Cy Gantt, A True Industry Pioneer

Joseph C. "Cy" Gantt passed away peacefully on Saturday, January 10, 2009 at Hospice Marliere Care Center, New Port Richey, FL. He was 88 and fought a courageous battle with leukemia.

He is survived by his loving wife, Frances "Fran" D. Foreman Gantt; daughter, Susan Samson and her husband, Paul, of Trinity, FL;



Cy Gantt receives IICRC Award from Past President Ruth Travis

son, Douglas C. Gantt, Denver; sister, Lee Blume, Jacksonville, FL; sister-in-law, Kyleen Franz and her husband Warren, Missouri City, TX; stepdaughters, Janet Green, Chattanooga, TN and Sandra Burkett, Upper St. Clair, PA; three grandchildren,

Jessica Samson, Ryan Gantt and Heather Vazques; four great grandchildren and cherished friends, Connie Elder, Rich Newton, Tom Hill, Bill Doan and many others.

Cy was a graduate of the University of Tennessee, a member of the UT "Pride of the Southland" Marching Band and Sigma Phi Epsilon fraternity. He served in the U.S. Army as 1st Sgt. in the 261st Inf. Reg, 65th Div. during WWII under Gen. George C. Patton.

Cy was formerly employed by E.I. du Pont de Nemours & Co. for 46 years, retired in 1984 from the Textile Fibers Carpet Division and was a consultant for several more years.

During his career with DuPont, Cy played a key role in working with Bill Doan in the introduction of StainMaster Carpet to the cleaning industry. He served as a valuable liaison between the carpet manufacturing and carpet cleaning industries until his retirement.

It was also at the urging of Cy that the Institute of Inspection, Cleaning and Restoration Certification (IICRC) was introduced to the ANSI standard writing process that led to IICRC becoming an ANSI accredited standards writing organization.

During his retirement and up to his death, he was an honorary board member of the IICRC and only missed one board meeting in 18 years.

He was known worldwide throughout the industry and, in 2008, he was recognized for his exceptional contribution of time and service. He received four awards, one of which was created in his honor, the "IICRC Cy Gantt Award", that

will be presented to a deserving individual annually.

He was Methodist in faith, an avid golfer, enjoyed hunting, fishing, traveling, crossword puzzles and spending time with family, friends and his beloved cat, Yeti.

He was serving as treasurer of the Sand Pebble Yacht Club until recently. He belonged to The American Legion, VFW and the Mt. Pickering Masonic Lodge, No. 446, F&AM, of Pennsylvania. Memorial contributions may be made to Hernando-Pasco Hospice or The Leukemia and Lymphoma (LLS) Society.

Family and friends will gather for a "Celebration of Life" on January 31 at the Sand Pebble Clubhouse in Port Richey.

President's Pen (Continued From Page 1)

time you get more information from him than you know what to do with. If you don't use the knowledge that he so freely gives, as in the numerous technical articles found in the ProPac which he authors, you are making a terrible mistake.

Jeff is a "workaholic." He has parked his "traveling office" in my driveway when he has taught classes for my company. I would look out and see his lights on late at night when I would head off to bed. And the next morning, as I arose early to go to the gym, he'd already be hard at work on another project of some kind or another. The man has dedicated his life to an industry and we all owe him a debt of gratitude. Unfortunately for the next generation, there is no one willing to step up to take his place and take over some of his responsibilities.

If someday Jeff decides to slow down and call it quits, it will be a sad day for those of us who have really counted on him and enjoyed working with him.

My suggestion to those who have benefited from his generosity and knowledge is to take the time to tell him how much you appreciate what he has done for you and the industry that supports you and your family. I honestly don't believe there is anyone who has made more of an impact on our industry that Jeff Bishop has.

So I'd like to publicly give him my thanks for making my life and my business so much better. Thanks Jeff!

Until next time,
Gary ■

The Biggest Secrets I've Learned in Running My Businesses

By Don M. McNulty

Even though I struggled in trying to build a business, once I learned these secrets it all seemed so simple. Not only were these secrets simple many were something I used in the past; but by never really understanding the construct I over looked them as tools to use to increase my wealth, my freedom, and to build my businesses. Until I understood their overwhelming power and the majesty of their simplicity, I was working myself to death.

Believe me when I tell you - I studied hard and I read so many books and magazine articles, and talked with many other business owners so I could learn and make "myself approved." I'm not kidding . . . I engrossed myself in many subjects. But nothing I read or anyone I talked with knew how to help me until in 1991 I started reading the works of Zig Ziglar, the E-Myth, by Michael Gerber, Think and Grow Rich and The Principles of Success by Napoleon Hill, Rich Dad Poor Dad and other writings by Robert Kiyosaki and philosophers and economist like Buckminster Fuller, Thomas Sowell, and Joseph Schumpeter and scads of subjects pertaining to economics, human history both World and American, and psychology just to name a few basic categories.

