



THE MONITOR

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Society of Cleaning and Restoration Technicians

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From the President's Pen

In my last article I talked about the CRI-SOA program and that the SCRT Board of Directors stands behind the program and endorses it 100%. I'm happy to say that a lot of the negativity that was shadowing that program has disappeared now that some of the details have been ironed out. In speaking with Pat Jennings of the CRI after Connections in May, she told me that they had a very positive response from the professionals that attended the convention. She is looking forward to the Las Vegas Connections in September to be able to make more contacts with cleaning professionals. I'm excited that CRI really is concerned and wants to know what we think about the SOA.

In an attempt to be the best and most supportive trade association in our industry, the SCRT's Board of Directors has unanimously voted to waive the initiation fee for all new members at Connection Events, IICRC Schools, Chapter Meetings, and any SCRT sponsored events. And as they say on television "BUT WAIT THERE IS MORE." Any new member that joins from now until December 31, 2007 will receive a \$50.00 discounted price **IF**, did you read what I said "IF," they are an IICRC Certified Firm. So that equates to a \$100.00 savings on their first year's membership. "BUT WAIT THERE IS EVEN MORE!"

Don't forget the SCRT member discount for Connections Events . . . another \$129.00 discount. Folks that is a \$229.00 savings the first year of membership!

January 1, 2008 is just around the corner and Shaw's requirement of hiring only IICRC Certified Firms to perform cleaning on warranted carpet will come into play. Now not only will the major carpet manufacturers require SOA approved equipment and chemicals for use on their carpet, in just a little over 4



months the most important tool on the truck, "the Technician" will have to be Certified and working for an IICRC Certified Firm. We all need to encourage all of our friends, fellow

cleaners and even our competitors to step up to the plate, become an IICRC Certified Firm and then join SCRT.

Several SCRT members have been working on a couple of industry related studies you'll find of great interest. Rachel Adams, Dan Bernazzani, Jeff Bishop, Ruth Travis and Dr. Gene Cole are working on one about rug decontamination. Another study that Bruce DeLoatch and I will be working is really going to knock your socks off. Unfortunately, it's a secret! So stand by for more information to come.

I look forward to seeing many of you next month at Connections in Las Vegas. Let's surprise the other associations with a biggest turnout from the best Trade Association (SCRT) we've ever had. This is a great time to get away for a vacation after the long hot summer.

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Connections • September 12-14 • Las Vegas

Connections is Coming Soon

In less than a month from now, September 12-14, the 2007 Connections Convention and Trade Show will welcome thousands of cleaners, restorers, distributors, manufacturers and others who make their way to the Las Vegas Hilton.

If you're not familiar with it, Connections Convention is "the most comprehensive and single largest event in our industry. This event brings together the entire industry at one place for education, updates, new product introductions, and the opportunity to meet your competition, make new friends and have a great time!"

It is the number one event in the cleaning and restoration industry. And nowhere else will you find the vast array of products, people and ideas of this magnitude all in one place.

This year's speaker lineup includes names like Ken Rothmel; Tim Baker; Dr. Ellen Amirkhan; Aaron Groseclose; Werner Braun; John Banta; Barry Costa; David Dybdahl; Phil Rosebrook and John Holibaugh. There will be programs presented by DriEaz Products; CTI Pro's Choice; JonDon; ProChem; Phenomenal Products; Chemspec; CodeBlue and Prestige Stone Solutions.

And then there's the Trade Show! Be sure to bring your walking shoes because there are hundreds of vendors for you to visit!

The other great part of attending an event like Connections is having the opportunity to sit down and chat with another professional cleaner, restorer or industry guru you may not know very well, or even at all. This is an International event. People come from near and far to be part of it. So you may meet someone from another city, state or country. Someone with whom you have a lot in common or someone you don't, but who might just give you an idea or advice that will change the way you run your business.

