

SMART SOLUTIONS FROM ENVIROSPEC.COM

PowerWashPro

SUMMER 2013

The Power Wash
ACADEMY

10 tips for
**EFFECTIVE
WEBSITES**

BUILD YOUR
own equipment
SCHOOL

finding your customers
with easy, professional
DIRECT MAIL

This issue, see 3 New House Wash Products!

MARKETING AV

STRATEGY

THIS MONTH:

SUMMER 2013

Let's get social.

You're invited to be a part of the national powerwash community by visiting us online



at [facebook.com/EnviroSpec.John.Allison](https://www.facebook.com/EnviroSpec.John.Allison). See what's new, find out what other contractors have to say, and add your own two cents. Don't be left out—you never know what you might learn! While you're there, don't forget to "like" our page. After all, who doesn't *like* EnviroSpec?

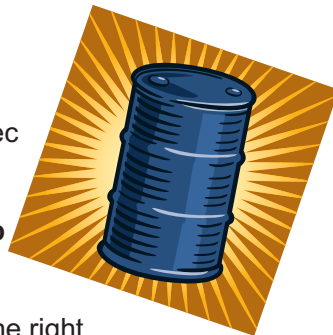
Mutual support.

Every time you make a purchase from EnviroSpec, you support our company. And we try to return the favor by supporting you. For example, the **PowerWashPro** magazine you're reading is full of useful information, tips, and ideas, yet it's free to all our customers and always will be. Other smart learning tools can be found at EnviroSpec.com, such as the Tech Library, How to Wash Stuff, and a wide variety of Articles. We're here for you!

Be safe, now!

Speaking of the EnviroSpec Tech Library, if you go to EnviroSpec.com/TechLib and click on Chemical

Safety, you'll learn about the right way to handle acids and caustic chemicals, plus info on storage and Material Safety Data Sheets. True professionals know that safety comes first, and you're a true professional, aren't you?



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Through your support the **Power Wash Pro** is possible.

For over 40 years John Allison has been working hard to make sure all power wash contractors are equipped with the knowledge they need to be successful. As a contractor himself in the '70s and '80s John had just as many problems and issues as contractors have today. The difference is - *then there was no one who could help.*

We hope you find the information in this magazine helpful. www.envirospec.com

PowerWashPro

FROM ENVIROSPEC

SUMMER 2013

The EnviroSpec story began with a contractor just like you.

Forty years ago, John Allison realized that the harsh and ineffective chemicals that he was buying were compounded by chemists who never actually had to clean anything for a living.

So John began to experiment in his own small lab, testing his detergent formulas on the job, tweaking, and

testing again. Eventually he developed a superior line of environment-friendly products for cleaning everything from vinyl siding to cement mixers. When he started selling his formulations, mobile wash pro's across the U.S. gladly became customers for life. Finally, John perfected the 'black magic' of super-concentrated SuperFLo Polymer.™

Next, John Allison added mobile wash equipment and parts to the offerings. The catalog grew...and kept growing. As an ex-contractor, he knew that discerning professionals needed better pressure washers. So he designed and built his powerful Allison Iron Horse equipment, a popular addition to the product line. From its headquarters in Georgia, EnviroSpec has now brought more cleaning items to the industry than all other suppliers combined.

Of course, equipment and chemicals are only as good as the people who use them. So John Allison set out to help improve contractors' knowledge and skills as well. Find out about EnviroSpec's new PowerWash Academy on page 16.



NEW... CONVENIENT... ...Just Right Packaging



BIO-GREEN
BLACK-JACK
BLUE LIGHTENING
BOND BREAKER
EMULSIFIER PLUS
LIMONENE
MO-JO
MR. MUSCLE
NEVER DULL
PREMIER
PREVAIL
PRO-BLEND
PRODIGY
RELEASE
VIPER

Your favorite detergents **NOW COME** in 3 convenient sizes!

Not everyone needs a full drum of detergent so we have tried to make it more convenient for you to buy only what you will use.

*Buy all the products that you will need...
..but only in the amounts you will use!*

5-Gallon Paks
30-Gallon Paks
55-Gallon Paks

See all of these products at
envirospec.com/msds.htm



KOHLER EFI

& *Allison* EID
Electronic Idle Down



- Electric Start with Recoil Back-up!
- No Choking!
- No Flooding!
- Quicker Starts!
- Super Quiet Muffler!
- 25 AMP Recharging!
- Electronic Idle Down!
- Electronic Tachometer!
- Electronic Hour Meter!
- Quick Drain Oil System!