I have been an entrepreneur since my birth and in management from the time I was sixteen years old, at Griff's Burger Bar and continuously self supporting since 1988. However, at the time it seemed the harder I tried to get ahead, the more behind I got. I was working seven days a week and thought I just needed to work harder and it would all come together some how; but that never happened. I remember being asked, "How do you get everything done, that you do?", and my reply was, "Time isn't relative." I remember very vividly coming home and telling my wife, "I feel like I'm dying." She asked, "What do you mean?" I

said, "I mean I've got to be the best paid janitor in the city and if something doesn't change, and I mean really change in my life with this business, I will be dead, and I don't know if it's worth all this effort." Have you ever felt that way? Are you just keeping your head above water? Are you fighting cashflow and feeling beat up from the fight? Do you know what the word "vacation" means? Are you making OK money, but you feel most of the time it's hardly worth it, but you really don't want to work for anyone else? Maybe you feel as though you want to give it up and if you could just find someone to pay you anything close to what you're making now, you'd hang it up, shut the doors in a 'New York second' and collect a paycheck? These are exactly the questions I was asking myself, and I desperately needed to find the answers.

If you are at this place in your life and business, then this article is for you. If you're not there, and don't have a clue as to what I'm talking about . . . then congratulations, you don't have to read any further, you've made it.

Running a business is hard work, let me say that again, "HARD WORK.". There is so much to learn about yourself; how to do the work, about people, about relationships, and as they say, "add infinitdem; add nauseum." Below is a list of the various skills and knowledge one needs to accumulate and perform routinely, some of it needs to be learned quickly in order to become a highly skilled, adept and successful business owner. Some of this takes years to acquire a full understanding but your mind-set needs to be one of openness and forever learning, so these skills can become second nature to your daily life.

Cut out this list from this article for your file or better yet for your bulletin board or desk where it can be seen repeatedly. Take this list and from it make a goal list you can use in your everyday work. There is so much being said in this list it should take you months to glean the wisdom in front of you. These ideas, principals, and actions are from the years of learning from great minds. They are the very essence and life blood of every successful business person on the face



of the planet. Success very seldom grows innately in us but is a learned skill, practice, and discipline. You can apply these principles to your life and work and see great results in your life and business.

Let me just list some skills that lead to success, when you look at them note how many you already possess;

- Innate passion, drive and desire
- Basic work skills (driven – self-starter)
- Experienced work skills
- Equipment needs, now and future
- Reading, books, newspapers - local/national, magazines, trade journals
- Comprehension skills
- Writing, developing skills using proper grammar and prose
- Speaking abilities, learning how to communicate your needs, wants and desires using proper verbiage
- Learning the art of style and dress, yes it does matter
- Physical health, nutrition and exercise, yes this matters too
- Mechanical skills, equipment and vehicle (if you don't do your own repairs you need to know enough not to get ripped off)
- Government regulations, general business
- Government regulations, specific industry
- Zoning laws
- Vehicle requirements, includes licensing
- Insurance requirements, business
- Insurance requirements, vehicle
- Certificates of Insurance
- Establish an excellent rapport with a well qualified business Insurance agent
- Bank accounts, build a banking relationship
- Accounting skills, how to do your books and why
- Cash management, extremely important – cash is your business life's blood
- Business philosophy, basic to the sublime
- Business planning – on paper –all the time
- Time management skills
- Office skills, file building and reporting
- Office equipment, proficiency/ how to change copy paper or toner without freaking out
- Computer proficiency, how to operate without crashing the damn thing
- Hiring skills, hiring wrongly cost you big bucks – much more than you can imagine in

hidden cost –what forms are required

- Training, learning proficiency and thoroughness – the first tenant of management
- Government regulations, Employment – ignoring this issue will land you in court
- IRS regulations, never ever ignore, short payment or other wise piss-off this agency – they do BITE!
- Acquire the services of a well qualified Certified Public Accountant (CPA)
- Safety policy and procedures
- Basic people skills, what makes people tick
- Enhanced People skills, getting people to agree with and support your plans
- Self awareness, finding true humility
- Self improvement, honing person and interpersonal skills, it's not all about you
- Knowledge, generally knowing what is happening in the entire world and how it will affect you, your life and your business – also a basic knowledge of general world history – I know you thought that stuff wasn't important when you were in school...me too... I was wrong.
- Business acumen, learning and applying the inter-workings of general business principal and activities
- Principals of Success, there are 17 of these do you know what they are and how to use them
- Entertainment, learning to interact with others who are strangers or acquaintances
- Positive thinking, no room for negativity here – you are to allow yourself 3 minutes of pity for each set back –then you have to put it away
- Self confidence, not arrogance
- Family relationships, maintaining good supportive connection, learning to love and be loved, failing on this point will set you back years
- Management skills, doing work through other people – there is a gender and age difference in how you manage
- Delegation skills, the art of letting go
- Marketing skills, what words to use and why, what colors to use and why
- Marketing material, copywriting –copyrighting, know the difference
- Sales proficiency, learning how to build relationships, so people know, like and trust you