And that's what makes attending Connections worth while. So don't miss out on the opportunity! Go to www.connection-convention.org and register today. And remember, as an SCRT member you get a substantial discount. ■

SCRT Loses a Good Friend

Well-known industry figure, ICS columnist, consummate cleaning professional and long-time SCRT member, Robert Michael "Bob"



Wittkamp, 64, of St. Petersburg, Florida, died Wednesday, June 13, 2007 at Bay Pines VA Health Care System after a short illness. Bob was an IICRC-Approved Instructor and Past President of IICRC. He was born September 2, 1942 in Muskegon, Michigan, moving to Florida about 20 years later. He was also a Viet Nam Veteran.

Bob was a friend to many in our association. He will be missed, and he will be remembered for his many contributions to our industry.

"In matters of style, swim with the current; in matters of principle, stand like a rock."

– Thomas Jefferson

President's Pen *Continued from Page 1*

There are many great sites to see in Nevada besides the Casinos, such as Hoover Dam, Lake Mead and, of course, the Grand Canyon. I would encourage you to seek out other professionals in your area to join SCRT and join you for a great convention in Las Vegas.

In addition, please spread the word about the SCRT discounts and the great benefit of being an IICRC Certified Firm, SCRT Member, and a SOA Service Provider through the CRI.

Until next time!
Gary Glenn
SCRT President

Generate Ideas Not Arguments

Every day brings new challenges. Some are opportunities; others are problems. Hopefully your business will take advantage of the opportunities and easily rectify or overcome the problems and learn from them in order that they are not repeated. In many cases when a problem surfaces, a meeting is held.

Meetings held to solve problems can be constructive gatherings of people who should be able to solve the problem, discover the root causes, and develop methods of insuring that the problem doesn't reoccur. But meetings can often (way too often!) degenerate into finger-pointing, blame accusing, "he said – she said" arguments where people become accusatory, defensive and angry. This type of meeting, which happens all too often, can destroy teamwork, reduce focus, and works in opposition to a "we'll work this out together" attitude.

I suggest that you turn the tables on your next problem-solving meeting. Call it an "Idea Generator Meeting" or a "Problem Solving Meeting." Consider the problem to be an opportunity for the business to become better instead of making the meeting a blamefest. Come to the next problem-solving meeting with a mindset that is thankful that the problem has surfaced. Set the agenda of the meeting in a new framework that, now that the problem is identified, we have an opportunity to change and improve this facet of the business. Use the meeting as the catalyst to discover the causes, develop methods, tactics, and communications to generate ideas that will overcome this problem once and for all time.

Arguments and blame cause fear, anger, and separateness. They are not constructive methods for improvement. They are destructive. Getting a meeting into a constructive framework requires leadership that looks beyond the current issue into the systematic causes of the problem and, once discovered, creates an environment designed to change the dynamics that caused the problem in the first place.

An "Idea Generator Meeting" is an opportunity to improve the company and to improve the people within the company. It is an opportunity for constructive creativity

and innovation. Open the creative, innovative energy in your company. Generate ideas and solutions instead of blame.

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"Green" is Growing in Importance with Homeowner

A www.ReliableRemodeler.com survey shows that homeowners are becoming increasingly concerned about environmentally friendly green building practices.

Sixty percent of homeowners surveyed stated that green building practices were more important to them now than they were five years ago. Recent media attention on environmental issues, such as global warming, seems to have translated into increased concern by homeowners about how they are impacting the environment. The full green building survey results can be found on ReliableRemodeler.com.

"People are thinking more and more about 'going green' in many different parts of their life, this includes when they are thinking about home remodeling projects," said Eric Doebele, president and co-founder of ReliableRemodeler.com. "There is a definite rise in interest that has been seen over the years as homeowners become more and more aware of what options are available for green building."

Sixty-six percent of homeowners surveyed believe that green building isn't just a passing trend. While women seemed more convinced of this fact, with 73% stating they believed it to be more than just a trend, 53% of men still agreed.