See Back Cover for special Intro Promo!
RELEASE THE TRIGGER AND THE ENGINE RETURNS TO IDLE!



now let's do some math!

Let's do the

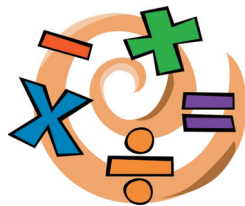
MATH

and see how much you'll save. The following data is based on 25% fuel savings and 600 hours of annual operation at 'full-throttle.'

If gas is \$3.75 per gallon and you only run your engine 600 hours per year you will save \$675.00 annually. By the way - 600 hours per year is less than 12 hours per week. How much do you run your equipment? From here - the math is easy!

BUT WAIT!

We haven't even talked about the Allison Electronic Idle Down. The above figures are based on running the engine 'wide-open' all of the time. At this point we don't have any hard science just 'common sense' to go on when it comes to figuring the additional savings.



The Most Reliable Engine in the Power Wash Industry.

- Starts like your car – just turn the key and go.
- No-choke starting whether it's hot, cold or after extended storage.
- No carburetor – no carburetor problems.
- No choking and no priming.
- 3-year unlimited-hour commercial warranty.
- Exclusive closed-loop fuel technology
- ECU and O2 sensor automatically optimize fuel mixture based on load, weather and altitude.
- EFI Diagnostic Software provides instant data on engine performance.

**For more information on this and other
EFI Engines please visit us at...**
www.envirospec.com/pdfs/efi-eng.pdf

there's a

THIEF in your tank



When you gas up your car, you've probably noticed a sign on the pump disclosing that as much as 10 percent of the gasoline you're buying is really ethanol.

That's because of something called the Renewable Fuel Standard, a 2005 federal clean-energy program that mandates the introduction of biofuels, mostly corn, into gasoline.

Sounds good, right? Weaning our dependence on foreign oil with domestically grown corn. Decreasing greenhouse gases with cleaner automotive fuel.

But I got my first inkling that all was not well when my lawnmower started acting up. McGee Lawn Mower Service in Boca Raton was swamped with other homeowners with the same problem.

"I'll fix a lawnmower and it will be working perfectly, then three months later it's back here," said the owner, Johnny Gavino. "The ethanol deteriorates the fuel line and the primer, and it's bad for the carburetor. You've got to run the engine dry every time you use it."

It turns out my car mechanic didn't have nice things to say about the ethanol going into my car's gas tank, either.

"My experience is that it prematurely wears out the fuel injectors and the seals," said Andrew Sarantidis at New Age Automotive in West Palm Beach. "It's alcohol. The engines are designed for petroleum products, not alcohol."

And because ethanol has two-thirds the energy content of gasoline, it also reduces a car's fuel efficiency by about 3 to 10 percent, according to estimates in Road & Track magazine.

The ethanol program is a bonanza for corn agribusiness in America, which had benefited from \$81.7 billion in government subsidies from 1995 to 2011, and now benefits from a program that converts 37 percent of the nation's corn crop to fuel.

The effect of this artificial demand has made the corn used to feed livestock, the primary use of corn, to be more expensive. And

that has pushed up the price of food.

But at least environmental groups love ethanol's clean energy benefits, right? Well, maybe not.

A 2011 study done by Friends of the Earth found that when you take into account the greenhouse gases in the conversion of corn to ethanol, traditional gasoline is cleaner.

"Despite EPA projections that corn ethanol will have less of a greenhouse gas footprint in the future based on its modeling, the facilities that are producing corn ethanol today are producing more greenhouse gas emissions than gasoline," the study concluded. "In fact, on average, the corn ethanol we produce today contributes 36 percent more greenhouse gas emissions than gasoline."

Since 2011, the Florida Legislature required that all gasoline sold on the wholesale market in Florida be an ethanol blend. But the state didn't prevent gasoline retailers from selling ethanol-free gas.