- Mingling skills, the art and mastery of finding and making new friends and alliances
- Production engineering, this is how we do it here both efficiently and competently
- Managing management-staff skills, differs from managing staff directly
- Strategic planning, where you are going and how you are getting there
- In-depth thinking skills, visualization to revelation
- Innovation skills, keeping your eyes and ears open to other opportunities – it knocks way more than once
- Innovation management, the knowledge of evaluation, planning, implementation and assimilation of those aforementioned opportunities
- Plan Implementation skills, general – what steps to take – if it's not written it's a wish
- Benevolence, learning generosity/giving back and paying it forward – this pays real dividends if it's done in the right heart/mind attitude
- Associational involvement, belonging to the local Chamber of Commerce, Rotary or Elks Lodge and one to three other trade associations and/or lobbying/political groups – we all hate and detest politics but it is a necessary evil and this too pays dividends
- Cash Management, developing financial literacy
- Hard-Asset building skills, in a service business your hard assets are usually minuscule – you need much more
- Investment skills, stock market – 401's – mutual funds – can't become a millionaire without these skills –yes you really do want to become a millionaire and more...quit lying to yourself and start making your plans to be one today

This article was written by Don M. McNulty of Bio Cleaning Services of America, Inc. and Distinctive Carpet Care. He is a Board Member 2009 of the SCRT, and Chairman of the Bio Hazard Remediation Division of the SCRT. Please feel free to contact Don for any suggestions on this or any other article ideas, and he will do his best to develop them for publication. Bio1@sbcglobal.net or www.biocleaningservices.com ■

The Housekeeping Channel and CRI on Vacuum Cleaner Reviews

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." ■





Barry Costa Presentation

Mark your calendar! On Tuesday, March 10th, 2009, the Georgia Chapter of the Society of Cleaning and Restoration Technicians (SCRT) is sponsoring an exciting event for cleaning and restoration professionals. Don't miss the first-time-ever, behind-the-scenes, sneak preview of "Barry Costa's Master Secrets of Carpet Repair - Professional Sectioning and Grafting Made Easy - Intermediate Series".

During this rewarding 1-hour presentation, the legendary Barry Costa will demonstrate techniques to easily add thousands of dollars to your bottom line performing professional carpet repairs. This isn't just another "how-to" demonstration. Barry will also share insider secrets on how to successfully market these valuable services for top-dollar (even in a tough economy).

This presentation is designed for business owners and technicians alike. Don't miss out. Jon-Don Atlanta is hosting the event at their Norcross GA store.

Refreshments and heavy hors d'oeuvres will be served. Limited seating is available, so you must contact Bruce DeLoatch at bruce@cleanerscoach.com or call (770) 318-5982 to register and secure your seat.

Event Schedule: Tuesday March 10th, 2009; Refreshments and Networking 6:00-6:30 PM; Presentation 7:00-7:30; 7:30-7:45 Q&A and Adjourn; Cost for this event is: Free for current SCRT members; \$20 for non-members. Make checks payable to SCRT. ■

K-tech Charities Makes Donation

On October 24, 2008 K-tech Charities donated a 15 cubic foot freezer to The Neighbor's Place, a local food pantry, along with enough beef to fill the freezer. K-tech has been purchasing livestock annually from 4-H students during the auction at the Wisconsin Valley Fair to be donated throughout the year to families and food pantries in their service areas.

Each year K-tech and its employees donate financially, through volunteering of time, and of its services to various community causes like The Neighbor's Place

including: the Ronald McDonald House, The LeRoy Butler Foundation, and Bowl for Kids' Sake. Over the past three years K-tech has provided more than \$150,000 in services and financial donations to community organizations.

K-tech Kleening Systems, Inc. is an internationally recognized and award-winning company specializing in cleaning and restoration services. They serve 16,000 square miles throughout the state of Wisconsin, with offices in Weston, Stevens Point, Rhinelander, Fox Cities and Sturgeon Bay. For more information on K-tech Charities contact us at (800) 215-8324 or visit us on the web at www.ktechbeyond-clean.com. ■

IEHA Signs Agreement with CRI

The IEHA and the Carpet and Rug Institute (CRI) have signed a joint Memorandum of Understanding designed to help executive housekeepers protect their facilities' long-term carpet investments by increasing IEHA members' involvement with CRI's Seal of Approval programs for cleaning products and service providers.