On both sides of the Mississippi green building was also seen as more than just a fad. Seventy-one percent of Westerners and 61% of Easterners believed that green building would continue to stay as a remodeling technique. ■



Consumer Factsheets on FCC Do-Not-Call Rules

Has your evening or weekend been disrupted by a call from a telemarketer? If so, you're not alone. The Federal Communications

Commission (FCC) has been receiving complaints in increasing numbers from consumers throughout the nation about unwanted and uninvited calls to their homes from telemarketers.

Pursuant to its authority under the Telephone Consumer Protection Act (TCPA), the FCC established, together with the Federal Trade Commission (FTC), a national Do-Not-Call Registry. The registry is nationwide in scope, applies to all telemarketers (with the exception of certain non-profit organizations), and covers both interstate and intrastate telemarketing calls. Commercial telemarketers are not allowed to call you if your number is on the registry, subject to certain exceptions. As a result, consumers can, if they choose, reduce the number of unwanted phone calls to their homes.

You can register your phone number for free, and it will remain on the national do-not-call list for five years. You may re-enter your number on the list when the five years have passed, and you may remove your number from the list at any time.

The Do-Not-Call registry does not prevent all unwanted calls. It does not cover the following:

- calls from organizations with which you have established a business relationship;
- calls for which you have given prior written permission;
- calls which are not commercial or do not include unsolicited advertisements;
- calls by or on behalf of tax-exempt non-profit organizations.

For Consumers:

Subscribers may register their residential telephone number, including wireless numbers, on the national Do-Not-Call registry by telephone or by Internet at no cost. Consumers can register on-line for the national do-not-call registry by going to www.donotcall.gov. To register by tele-

phone, consumers may call 1-888-382-1222; for TTY call 1-866-290-4236. You must call from the phone number you wish to register.

For Industry:

Telemarketers and sellers are required to search the registry at least once every 31 days and drop from their call lists the phone numbers of consumers who have registered.

In addition to the establishment of a national Do-Not-Call Registry, there are other amendments to the Commission's rules implementing the TCPA that may reduce the number of telemarketing calls to your home:

- If you subscribe to CALLER ID, you should know when a telemarketer is calling you: telemarketers are required to transmit Caller ID information and may not block their numbers.
- Telemarketers must ensure that predictive dialers abandon no more than three percent of all calls placed and answered by a person. A call will be considered "abandoned" if it is not transferred to a live sales agent within two seconds of the recipient's greeting. As a result, you are less likely to run to answer the phone only to find silence or the "click" of the calling party disconnecting the line.

In addition to these changes the rules provide:

- Telephone solicitation calls to your home before 8 am or after 9 pm are prohibited.
- Anyone making a telephone solicitation call to your home must provide his/her name, the name of the entity on whose behalf the call is being made, and a telephone number or address at which you may contact that entity.

Company-specific do-not-call lists are available to consumers who wish to avoid telemarketing calls only from specific companies.

Filing a Do-Not-Call Complaint

In addition to complaints alleging violations of the national do-not-call list, you may also file a complaint against a telemarketer who is calling for a commercial purpose (e.g., not charitable organizations) IF:

- The telemarketer calls before 8 AM or after 9 PM; OR
- The telemarketer leaves a message, but



fails to leave a phone number that you can call to sign up for their company specific do-not-call list; OR

- You receive a telemarketing call from a company that you have previously requested not call you; OR
- The telemarketing firm fails to identify itself; OR
- You receive a pre-recorded commercial message from someone with whom you do not have an established business relationship and to whom you have not given permission to call you.

