

by Mandie Bannworth



# How do you measure success? 2013 IWCA Convention & Trade Show Feb 13-16, 2013



Professionals in the contract cleaning business not only need to know the most efficient methods for performing their specialty services, but also understand how to be a marketing guru, a web designer and a savvy business manager. With the evolution of technology, the success of a business is based on more than just the skill of employees and customer service; it's now contingent on the entire package that is delivered to the client and prospective client base.

Entrepreneurs are continually expanding their repertoire through various methods. However, the most successful owners know that capitalizing on resources and the knowledge gained from networking with industry peers can often be what turns a fledgling business into a profitable career. That is why the International Window Cleaning Association's (IWCA) Annual Convention & Trade Show, Feb. 13-16, 2013 in St. Pete Beach, Fla. is the premier industry event for those who dream of building something great.

Lynne Fiscelli, Pane View Window Cleaning LLC, first learned about the IWCA event while researching methods to improve her Michigan window cleaning business.

"My husband and I attended the IWCA Convention & Trade Show in 2012, and it was time and money well invested." Fiscelli added, "The absolute most valuable part of the event was the face-to-face networking with other business owners who have taken their business where we want to take ours."

Following the convention, Fiscelli reported that she integrated many of the techniques she learned at the convention into her day-to-day business which resulted in her company's most profitable year to date.

While many business owners use the convention to learn from others how to add on services to their businesses, there are many in other areas of the contract cleaning industry that have decided to

*"I figured out years ago that I always pick up enough information for my business at conventions to more than cover the cost of attending. I have attended the IWCA convention seven times, for example, and always came home and made significant improvements. If any business owner is deciding whether or not to attend the next meeting, remember that staying ahead of the curve in the service business means knowing more than the next guy. This is one of the best places to get that kind of information."* - Pete Marentay, Sun Brite Supply

expand their businesses by adding on window cleaning services. Gabor Viczko, Nevada Professional Inc., has been in the carpet cleaning business for more than 14 years, servicing commercial and residential properties. Viczko found that after hiring several employees, it was becoming difficult to make decent profits since his overhead increased substantially. After talking to others in the industry, he decided to look into expanding his services.

“I was advised by a friend that I should expand my service to include window cleaning, as it would be VERY easy to market this service to my current clientele,” Viczko said. He added that his first initiation into the business was the IWCA convention. “I attended my first IWCA Annual Convention in 2004 and became educated in the window cleaning business. I was able to network with dozens of other companies who shared with me countless ideas on how to start up my new window cleaning venture. The IWCA has been an instrumental part in my company’s success and the annual convention continues to be a terrific resource for me to continue to grow and improve my company.”

To this day, 40 percent of Viczko’s business is generated from window cleaning and his net profits are at least double from what they were a decade ago.

The 2013 IWCA Convention & Trade Show brings contract-cleaning professionals from around the world to share ideas, network and help make businesses better. Sheila Smeltzer, A+ Pro Window Cleaning, inherited her window cleaning business and realized that she knew nothing about field work and operations. (See Sheila’s profile on page 20.) She found the answers she needed by attending her first IWCA convention as a scholarship winner in 2007. She was nervous to attend the first convention, not only because she was a woman, but also because she was so new to the knowledge base of the industry. Her fears were soon allayed when other professionals welcomed her into their inner circles.

“There were key individuals that took me under their wings at that first convention who are still influential colleagues and great friends today,” Smeltzer said. “I am hooked on the annual convention for the innovation and professionalism it brings to my company,

especially during the winter slow down. When I look at the success I inherited from attending IWCA conventions over the years, I realize the investment was priceless.”

Additionally, IWCA dedicates part of the convention to its trade show, which showcases the top products and services in the market. When professionals are looking for a solution for their business needs, the IWCA Annual Convention & Trade Show is the place to be. With the right tools and services, a company can take its business to the next level by being able to work more efficiently, incorporating add-on services and utilizing new products to help make tough projects a little easier.

This year’s event offers one of the best educational programs to date. Attendees can choose to attend the full convention or just a day or two. There is something guaranteed to fit everyone’s budget and need. The knowledge and contacts gained from attending the convention will benefit contract cleaning professionals for years to come.

For a full list of session descriptions, more information and to register for the event, please visit the IWCA website at [www.iwca.org](http://www.iwca.org) or contact IWCA Headquarters at [info@iwca.org](mailto:info@iwca.org) or at 1-800-875-4922. Specific information can be found on these pages:

- Schedule of Events
- Session Descriptions
- What’s the Cost?
- Register Now

### **About the IWCA**

*The International Window Cleaning Association (IWCA), a non-profit trade 501(c)(6), is committed to raising the standards of professionalism within the window cleaning industry. The IWCA represents all facets of the window cleaning industry, from high-rise to route work, residential to industrial. Through its various programs, the IWCA promotes safety, training and a highly professional, responsible image of the window cleaning professional. The IWCA delivers at least three regional safety training programs a year at various locations throughout the country. These programs cover all aspects of window cleaning safety and equipment use. The IWCA is also the secretariat for the IWCA I 14.1 Window Cleaning Safety Standard. For more information, call 1-800-875-4922 or visit them at [www.iwca.org](http://www.iwca.org).*