



Three PWNA Certification Programs Offered in March

by Allison Hester

In March, the Power Washers of North America (PWNA) will be offering three opportunities for certification (in addition to the monthly kitchen exhaust cleaning school) – in fleet washing, wood restoration and environmental cleaning.

Last month, eClean Magazine looked into the benefits of PWNA certification by talking to those who developed and teach the courses. (You can read the article [here](#).)

But if you're wondering if the everyday contractor has found that certification really makes a difference in their business, the answer is a resounding "YES!"

"Since joining the PWNA and becoming certified in flatwork, house washing and roof cleaning, our company has more than doubled its sales," said Mark Forbach of Green Thumb Professional Services. "Being able to educate the customer and show them we are trained and certified has made a significant impact on our business."

Guy Triger of Puma Pressure Washing in San Francisco has also seen phenomenal results since becoming certified in fleet washing and environmental cleaning last October. "When I go to do an estimate and show the potential client my certification, they are immediately impressed," he explained. "They usually have no idea that there are organizations, training and certification programs available for power washing. More often than not, I am hired on the spot!"

So as you're preparing for the busy season, consider participating in one of these three courses offered next month to get a jumpstart on your marketing and sales for the year.
eClean Magazine



Environmental Certification Course, Ft. Worth, Texas

"Best Management Practices (BMPs) are changing from year to year, and contractors will have to learn new ways of doing business," explained Robert Hinderliter, who teaches the PWNA

2013 PWNA Certification Schedule

Fleet Washing Certification

March 21, Calgary, AB

Cost: \$249 members/\$449* non-members

Fee includes at one-year PWNA membership

Wood Restoration Certification,

March 23, Cicero, Indiana, Cost: \$395 members, \$595 non-members

Environmental Certification,

Ft. Worth, Texas

March 15 June 14

Sept. 20 Nov. 15

Cost: \$150, Participants must register for this course at least 14 days prior to the event

Kitchen Exhaust Cleaning Certification,

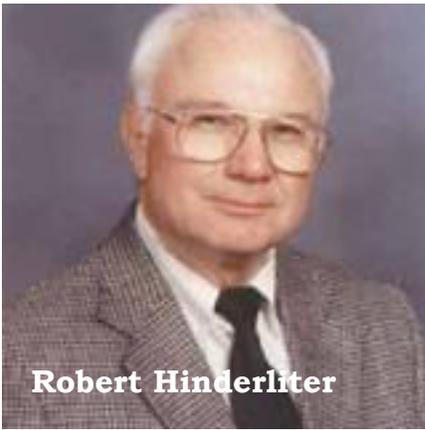
Ft. Worth, Texas

Feb. 4-8 Mar. 4-8 April 8-12

May 6-10 June 3-7 July 8-12

Aug. 5-9 Sept. 9-13 Oct. 7-11

Nov. 4-8 Dec. 2-6



Robert Hinderliter

Environmental Certification Course. “Contractors are generally afraid of the Clean Water Act and what it may require. We teach what is actually happening in the field, based on a ‘Public Comment Period’ with 40

regulators and 100 contract cleaners who arrived at a consensus that was good for the environment, the municipalities, the contractor, and the public.”

The course was developed and is taught by Hinderliter, who founded the PWNA 20 years ago because of environmental pressures for the power washing industry,



PWNA
POWER WASHERS OF NORTH AMERICA

Why I’m a Member of the PWNA

by **Guy Triger, Puma Power Wash, San Francisco**
www.facebook.com/PumaPowerWash

There are many reasons one becomes an entrepreneur. I am sure every business owner has a unique story to tell about how it all started. For me, personally, it was always for two reasons: first, to improve other people’s lives with my products and services and, second, to challenge myself by setting unrealistic goals and finding ways to reach them.

When I decided to establish Puma Power Wash, my pressure wash company based in San Francisco, I knew I could change people’s lives by providing an excellent cleaning service in the commercial and residential sectors. First, I started research online, and I discovered the complexity of the pressure washer industry. One needs to have the knowledge, abilities, and resources to be successful. When I found out about Power Washers of North America (PWNA), I called the website’s number and had a long conversation with Jackie Gavett, executive director of PWNA, I am glad I made this call. Jackie provided me with excellent information and answers to my hundreds of questions. Right then, I decided to join PWNA and even register for the upcoming convention in Florida. Jackie helped me choose the classes to fit a newcomer in the pressure wash industry.

and who has since taught thousands of contractors and hundreds of regulators. “My courses have been reviewed by more regulators than any other course,” he added.

And contractors with environmental certification are finding they have a definite advantage over their competition. For instance, Triger – who lives in the highly-regulated San Francisco area – has learned to work closely with his area’s regulators, and as a result is getting quite a bit of business, despite only being in the industry a few months.

John Tornabene, owner of Clean County Powerwashing in Long Island, NY, took the environmental certification course last October as well, primarily to help him land more





parking garage cleaning jobs.

