

# PowerWashStore.com Helps Family in Need

by Allison Hester, Editor

On March 17, a tragic fire broke out and destroyed a Milwaukee-area duplex, killing two 14-year-old boys. One of the deceased, Isaiha Kobow, was the son of a long-time friend of Bill Wilson, Sales and Distribution Manager for PowerWashStore.com.

“Lori (Isaiha’s mother) and I grew up in the same area. Isaiha liked skateboarding and my son is a semi-pro skateboarder, so we would meet up at the skate park for her son to watch and learn,” he explained.

Two younger boys were rescued from the fire, but Isaiah and his friend were consumed by the flames.

Knowing that Lori was going to need all the helps she could get, Wilson asked PowerWashStore.com Owner Paul Kassander if it would be OK to ask for donations on Pressure Washing Institute and on their Facebook page. Kassander said he would like to do more, so he donated a Whisper Wash surface cleaner to auction off to help the family.

“I talk to these contractors daily and they have sort have become like family to me over the

past couple years,” Wilson said. “I felt like it was the right thing to do.”

The surface cleaner, which normally sells for \$770, sold for \$650 in the auction. Wilson raised another \$450 in donations from industry members, for a total contribution of \$1,100. “When I brought Lori the donation check, she was very thankful and relieved. I guess a couple of people put together donation funds in her son’s name but she had yet to see a single penny from any of them,” Wilson added.

According to Wilson, Lori plans to use this tragedy to inform parents about things “we don’t like to think about, such as life insurance on our children,” said Wilson.

“Lori has always been a great friend, good mother, and a strong woman who’s seen a life that would’ve broken a lot of people,” Wilson concluded. “The fact that she gets up in the morning after all she’s been through is enough for me to want to help her. I’m very thankful to Paul’s willingness to help, and to all those who chipped in to help in this horrible tragedy.”