CRI is the national trade association representing the carpet and rug industry that functions as a source of science-based information on topics such as carpet cleaning and maintenance, as well as carpet's contribution to indoor air quality and environmental sustainability. CRI's Seal of Approval program evaluates cleaning solutions, deep cleaning extractors, deep cleaning systems, and commercial and residential vacuums through rigorous independent testing that meets international standards. Products certified with the CRI Seal of Approval demonstrate the ability to clean effectively while maintaining and protecting carpet's long-term appearance. Seal of Approval also recognizes environmentally responsible products and offers marketing and promotional support for certified Seal of Approval Service Providers.

In the joint memorandum, IEHA agrees to promote the use of SOA-certified products and equipment to its 3,800 members



and to incorporate CRI's library of Continuing Education Units (CEUs) into the curricula for IEHA's Certified Executive Housekeeper (CEH) and Registered Executive Housekeeper (REH) designations. CRI's CEUs are recognized by the American Institute of Architects (AIA) and the International Interior Design Association (IIDA). In return, CRI will offer IEHA members the opportunity to become SOA-certified Service Providers, and to provide marketing support to those who achieve SOA Service Provider status. Both groups agree to participate in cooperative cross-promotional activities, including joint projects, public relations, and events.

"We see this as an excellent opportunity for our members to achieve additional professional recognition as CRI SOA Service Providers," said IEHA CEO/executive director Beth Risinger. "CRI's Seal of Approval is a valuable program based on independent, third-party scientific testing that reflects IEHA's goals of increased measurement and accountability in housekeeping and facility maintenance."

"The exclusive use of CRI's Seal of Approval products and equipment will increase the useful life of carpet, enhance interior environments from an aesthetic standpoint, and decrease a facility's overall environmental footprint," said CRI president Werner Braun. "We're excited to partner with IEHA." ■

IICRC ANSI-Approved S520 Standard and Reference Guide

The Institute of Inspection, Cleaning and Restoration Certification (IICRC) ANSI-approved S520 Standard and Reference Guide for Professional Mold Remediation is now available. The new reference guide, which provides updates to the standard originally released in 2003, will help cleaning professionals continue to provide high-quality service utilizing the latest techniques and technology.

"There has been a recent push for legislatures to develop laws and guidelines that

protect consumers who use mold remediation services," said Dan Bernazzani, Chair of the IICRC's Government Affairs Committee. "The S520 standard provides professionals with a guide for meeting certification standards while advancing the IICRC's mission to enhance the quality, value and service offered to consumers." As mold has become a growing issue for consumers, especially those living in damp climates and in hurricane-prone areas, a number of states have either passed laws or are considering actions (such as Maryland) aimed at protecting consumer interests.

During Florida's 2008 legislative session, legislators passed a law that regulates and licenses providers of home inspection services, mold remediation services and mold assessment services. The law is the first time that Florida mold remediation and inspection companies face state-level regulation, and will require all mold assessors and remediators to meet certain requirements starting in July 2010. Kentucky's Senate is considering a bill to regulate mold remediation using the general principles outlined in the S520 standard. And, New York's legislature is working on a bill for the next legislative session that will set statewide standards for mold remediation.

For information on certification programs and standards offered by the IICRC please visit www.iicrc.org. To purchase a copy of the S520 Standard please visit <http://www.iicrc.org/pdf/buydocs.pdf> or call 360-693-5675. ■

SCRT New Members

Associate Members

DryMasters
Derron Oakley
Middletown, OH
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New Members

American Restoration Services, LLC
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Brahler's Service Team of Professionals

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Pro Care Carpet Cleaning

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SI Restoration

Jeff Cohn
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The Golden Rule in Practice

If you open it, close it.

If you turn it on, turn it off.

If you unlock it, lock it.

If you move it, put it back.

If it doesn't concern you, stay out of it.

If it belongs to someone else, get permission to use it.

If you borrow it, return it . . . promptly!

If you use it, take care of it.

If you make a mess, clean it up.

If you break it, get it fixed.

If you don't know how to use it, don't mess with it.

If you make a promise, keep it.

If it will brighten someone's day, say it.

If you can help someone, do it!

Compliments of Society of Cleaning and Restoration Technicians (SCRT) ■

Negotiating

Advise for Successful Negotiating

Experts in negotiation agree on the working fundamentals: reduce your arguments to a few central themes; use humor; let the other side score a few points, and never lose sight of your main objective. The most damaging thing you can do, says lawyer Leonard B. Marks, is assume the person you're negotiating with is stupid.

“Arrogance destroys more deals than anything I can think of.”

Join A SCRT Chapter!

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Northeast Ohio Chapter:

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Florida Chapter:

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Interested in starting a SCRT chapter in your state or region?

Contact Tom Sherman,

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@ 330-262-0936
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