

# The 2013 PWNA Convention & Trade Show

## New Classes Galore!

The PWNA Annual Convention and Trade Show is less than two weeks away (October 17 through 19), but there is still plenty of time to participate. And this one is going to be spectacular, filled with brand new seminars – as well as several returning favorites.

The seminars begin on Friday, October 18, and attendees have a host of NEW choices, including:

- **Window Cleaning with Pure Water**, by Steve Blyth of J. Racenstein. “Today there is a very large cross section in the cleaning industries. We’re finding that at least 50 percent of window cleaners have also done some pressure washing, and 50 percent of pressure washing contractors have also done some window cleaning,” said Steve Blyth. “It makes sense. The more services the mobile contractor can offer the same customer, the less time you have to spend traveling and looking for additional work.”
- **9 Tips to Help Manage the Growth of Your Business**, by Michael Hinderliter. This presentation highlights one of the PWNA’s unique strengths: successful industry veterans openly sharing their wisdom to fellow PWNA participants. Michael Hinderliter – who owns both a successful fleet washing and kitchen exhaust cleaning company, as well as PowerWash.com – delves into nine essential keys he’s learned through experience on how to successfully grow and manage your business.
- **Parking Garage Cleaning & Water Recovery Practices**, by Jim Gamble. As the owner of Crystal Cleaning Company, Gamble has been cleaning parking garages in California for 25 years. This presentation is designed

for anyone who wants to move forward in the garage cleaning business. It is designed for those who want to see, learn, and experience what it will take to make \$50k in a weekend.

- **Insurance for Power Washers**, by Joe Walters of Joe Walters Insurance. Pressure washing is a unique industry, and one that many insurance companies don’t really understand. Too many contractors pay high premiums each year for their insurance, only to find out that their policies don’t actually cover what is needed when a claim arises. Joe Walters Insurance has one specialty market -- power washers -- and they know what contractors need to cover their liabilities and losses.

- **Soft Washing**, by Micah Kommers, EcoClean Upstate. More power washing contractors are implementing this technique for cleaning roofs...and beyond. In this presentation, Micah will focus on basic and intermediate SoftWashing techniques and equipment. Rather than simply stating facts, such as what’s making the house dirty or what kind of equipment is used, the presentation will focus on methods that participants can immediately take back to their service area and implement.

- **Fall Protection and Scaffolding** (two separate courses), presented by Charlie Arnold. As more power washing and softwashing services are reaching new heights – literally – proper safety training is imperative. That is why two separate presentations are being dedicated this year to safety – both of which will be led by Charlie Arnold of Arnold’s Powerwash.

For these classes and more, plus certifications, round tables, exhibits, demos and other networking opportunities, register today:

[www.PWNA.org](http://www.PWNA.org)