How to File a Complaint

You can file a complaint by e-mail (fccinfo@fcc.gov), telephone 1-888-CALL-FCC (1-888-225-5322) voice or 1-888-TELL-FCC (1-888-835-5322) TTY, by fax to 1-866-418-0232, via our electronic complaint form at www.fcc.gov/cgb/complaints.html, or mail. For the FCC to process your complaint you must either fill in the electronic form completely or otherwise indicate:

- your name and address;
- the home phone number where you received the solicitation;
- identification of the individual or company whose products or services were being advertised or sold, and any phone numbers included in the call;
- a description of the call;
- any phone number provided to allow you to “opt-out” of future calls;
- whether you or anyone else in your household gave the caller express prior permission to call;
- whether you have an EBR with the caller (specifically, whether you or anyone else in your household made any purchases of property, goods, or services from the company that called, or made any inquiry or filed an application with the company prior to receiving the call).

If mailing a complaint, send it to:

Federal Communications Commission
Consumer & Governmental Affairs Bureau
Consumer Inquiries and Complaints
Division

445 12th Street, SW
Washington, DC 20554

For more information go to:

<http://www.fcc.gov/cgb/donotcall/> ■

“Green” Is In

Although many companies were “green” before eco was chic in the industry, the efforts to describe, measure and certify environmental practices are relatively new. Here are a few terms that highlight some of the more prominent initiatives.

LEED – The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ is the nationally accepted benchmark for the design, construction and operation of high performance green buildings. LEED gives building owners and operators the tools they need to have an immediate and measurable impact on their buildings’ performance. LEED promotes a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality. <http://www.usgbc.org/>

LEED for Homes – LEED for Homes is a voluntary rating system that promotes the design and construction of high performance “green” homes. A green home uses less energy, water and natural resources; creates less waste; and is healthier and more comfortable for occupants. The U.S. Green Building Council began a pilot test of LEED for Homes in August 2005. USGBC reports that more than 200 builders representing 1,600 homes across the U.S. are participating in the pilot program. As of December 2006, 26 homes had been LEED-certified. The pilot test was to be concluded this spring. After a public comment period, the LEED for Homes rating system is to be officially launched later this year.

Polyols – Polyols are an essential ingredient in flexible foam cushioning for the upholstered furniture and bedding industries. Traditional polyols are derived from petroleum-based products. Recently, polyols were developed using soybean oil in place of petroleum. In 2006, Cargill Inc. trademarked its soybean oil-based polyol under the name BiOH, although commercial sales of the product had been underway since mid-2005. Cargill reports that the process to manufacture BiOH polyols results in less global warming emissions than traditional petrol-based polyols. Lane, Norwalk and Bauhaus are among



the upholstery manufacturers introducing furniture made using BiOH foam at the spring High Point Market. www.bioh.com

Rainforest Alliance – The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior. The Rainforest Alliance works with people whose livelihoods depend on the land, helping them transform the way they grow food, harvest wood and host travelers. From large multinational corporations to small, community-based cooperatives, the Alliance involves businesses and consumers worldwide in efforts to bring responsibly produced goods and services to a global marketplace where the demand for sustainability is growing steadily. www.rainforest-alliance.org

Sustainability – Sustainability refers to the attempt to provide the best outcomes for the human and natural environments both now and into the indefinite future. It relates to the continuity of economic, social, institutional and environmental aspects of human society, as well as the non-human environment. It is intended to be a means of configuring civilization and human activity so that society, its members and its economies are able to meet their needs and express their greatest potential in the present, while preserving biodiversity and natural ecosystems, and planning and acting for the ability to maintain these ideals in a very long term.

Sustainable Forestry Initiative® – On January 1, 2007, the Sustainable Forestry Initiative® (SFI) became a fully independent and accredited forest certification program. SFI certification audits are rigorous, on the ground assessments. The SFI program integrates the perpetual growing and harvesting of trees with the protection of wildlife, plants, soil, water and air quality. <http://www.sfiprogram.org/>.

U.S. Green Building Council – The U.S. Green Building Council (USGBC) is the nation's foremost coalition of leaders from every sector of the building industry working to promote buildings that are environmentally responsible, profitable and healthy places to live and work. More than 7,500 member organizations and a network of 75 regional chapters are united to advance USGBC's mission of transforming the building industry to sustainability. <http://www.usgbc.org/>. ■

Top 10 DIY Mistakes by Home “Handymen”

By Pat Curry • Bankrate.com

The first thing any savvy do-it-yourselfer should take into account when considering a new project is that it will probably take twice as much time and three times as much money as you thought.