So it's possible to buy gas without ethanol in Florida. But it's not easy to find. The website pure-gas.org lists 385 gas stations in Florida that sell gas without ethanol. There are only five listed in Palm Beach County, and they only sell the 90-octane variety of ethanol-free gas.

One of those stations is at 874 N. Dixie Highway in Lantana.

"People would like to buy non-ethanol gas, but because of the price, they don't do it," station owner Maksud Chowdhury said.

The non-ethanol gas at his station was selling for \$4.75 a gallon Monday, while the ethanol-containing regular gas sold for \$3.63. So it's usually just landscapers and boat owners who buy the ethanol-free gas, he said.

The Stop 'N Shop, at 1001 W. Blue Heron Blvd., in Riviera Beach is pushing its non-ethanol gas with a \$4.35-a-gallon price and free ice. But there aren't many takers, said station manager Freddy Acevedo.

"I have about three people who use it in their cars," he said.

The Florida Legislature is now considering whether to repeal the Florida Renewable Fuel Standard Act. It isn't the first time, but this session the repeal has already passed the House. And Gov. Rick Scott wants the repeal, because the demand for corn has cost Florida's cattle ranchers in high feed costs.

For more about ethanol & small engines visit us at www.envirospec.com

5.5 @ 4000

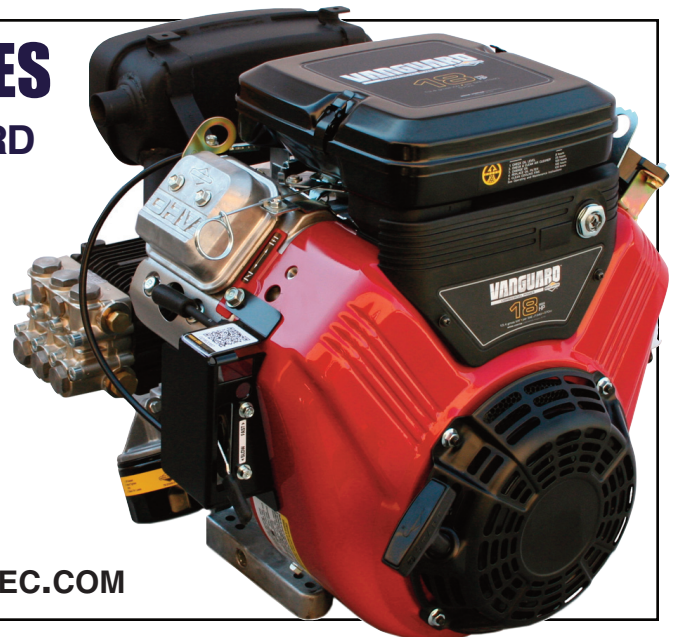
OUR OVERSTOCK ENGINES

Will get you this 18 HP VANGUARD
and 5.5@ 4,000 PSI PUMP!
Limited quantity! See website!



UNDER
\$1200

WWW.ENVIROSPEC.COM



**If you do quality work as
a reputable contractor,
you buy quality chemicals
from a reputable supplier...**

Of course!

You've come across those "splash-n-dash" pressure washing amateurs. They do shoddy work for low-ball prices, using cheap detergents. They've never read a Material Safety Data Sheet, because, well, they just don't care.

What would their customers think if they knew that caustic chemicals were being used on their homes or truck fleets; chemicals that worked like paint strippers, removing paint along with the dirt? They might not see the damage immediately, but they will, over time, when the things they own start looking dingy...when it's already too late.

And how would those customers feel if they found out that those same detergents were hurting the environment, and potentially, the many living things around their homes and businesses? Don't bother asking those contractors to care. They're already gone, and they're not the type who come back for much repeat business.

Of course, you know better. You take pride in your work. They say that a man's character comes from what he does when no one is looking. And even though your customers might not understand the difference between various cleaning liquids, you give them the best, because that's how you'd want any contractor to treat you.

You stand behind your work, and that's why you buy from a chemical supplier who stands behind you.

The right type of company offers the knowledge you need to make sure those chemicals are being used properly. They post every detergent's MSDS so that you, and the earth, stay safe and healthy. They're available when you have a question or a concern. They offer the right product for the right job, no matter what the job is. And they're working every day for the long-term improvement and enhancement of the products, the procedures, the contractors and the industry itself.

