

Snapshots from the IWCA Convention and Trade Show

by Allison Hester

In February, I joined alongside over 400 window cleaning contractors and vendors in St. Pete Beach, Florida, for the International Window Cleaning Association's (IWCA) Annual Trade Show and Convention. Additionally, over 90 contractors will be working more safely this year due to completing IWCA's safety training course.

While there, participants learned ways to successfully and safely run their businesses through training, a wide variety of educational opportunities, networking, and leading industry vendor exhibits.

I personally took home several valuable insights that I will be sharing with eClean readers over the next several months. I also want to say a special thank you to the IWCA Board of Directors who went out of their way to make me feel welcome and appreciated.

Finally, a special congratulations to Medley Winner Marcus Bauman, and Speed Winner Justin Russell

Next year's event – which will celebrate IWCA's 25th Anniversary – has already been scheduled. Mark your calendar for February 12-15 in Memphis, Tennessee, so mark your calendars.

To learn more about the IWCA, visit their website at www.IWCA.org.

