Unprecedented Giveaways Planned for the 2013 PWNA Convention

October 17-19 in Orlando

by Allison Hester

This year's PWNA Convention and Trade Show, October 17 through 19 in Orlando, will have more of everything – more vendor support, more educational seminars, more networking with highly successful company owners, and more fantastic giveaways.

While education is the top priority for any PWNA event, prizes are a big bonus – and this year they've got some BIG prizes. In addition to smaller giveaways from various vendors, attendees will also have the opportunity to potentially take home the following confirmed giveaways.

Hydro Tek Skid

Once again, Hydro Tek is donating a complete skid unit to be given away. This year it's a Hydro Tek SC Series (Model SC35006KG) 3500psi, 5.5gpm, skid with an adjustable thermostat that goes up to 250°. The unit's list price is $10,295.

"We continue to support the contract cleaning industry through associations like PWNA. It is impossible to place a dollar value on the knowledge attendees get by going to conventions and not only browsing products at the trade show but taking the time to attend the educational seminars," explained Denise Tyo of Hydro Tek. "The more information contract cleaners learn from each other, the more the industry will continue to grow as more efficient cleaning accessories or cleaning processes are created. Being involved in these associations gives us an open door to suggestions of the members to make needed changes to our equipment."

Hydro Tek's donation could not have been made possible without the generous donations and support of Kohler Engines, General Pump and Beckett Burners. "Suppliers like General Pump, Beckett Burners, and Kohler Engines continue to make quality components used on many pressure washers. Their generous donations make this skid giveaway possible," Tyo added.

The pump is the heart of any pressure washer, and this unit features one from the General Pump/Interpump 47 series family. The 47 series line of pumps are the work horses of the industrial power washer market and have been recognized as the leader in the market for decades.

"General Pump believes the PWNA is a great organization for the continuous training for power wash contractors and contributes to the professionalism of the industry," explained Troy Benike, Director of Marketing for General Pump, when asked why they made the donation.

Kohler Engines, which has been a leader

in the small engine market since its founding in 1920, graciously donated the power needed to run the unit. Kohler Engines manufactures a wide range of gas and diesel engines for the lawn and garden, commercial and industrial, agricultural and construction markets.

Finally, the unit's burner came from RW Beckett, which was founded in 1937 and has built the reputation of being a leading burner supplier for the pressure washing industry. "Hydro Tek is an important customer of ours, and we fully support them in their relationship with the PWNA," said Charles Tibboles, Beckett Product Manager.

Pressure Pro, 18-inch Hammerhead Surface Cleaner

The Hammerhead Surface Cleaner, which generally sells for around $350, is a durable, professional grade product. The Hammerhead actually hovers over the surface, and features composite housing and a hearty handle, and is a well-receive product by professional contract cleaners.

"We are very excited and appreciative to Pressure Pro for donating this popular item," added PWNA Board Member Shaun Downham of Oahu Power Washing.

The PWNA Mentoring Program

Finally, perhaps the most valuable of all the prizes awareded will be a new offering for a new program that kicking off this October. One winner will be this year's recipient of the PWNA's mentoring program, and will receive an all-expense paid trip to Calgary, Alberta. There, the winner will spend two full days under the tutelage of industry veteran and professional consultant Paul Horsley, who has owned Scott's Pressure Wash for over 30 years.

Paul, who also happens to be *eClean Magazine's* Publisher, has consulted and trained individuals around the world in not only cleaning techniques, but also how to build and sustain a successful business."Cleaning is cleaning, and while it's important to learn the proper techniques and procedures, being able

Paul Horsley Consulting

to clean correctly is not going to guarantee success," Paul explained.

Through his consulting services, Paul provides companies with guidance in growing their pressure washing business and improving their bottom line. Paul caters his programs to each particular client's needs. Some topics Paul has helped clients with include business operations; marketing and advertising; up-selling customers; chemicals, detergents, and cleaners; equipment maintenance; setting up a mobile unit; hot water / cold water; 1-step and 2-step cleaning processes; water reclamation; safety; pricing; human resources; available add-on services; tracking results; and more.

Generally, Paul's consulting fee is $1800 per day, but one lucky winner will receive two-full days worth of consulting for free, as well as continued phone support throughout the year. PWNA will also cover the cost of the winner's travel, hotel, and food.

"I enjoy mentoring people in the pressure washing business, and am honored to be a part of this new program," Paul explained. "It's programs like these – and the professionalism and success of our many veteran members – that separates the PWNA from the rest of the organizations out there."

Three fantastic prizes, plus invaluable networking and educational opportunities await those attending this year's PWNA Convention and Trade Show.

But, as they say, you can't win if you don't enter. Or in this case, if you don't attend. And you must be present to win, so make plans to stay through the end of the end of the day Saturday!

To learn more about PWNA National Convention or to register, visit www.PWNA.org and sign up today.