In the end, the right chemical supplier does a better job because their chemicals are formulated, tested and perfected by contractors just like you. And if you have a problem, a concern, an idea or a suggestion, then you also have their attention. Because it's a two-way street. We're all in this together.

If you can find a chemical supplier who supports the powerwash industry in all the ways that EnviroSpec does, then feel free to buy from them. In the meantime, know that we're here for you in every way. ■



10 Tips for a more

Even if you get much of your work by word-of-mouth referrals, more and more people these days check out contractors online to make sure they're an established, credible business. Since a website is your online "storefront" it pays to take the time to make it professional, friendly, and persuasive. Here are a few things to think about:

1 Focus on the specific needs and problems of your potential customers, not just your own company. If you show people that you understand their issues, they're more likely to believe you can solve their issues. If a prospect is visiting several contractors' websites, this approach will give you a clear competitive advantage.

2 Offer helpful tips and ideas for keeping their home or their fleet looking good. These days, success often goes to the competitor who offers a little something up-front. A web page with smart suggestions can then be promoted in flyers, mailers, ads, or even social media, bringing people to your website *and* establishing you as an authority.

3 Think about what phrases people might be Googling when they're looking for a contractor like you. For example, "Middleville Pressure Washing." Then use those "keyword" phrases in your website headlines and text, as well as in what's called the website's "Title Tag." That way, when someone types in that phrase in Google, your website is more likely to come up early in the search results.

4 Keep up with the times. A cluttered, unprofessional or out-of-date website reflects badly on your business. If you haven't had your website redesigned in a few years, it may be time for a web makeover. Plus if your website is designed on the "WordPress" platform, you'll have the capability of making changes and additions over time yourself, without having to go back to your web designer.

5 Remember, it's what others say about you, not just what you say about yourself. When you finish a job for a happy customer, ask them to write a "testimonial" about their experience. Combine several of these in a 'Testimonials' or 'Reviews' web page, and you'll build extra credibility in the eyes of prospective customers.



effective

Website



- 6 People like pictures.** The web is a visual medium, so include some pictures of successful jobs you've completed (with the owner's permission of course). Also include a good quality picture of yourself on the "About" page, and don't forget to smile! A shot or two of you or your crew working hard might not be a bad idea either.
- 7 They don't know what you know,** so be sure to use words and phrases on your website that customers use, vs. terms that only professionals know. After all, we want to communicate with people, not confuse them.
- 8 Guarantee their satisfaction.** It's something you probably do anyway, but mentioning this on your website helps reduce the sense of risk that comes from working with a vendor for the first time. Anticipating, and overcoming, any "barriers" to the sale naturally makes folks more likely to contact you.
- 9 Since you use EnviroSpec chemicals,** be sure to point out that the cleaning materials you use are safe for the environment, kids, pets, shrubs and lawns. Simply mentioning this can be a 'competitive advantage' for you. Also, it's best not to use the word "chemicals," because of the negative slant that word might have for customers.
- 10 Ask for the job!** Be sure to invite the web visitor to contact you, and mention that you're looking forward to the opportunity to do a great job for them. Include a prominent phone number on your website, and be sure that phone is answered by a live person, vs. an answering machine, almost all the time. You can also include an email-address or Contact Form on your website, with the responses automatically going to your e-mail Inbox.

When your website strikes the right notes, you'll let technology do some of the selling *for you!* Those who don't embrace the new ways of doing business are at risk of getting left behind. If you'd like a sharp new or updated website, and aren't sure where to start, EnviroSpec recommends web designer and marketing expert Tom Tortorici. You can reach him at 770-934-7861 or Tom@TortoriciInc.com.

FOR OVER 38 YEARS ENVIROSPEC HAS MA
The Industry's #1 Selling Power Wash

"FILM FREE" TRUCK WASH

BOND BREAKER

Tired or having to use dangerous acids to break the electromagnetic field that locks on 'road film?'

Since it's introduction in 2004

BOND BREAKER
has been the industry's only
1-STEP
NON-CAUSTIC
TRUCK WASH

CONTAINS HIGH YIELD
GLOSS ENHANCERS



BLEACH FRIENDLY DETERGENT
CONTRACTORS know that
only removes surface mold
so when it comes to killing
cleaning carbonaceous hydrocarbons
acid rain and general 'fall-out'
that bleach alone will not take care of
on the power of...