Or maybe it's three times as long and twice as much money. Either way, there's a good reason why it's true: DIYers make mistakes.

Lots of them.

But you can learn a lot from mistakes. For example, whatever it was that my husband did to make all the outlets in the kitchen blow at the same time -- don't do that again. The bad news is that mistakes always wind up making your home-improvement project more expensive and more time-consuming than you want it to be.

With that as a given, we asked home-improvement experts around the country for the most common mistakes they see.

1. Not taking out the required permits.

Considered a bother at best by many DIYers, permits actually serve a greater purpose than just raising money for the government. “People in permitting offices aren't evil,” says Lou Manfredini, the official Ace Hardware “Helpful Hardware Man.”

“They're there to make sure the job is done right and you don't hurt yourself.” Plus, for some jobs, such as putting in a wood stove, you need proof of the permit or your insurance carrier won't cover it. Not sure if your job requires a permit? The rule of thumb is that you need one for anything larger than painting and wallpapering. It doesn't hurt to call the building department and ask.

2. Starting a job without the necessary tools and supplies. Nothing slows down a job more than not having all the materials you need. Manfredini says the reason the pros can do what they do is that they buy quality tools. “There's always a bargain bin,” he says. “It's not a wise investment. You lose time and money.”

3. Inadequate preparation of the job site.

If you do a small addition, suppliers will be delivering materials. You don't want them out of order or exposed to the weather while you are working, says Ed Del Grande, host of the DIY Network's “Warehouse Warrior” show.

Beware: They could be stolen if they're not

properly stored. (If you have a septic tank, make sure you know where it is. If a supplier delivering materials in a heavy truck drives over it, you could be looking at a cracked tank. Yuck.)

4. Skimping on materials. Barbara Kavovit, owner of Barbara K Enterprises in New York, says she often sees DIYers use 1/4-inch drywall for building walls instead of the minimum 5/8-inch or 3/4-inch if you want a good sound barrier. The same rule applies to plywood for subfloors. Go with 3/4-inch. It creates a much stronger floor, especially if you're installing wood floors over them.

5. Using the wrong paint. One of the biggest DIY projects around, painting can make a place look great. Manfredini says flat paint should only be used for ceilings because it's usually not as washable as paints with an eggshell or satin finish. On outdoor decks, "sun and rain tear the heck out of the wood," he says. Clear sealers don't block the UV rays, and they peel. Use a linseed-oil-based stain -- it drives the pigment into the wood and preserves it.

6. Improper preparation of walls for painting. A good, quality paint job is 90-percent preparation, Manfredini says. Clean the walls, sand them and patch any holes before you paint. A coat of primer or stain blocker is advisable if you're trying to cover over oil-based paint, stains or peeling paint, or if you're painting a lighter color over a darker color.

7. Unsafe job conditions. Nothing diminishes your return on investment like a trip to the emergency room. Wear safety goggles when using power tools or working with drywall or wood; wear hard hats when you're working under other people on scaffolding; and open some windows when you're painting or staining, or stripping old finishes off of floors or walls, Del Grande says. And don't wear loose-hanging clothing, especially when using power tools. Wear gloves when carrying wood, metal and rock, or when hammering, and wear a nail or tool pouch to prevent damage to your floors and more importantly, the feet of people and pets.

8. Inaccuracy. Successful DIYers live by this rule: Measure twice, cut once. It's so important for things like building walls, hanging drywall or cutting baseboards, countertops or pipe. If you're going to err, err on the side of too long. You can always make something shorter; you can't make it longer. Spackle can cover only up to a 1/8-inch seam.