“Some of the parking garage bids specifically laid out that they wanted their drains to be protected. They also did not want wash water runoff to leave the premises,” he explained. “In the PWNA Environmental Certification Course, I learned how to berm storm drains, then how to collect wash water to filter out the sludge so that it can then be dumped in a designated area assigned by the garage facility manager. I learned about oil socks and where to place them in different situations, such as by a storm drain or in a drum while vacuuming up your wash water in your filtering process. Also I learned that in some instances you can have your wash water go into a landscaped area when that’s considered an acceptable practice.” Since becoming certified, Tornabene has since won several new parking garage

contracts because he had this knowledge and the certification to back it up.

The cost of the environmental course is \$150 and participants must register for this course at least 14 days prior to the event.



Fleet Washing Certification, March 21, Calgary, Alberta

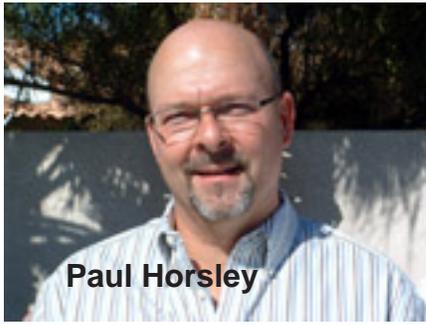
Ross Welhelms of West Coast Fleet Wash attended last year’s Fleet Washing Certification Course in Calgary, Alberta, and gave it “five stars!” He continued, “What a great experience! I’m leaving with key lessons, insider tips, and true inspiration. The value I got out of this program is easily worth 10 times the amount it cost!”

The fleet washing course is led by eClean’s very own Paul Horsley, owner of Scotts Pressure Wash, who has more than 35 years industry experience and is the mastermind behind one of Canada’s most successful power

The convention in Florida was a great learning experience for me. I had the opportunity to meet people, attend classes, and learn from the most expert leaders in the pressure wash industry. The classes about environmental issues, led by Robert and Michael Hinderliter, were eye opening. The course by Paul Horsley about fleet washing was spectacular. During the breaks, I had the privilege to meet members from different states, who provided me with great advice. One of the best suggestions was to find my customer base before purchasing the pressure wash machine.

When I returned to San Francisco, I had a long list of notes taken during classes and my conversations with PWNA members. By implementing those strategies, I was able to build a steady customer base in a very short time. When prospective customers call me for an estimate, I always show them my certifications from PWNA, and their next question is, “When can you start?” The PWNA provides such an amazing support group; whenever I have a question about cleaning procedures or choosing the right detergents, all I do is send a picture of the area that needs cleaning to Larry Hinckley, senior technical advisor at Powerwash.com, and he will advise me about the best cleaning steps. I am so impressed with the professionalism of Powerwash.com that I have registered for the five-day mobile power school held in Fort Worth, Texas.

Joining the PWNA was the best business decision I ever made. It helped me start Puma Power Wash successfully. As Richard Branson, founder of the Virgin Group, says, “Business is like a picture: You have to get all the little nuances right to create the perfect picture or the perfect company.” Join the PWNA—it will help you get all the nuances right from the start, and you will have a support group that does not exist in other industries.



Paul Horsley

wash companies. Horsley has a staff of over 40 employees and a fleet of more than 23 mobile units that specialize in fleet washing, commercial and flat surface pressure

washing, and rail car cleaning.

Because fleet washing is one of the most tightly regulated cleaning markets, the fleet washing course not only cover the in's and out's of how to efficiently wash fleets, but covers a lot of environmental-related topics as well.

The cost for this certification course is \$249 for members, \$449 for non-members (cost includes a one-year PWNA membership).

March 23, Wood Restoration Certification, Cicero, Indiana

The PWNA Wood Restoration certification course was created by a panel of contractors from across the U.S. and Canada who have spent years in the wood restoration industry. The course is taught by John Nearon – who helped write the curriculum – and who has been in the wood restoration field for many years operating Exterior Wood Restoration, Inc. Nearon specializes in almost all types of outdoor wood structures, from the cleaning and



restoration of cedar shake roof systems, to decks, fences and log homes.

“John (Nearon) is an absolute scholar about wood restoration,” said Mike Palubiak of Perfect Power Wash in Akron, Ohio, who took the wood certification course at last October’s PWNA convention. “I don’t think you could find someone better to put that course on and help put the curriculum together.”



Palubiak, who has been in the industry for 13 years and has done a lot of wood restoration projects, added that he gained a number of valuable insights through the course that have changed how he approaches customers. “The course was very scientific, which was extremely valuable from a sales standpoint,” he explained. “Since becoming certified in wood restoration, my staff and I can speak to a customer on a whole different level so that they feel confident that we know what we are doing, which definitely gives us an edge over our competitors.”

Future Courses

While obtaining PWNA certification prior to your busy season will give you a definite edge, if you are unable to take a certification course in March, don’t fret. Each of these courses – along with several others – will be offered again at the PWNA Annual Convention, October 17-19, in Orlando, Florida. Some certification courses will also be offered again at other times during the year. Check with the PWNA or the eClean events page to keep up with these dates.

To learn more about the PWNA or its certification programs, visit their website at www.PWNA.org, or contact Jackie at info@pwna.org.



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