EMULSIFIER
with Gloss Enhancer

Mix 1-Gallon of bleach
Emulsifier Plus for the job
when bleach has to be used

MANUFACTURED Detergents

**Call and
ASK**



to speak to someone who uses our products!



EXHAUST HOOD CLEANER

NON-CAUSTIC
*"Takes the grease...
...leaves the hide"*

HOOD PRO

Hood Pro is the industry's only non-caustic restaurant exhaust hood cleaner.

You will find Hood Pro to be the SAFE alternative for cleaning the toughest baked on grease in the industry.

Yes, it even cleans Chinese restaurant hoods and that is something that most 'hydroxide' cleaners won't even touch.

ENT

at BLEACH

and mildew
the roots and
hydrocarbons,
ut' pollutants
ouch they call

PLUS
ancers



th with 4-gallons of
e best of all worlds
e a part of your MIX.

**see these products and more at
www.envirospec.com/MSDS.htm**

the SHRINERS mission

Soon after the Civil War, a cheerful group of men began meeting for lunch in New York City's Knickerbocker Cottage. They all knew each other as Masons, but soon decided to create an offshoot fraternity dedicated more to fellowship and public service rather than ritual and secrecy.

One of the members had been to a party given by an Arabian diplomat, and impressed by the exotic sense of culture, suggested adopting it as a theme for the new organization.

They began the Shrine Circus in 1906 for fun and entertainment, but quickly realized that it was a great way to raise money for worthy causes. From that funding base, they established Shriners Hospitals for Children® throughout the U.S.

Families who couldn't afford treatment for their kids with congenital illnesses and deformities were given a ray of hope, as well as some of the best medical treatment available.

Shriners International grew at a steady pace during the first half of the 1900s. It truly blossomed when returning soldiers from WWII saw it as a way to continue the camaraderie they had experienced in the armed services.

The Shriners can still be found driving their comically-small cars at local parades and events. They still work to support the hospital foundation, which like most charities during lean economic times, has experienced a reduction in funding.

EnviroSpec has been a financial supporter of Shriners Hospitals for Children for many years. In fact, all the profits the company earns from chemical sales go to charities such as the Shriners' Tampa hospital.

Consider helping kids who can't help themselves, by making your own donation at ShrinersHospitalsForChildren.org.



Phase Separation in Gasolines containing ethanol is now a major problem for all users of gasoline.

Whether you use gasoline as a fleet operator or for your family car, classic car, boat, personal water-craft, motorcycle, snowmobile, ATV, RV, lawnmower, weed-whacker, generator, or any of the thousands of other types of equipment that use gasoline engines; you are being affected by ethanol in your fuel.

Phase Separation describes what happens to gasoline containing ethanol when water is present. When gasoline containing even small amounts of ethanol comes in contact with water, either liquid or in the form of humidity; the ethanol will pick-up and absorb some or all of that water. When it reaches a saturation point the ethanol and water will Phase Separate, actually coming out of solution and forming two or three distinct layers in the tank. Phase Separation is also temperature dependent. For example, E-10 can hold approximately .05% water at 60°F. To better understand the amount of water that we are talking about, picture 1 gallon of E-10 at 60°F. This gallon will hold approximately 3.8 teaspoons of water. However if the temperature drops to 20°F it can only hold about 2.8 teaspoons of water.

Phase Separation can happen in an underground or an aboveground storage tank, a vehicle tank, a boat tank, in any type of equipment tank, and even in the gas can in your garage.

When this happens, you can have serious and even catastrophic engine problems, without warning.

When this Phase Separation occurs you will have an upper layer of gasoline with a milky layer of ethanol and water below it, and then in many cases a third layer of just water at the bottom.

If this happens and you try to start the engine you can have one or more of the following problems. If your fuel tank pick-up tube is in the water layer, most likely the engine will fail to start. If the engine is running and suddenly

we know it as...
PHASE SEPARATION!
you know it as...
ANOTHER HEADACHE
that adversely affects your bottom line!

draws water you can have damage from thermal shock or hydro-lock. If the pick-up tube draws the ethanol-water mixture or just ethanol you can have problems where the engine will operate in an extreme lean condition, which can cause significant damage or even catastrophic failure. If the pick-up tube draws the gasoline, it will operate very poorly due to lower octane that is the result of no longer having the ethanol in the fuel.