9. Working beyond your limits. Everybody has them. Del Grande won't work on a roof;

yours might be plumbing or electrical work. Don't stand on the top steps of ladders, and don't try to work beyond your reach. Ladder accidents send more than 164,000 people to the emergency room every year, according to the U.S. Consumer Product Safety Commission.

10. Failure to get a clue. You don't want to start to learn how to do a project on your own house. If you have a friend who is a contractor or an experienced DIYer, offer your assistance on one of his projects so you can learn. No one will turn away free labor. If you need to remove a supporting wall, have an engineer look at it to see what kind of beam you need to replace it. "If you have a saw in your hand and have a question about what you're doing," Del Grande says, "stop. Follow that little voice in your head." ■

Special Incentives to Become SCRT Members

The SCRT Board of Directors recently approved an incentive "to offer a one-time discount of \$50.00 to any IICRC Certified Firm who joins SCRT between now and December 31, 2007. In addition, the \$50.00 initiation fee will be waived at Connections Events, Chapter Meetings, IICRC-approved courses, and SCRT sponsored events."

So help spread the word! And don't forget that if you are a current SCRT member company, you will receive \$50.00 off your next year's dues for each new member you sign up. That means if you sign up 5 new members, your dues are free in 2008!!!! Everybody wins!

Can't Say No?

By Marcia Ramsland

Before we talk about when to say no, let's take a look at why we say yes when we shouldn't. Each person is different, but you might say yes because:

1. You're a people pleaser. It's easier to say yes and suffer some pain working to accommodate people than it is to listen to their disapproval or disappointment in you.
2. You want the business. You make work a priority, and you're willing to do almost anything to extend yourself. The word overextended



doesn't occur to the person trained never to turn a customer away.

3. Your mother taught you to be nice to everybody. You put the needs of others ahead of yours, regardless of what it takes to fulfill their request. You say yes and then dread fulfilling the request.

4. You didn't check your calendar. You only have so much time in your week (168 hours, to be exact). Be sure that when you move something new into the calendar, you take something else out.

5. You've participated in a certain activity before and assume you can do it again. Saying yes repeatedly can be a problem if you keep adding events without subtracting any.

What Are Your Red Flags?

For some people, saying no to a request is as hard as saying no to a slice of double fudge chocolate cake when they just started a diet. The first step in learning to say no is to recognize the red flags that signal over-commitment, such as the following:

- Your family complains that you're too busy.
- Your best friend says, "You never have time for me anymore."
- You're the last one to leave the office in the evening.
- You work from early morning until late at night with few or no breaks.
- You feel exhausted every day.

Time is Always a Trade-off

When you say yes to something new, you are saying no to something you already said yes to. Think about that. Time for that new activity must come from somewhere. I've met people who cut back on sleep and eating in order to cram another activity into their lives. When is enough, enough? Only you can decide. Examine your schedule. Ask yourself why you keep adding to it.

Choose Your Yeses and Nos and Say Them Clearly

While it is empowering to say no, if you say it too often, people may stop asking you to join them. It's important to know what matters to you. Then you can say an enthusiastic yes when you make a commitment and a clear no when you are unable to. The most dependable people know who they are and are clear about their "yes" and "no."

When you say yes to something new, you are saying no to something you already said yes to. For example, you might say yes to your spouse and kids and no to people and events

that interfere with family. Or, yes to Saturday mornings at home and no to work and training seminars that take you away on Saturdays. Or, yes to your favorite hobby and TV show but no to spending the whole evening in front of the TV.

Being overwhelmed can be a positive opportunity to get down to the basics of what's really important and rebuild your life from there. All the other offers are easier to say no to or delegate because you now have to make the most of limited emotional energy and available time.

Seek to be as accurate and timely in your commitments as you can. Your goal is to know yourself and your schedule so well that you can give an accurate answer on the spot. Effectively say no and delegate to keep your life on track.

[Excerpted and adapted from Marcia Ramsland's: Simplify Your Time: Stop Running & Start Living!] ■

SCRT New Members

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