Ethanol is a strong, aggressive solvent and will cause problems with rubber hoses, o-rings, seals, and gaskets. These problems are worse during extended storage when significant deterioration will take place. Hoses will delaminate, o-rings will

soften and break down, and fuel system components made from certain types of plastics will either soften or become hard and brittle, eventually failing. Fuel system components made from brass, copper, and aluminum will oxidize to the point of failure.

Ethanol has less energy (as measured in Btu's – British Thermal Units) per gallon than does regular unleaded gasoline. This means that the more ethanol found in fuel the worse your fuel economy will be. You use more gallons of fuel containing ethanol to go fewer miles.

For many years the refining industry used a chemical called MTBE to meet the oxygenate requirements set forth by the EPA. Generally refiners used 15% MTBE and 85% gasoline. However MTBE has now been virtually eliminated in the US due to its carcinogenic compounds and the huge potential problems caused by its pollution of as much as 75% of the ground water in the US and Canada.

This has left ethanol as the primary additive to meet federal and state oxygenate mandates.

In many service stations they are selling gasoline containing more than 10% ethanol. Testing regularly shows fuel containing 12%, 13%, and even 14% ethanol while the pump shows only 10%. Increasing the amount of ethanol in gasoline lowers your fuel economy.

AT ALL COST...
...PROTECT YOUR ENGINE!
Without an engine you are without a job which quickly 'trickles down' to being 'WITHOUT A BUSINESS!'

Every other tank of gas you **MUST** add a product that will eliminate water build-up.

We sell a product called **Fuel-Medic**.

Direct Mail marketi

You want to sustain and grow your residential house washing business with new customers. Maybe you know that promoting yourself through Direct Mail is often the smartest and cost-efficient way to get the phone ringing. But do you want to do all that work, let alone figure out all the mailing options, procedures and requirements? Probably not.

1 Turn to EnviroSpec—we're here to help. EnviroSpec is now your one-stop source for Direct Mail services. Who understands your needs better—a long-time leader in the pressure washing industry, or some local marketing firm or person who probably doesn't even wash their own car? John Allison began as a contractor like you before he started EnviroSpec. Along the way, he figured out not only the best way to *do* the job, but also the most effective way to *sell* the job.

2 Choose who you want to reach. The one thing you know better than EnviroSpec is your own community. Simply decide which zip codes contain families who are likely to use—and afford—house washing services. Send us that bit of information, and we'll tell you how many households those zip codes contain. You'll also get an all-inclusive price. We'll work with you until you're satisfied with both the coverage and the cost.

3 Pick the style of flyer you like best. You can view an assortment of professionally-created full-page flyer designs and messages online, and let us know which one fits you best. We'll customize it with your name or company name, plus a prominent phone number. And unlike those mailings that contain numerous local businesses, your promotion will stand out on its own.

4 Sweeten the deal. It's a fact that people are more likely to try a new contractor when they receive either a price break or free add-on for first-time customers. For example: "Schedule by September 1, and receive a FREE \$199 PlexMaster Surface Sealant treatment that will help protect your home from mold and mildew for up to one year." Also, by including an ending date for your offer, you create a sense of urgency for the homeowner.



ng made

Centerville PowerWash
555 Route 5 East
Centerville MD 20505

PRESORTED
STD CLASS
US POSTAGE
PAID
CENTERVILLE

Easy!



5 **That's it; we'll do the rest.**

EnviroSpec will handle the printing and mailing of your flyer, so you can stay focused on what you do best.

Your mailing can even be scheduled for when you plan to be available for quoting and beginning new jobs.

6 **Make sure you make the sale.** As an option, you can order from EnviroSpec a homeowners' guide called "5 Things you must ask your house washing service." When you leave these brochures with potential customers, they'll see why you're the absolute smartest choice for cleaning and protecting their home. And they'll know why they should stay away from those low-quality, low-balling contractors.

*You know that your business depends on a steady flow of new customers. And you've learned that satisfied new customers are a great source of referrals for additional work. If you've wondered how to get the ball rolling, now you know. With EnviroSpec's **Easy Direct Mail** program, we do all the work, and you get all the benefits.*

Let's Get Started!

Send an email to success@envirospec.com with your name and phone number. We'll get back to you to explain the details and answer any questions.



Professional Development: **BUILD YOUR OWN EQUIPMENT**

BUILDING BLOCKS FOR SUCCESS

Overview: This class is limited to 2 students who will be purchasing the equipment that they build. The course will last 1-day. The student will learn everything they will ever need to know about the mechanics of a pressure washer. Never again will the student have to rely on a pressure washer distributor to keep their equipment running.

The student will get to see the differences between unloaders, guns, pumps and engines and then make the decision of how they want their custom system to look, feel & perform. If we have two students they will both be involved in building, setting-up, testing and adjusting each others system.

The units that we will be building will be our cold water super skids that will range from 19 HP EFI to 29 HP EFI KOHLER Engines and pumps ranging from 5.5 GPM to 11 GPM. Once the machine is built we can either ship it to the student's location or they can take it with them.

HALF THE BATTLE is knowing how to work on YOUR EQUIPMENT!

The great thing about building it yourself is there will never be anything that you don't understand or don't know how to fix!



Proposed Dates: By appointment only
Number of Students required: 2 maximum
Location: EnviroSpec, Homerville, GA.

Cost: In addition to the cost of all of the parts there is a \$750.00 course charge that will be donated to the charities that EnviroSpec supports.

E-mail: success@envirospec.com for scheduling.

NEW ROOF & DECK WASH PRODUCTS

PREVAIL

PREVAIL is a professional grade roof cleaner that KILLS THE ROOT of mold and mildew. It is best suited for shake or shingle roofs that contain high concentrations of mildew, mildew roots, carbonaceous pollutants and other pollutants such as acid rain.

While bleach can “clean” a roof in 30 minutes it is a quick fix that only removes surface mold and mildew. Other methods use pure acid which not only causes damage but is dangerous. PREVAIL safely gets down to the ROOT of the problem by penetrating the surface to effectively kill the root bed and retard future growth for longer periods of time.

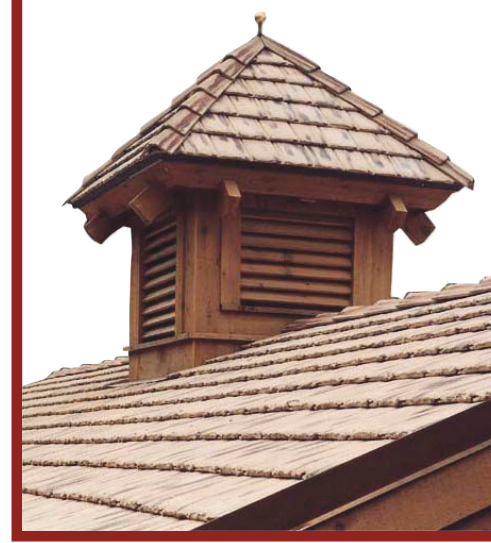
Don't be satisfied with temporary results. . . attack the ROOT of the problem!

<http://www.envirospec.com/MSDS.htm>

**SHINGLE
TINGLE**

SHINGLE TINGLE - Our new DEEP CLEANING ROOF SHAMPOO!

SHINGLE TINGLE uses the power of oxygenators and citrus peel solvents to penetrate deep down into the surface of the roof to effectively eliminate root growth and bacteria that exists on and below the surface. The high concentration of oxygenators creates foam which draws impurities to the surface which can then be rinsed away along with dirt and grime leaving the roof SPARKLING CLEAN!



Unlike any other detergent that you will find on the market EnviroSpec products were conceived and developed by a professional contractor just like you. Why? Again - *just like you*- he fell prey to every 'claim-to-fame' product that cost a lot and did little! You might say that it was survival that took him to this end.

Professionals looking to DEEP CLEAN decks or unfinished wood surfaces should look no further than DECKTEC. This impressive product reaches deep down inside the wood fibers to effectively kill the roots of mold and mildew while cleaning dirt and grime from the surface. DECKTEC is perfect for prepping surfaces prior to staining by creating an unpolluted root-free environment for the stain to adhere to. Every professional knows. . . the best surface to apply stain to is a CLEAN surface!



Professional Development: POWER WASH ACADEMY

Just the other day while I was at McDonalds I ran across the son of an old friend. We sat down in a booth and began to talk about the 'good old days' when he was in high school. We also talked about his college life and the business degree that he earned the previous year from the University of Georgia. I really wanted to talk more but our conversation was interrupted when the manager came over and told my young friend that his break was over and they really needed him back on the grill.

Just think - you have chosen a profession that with a little luck, some hard work and a little knowledge you can earn hundreds of thousands of dollars and the most you may ever have to spend on *your degree* is a few hundred dollars.



Proposed Dates: February 18, 19, 20 2014

Number of Students required: 40

Location: Jekyll Island, GA

Lodging paid: YES - 4 nights

Food paid: YES - Lunch & Dinner (3-days)

Instructors: With over 40 years in the industry we have identified professional contractors and manufacturers alike who have the most to offer. The passion with which they will pass along their knowledge to you is infectious. Their aim is to help you master your profession and to enjoy it as well. They will teach you to judge situations correctly and be able to react accordingly. When you graduate from this Academy you will be 10 years ahead of your closest competitor.

It is sad that 85% of everyone who starts a power wash business will fail within 2-years.

It really doesn't have to be that way!

Over the course of 3 days there will be a total of 24 classes. You pick what you want and when. You can pick any combination of classes as well as how many days you want to attend.

Cost:

3-days, 6 Classes - \$3,000.00

2-days, 4 Classes - \$2,000.00

1-day, 2 Classes - \$1,000.00

Reservations: \$500.00 to reserve a seat.

Payment in full by December 15, 2013

Courses Offered:

- Marketing - Entry Level
- Marketing - Advanced
- Selling Your Services
- Pump, Gears & Unloaders
- Equipment Building
- Equipment Troubleshooting including Burners
- Cleaning classes: Houses, Trucks, Decks, Concrete & Roofs.

Early registration is between June 1 and November 1, 2013. Early registration qualifies for a 10% discount. See the complete schedule at www.envirospec.com

Everyday Charity

Making someone's day is easier than you think.

"Wow, that floor looks so shiny. You're doing a great job."

I'm not sure what prompted me to say it. Walking across the marble floor of a building lobby, I happened to notice the middle-aged woman in the maintenance uniform. She had both hands on the buffing machine, and was carefully peering for spots that may have been missed.

Well, she turned and just looked at me for a moment. Then her face suddenly broke out in a warm, touching grin of gratitude. She looked directly at me and whispered "thank you," holding in her voice and, just perhaps, her emotions.

Such as it was, it was clear she personally cared about being great at her job, and that's sometimes not as common as it should be.

I also knew intuitively that she hadn't gotten a compliment for her extra efforts, from her boss or anyone else, for a very long time.

I tried to hold that lesson in my heart, and have since, on occasion, offered a word of positive input to workers in public who no one else seemed to notice. The guy carefully stacking apples in the produce department. The parking lot attendant working alone, late at night. It could be anyone. "Glad you're here!"

People of all races, people of all ages, people of all stations in life. People whose stories just might break your heart.

It's also occurred to me that this inexpensive form of random charity can be bestowed by what one doesn't say as well as what one does say.

Back at the supermarket, this time standing in line behind an elderly gentleman who was fumbling with his wallet, looking for the PIN number to complete his transaction. Finally realizing I was there, he looked up and said, I'm sorry, I hope you're not in a hurry.

I was, of course. But I swallowed that small nugget of irritation, because I've been around long enough to know when the universe is trying to teach me a lesson. No problem my friend, I said as cheerily as I could. Take your time.

Don't get me wrong; I'm no saint. No doubt I miss more opportunities to spread a little sunshine than I notice. Because, well, I'm probably plowing along as usual, lost in thought about the things in my life that aren't perfect.

But I know one day I'll be that older fellow fumbling at the checkout line, and it would sure be nice if the shopper behind me offers a warm look instead of a cold one.

In the meantime, I'll try to remember that my few regrets in life have nothing to do with what I've done. Just what I could have done, for others, and didn't. There may be no act more spiritual than giving, without expectation of return; it lifts both the giver and the receiver.

So watch for those little opportunities yourself, okay? Everyone you see needs to feel appreciated. Everyone you see is struggling with something. In fact, you'll never know whether your kind word and smile pulled somebody, somewhere, back from the edge.

- Tom Tortorici



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