



# CETA, PWNA, WJTA...

## Are You Using All Your Tools?

**I**n case you haven't looked over your shoulder lately, things are changing. If you don't believe it, consider the way you are doing business these days. Ten years ago, did you foresee computers having the impact on your business that they do? How about email? What was chuckled at as a novelty reserved for high-tech "geeks" five years ago has grown into the primary means of communication for many businesses. Yes, things are changing, and they are changing quickly.

Many in the industry *Cleaner Times* serves carry the title of Entrepreneur. In fact, most who read the magazine are small businesspersons, first generation owners of start-up businesses. For the most part, these men and women have had to rely on themselves—to go it alone, make their own mistakes, and learn from them. We are an industry not given to much openness; business owners are reluctant to share the ideas that they learned the hard way, thus easing the way for others. Add to this the fact that the industry is also highly competitive and territorial,

making for less, rather than more, communication.

There was a time not long ago in service-driven industries that allowed for an accepted amount of proprietorship in areas such as maintenance and repairs. Manufacturers were careful to protect the rights of the "authorized" distributors' sole right to sales and service. Territories were not only assigned and protected, but inter-regional sales crossover was discouraged. Is that still the case in your particular area?

Now, there is a more dangerous threat creeping this way, and the last several years has seen the introduction of a new player in the arena-China (see "Made in China?" *Cleaner Times*, September 2004). If history holds true, there is a big hill to climb in the next few years.

So, in 2005, we find ourselves operating under a different set of rules.

- There are very few secrets; information is everywhere.
- There is no such thing as "status quo." Things are continually changing.
- Being a "lone wolf" just means that you have more directions to defend.
- Sharing information is not only a nice idea, it is critical for survival.

So how do you fight the fight and stay in the game? One resource that is available to almost everyone in our industry is a trade association specific to their area of business. This article will profile three of the trade organizations that serve our industry: The Cleaning Equipment Trade Association (CETA), PowerWashers of North America (PWNA), and The WaterJet Technology Association (WJTA).

While each of these associations offers benefits, perhaps the most important advantage to members is not listed in their membership package. That is the peer-to-peer interaction and the relationships formed over time that allow for the frank sharing of information. This "news

from the street" is invaluable, and time after time is given as the number one reason for membership. There are those who are involved in this "industry mentoring," and thus drawing the benefits from it, and there are those who choose to go it alone. In a continually changing business climate, who stands the best chance for long-term continued success?

#### CETA

CETA is a hybrid, having evolved from two existing organizations. CEMA, the Cleaning Equipment Manufacturers Association, was originally formed to address common needs and opportunities of the pressure cleaning industry. APD, the Association of Pressure Washer Distributors, was formed by distributors to address the needs and opportunities for their future in the pressure cleaning industry. In 1990, the two associations joined forces bringing their common goals for the pressure

cleaning industry together. The merger of these two associations created CETA, the Cleaning Equipment Trade Association.

CETA's membership groups consist of Manufacturers, Suppliers,

***Being a "lone wolf" just means that you have more directions to defend. Sharing information is not only a nice idea, it is critical for survival.***

Distributors and Affiliates. Distributors are the association's largest group with 186 members, followed by the supplier group at 57. The effects of a number of mergers and acquisitions have reduced the manufacturers group to 23. The newly formed Affiliate Member group is at two at the end of 2004.

According to Carol Wasieleski, Managing Director of CETA, the goals of the organization are to

## AQUA BLAST™

Manufacturer Of High Pressure Cleaning Systems

The Aqua Blast Corp. was established in 1962 to provide you with skilled manufactured pressure washers. Today our pressure washers are still going strong. We have set our standards high with Versatility, Quality, Dependability and Customer Satisfaction as being our goals. ***Our specialty is custom built units***, to fit each and every one of our customers specifications and needs.

We offer a wide variety of hot or cold water, electric or gasoline, diesel or natural gas, portable or stationary, truck or trailer mounted pressure washers. We manufacture our pressure washers with 2 GPM to 650 GPM and 500 PSI to 20,000 PSI. Our units are built to be versatile with easy maintenance.

We recognize how important service after the sale is in order to achieve our objective of a satisfied customer. Therefore, we stock a complete line of replacement parts and accessories in our warehouse for quick response on part orders. We have technicians available to assist customers with any kind of parts or service questions.

800.338.7373 • 260.728.4433

Fax: 260.728.4517

Email: davidt@aquablast.com

[www.aquablast.com](http://www.aquablast.com)



increase awareness of the pressure cleaning industry and products, offer professional educational opportunities and certification programs, and promote professionalism within the industry. "CETA is also staying in the forefront of changes in our industry," states Carol. "As a permanent member of the panel for UL 1776, CETA is able to convey information to and from the Board of Directors and Technical Committee. CETA is also involved in the Working Group drafting the pressure washer safety standard that will replace UL 1776. Additionally, CETA is involved in a second Working Group that is developing a tri-national general product safety standard that will be identical in the U.S., Canada, and Mexico; the new pressure washer safety standard will be connected to this standard. The association also developed PC100 pressure washer performance standard and published it in December 2002."

CETA members are offered a variety of discount programs including several insurance packages for business and health, online freight discounts, travel and rental car discount programs, and a wide range of information and services including educational programs, in safety training, business management, inventory control, DOT training and certification. Of course, Power Clean, the annual trade show and conference is the highlight of the year. CETA also offers a preferred leasing program through Marlin Leasing. In turn, Marlin rebates 1% of all industry leases to the Education Foundation; the CETA Education Foundation proudly offers six scholarships every year to qualifying students of CETA members and their employees.

Membership dues have been at the same rates for approximately eight years. Manufacturer membership is \$1,000 per year, Suppliers rates are \$775 per year, Distributors dues are \$325 per year, and Affiliate Membership is \$500 per year. CETA's

average annual percentage of membership drop outs is about 15% per year; the national average drop out rate for trade association is approximately 18%.

#### **PWNA**

The PWNA was founded in September 1992 established as a non-profit association at the first formal board meeting on December 12 of that year. According to Jack Pitzer, Executive Director, it is dedicated to the pressure washing industry, striving to develop and communicate the highest standards in ethical business practices, environmental awareness, and safety through higher education.

Goals for the PWNA, says Pitzer, include "working to strengthen our existing relationships with EPA officials to further increase awareness of environmental issues pertaining to pressure washing. Also, to further educate members and nonmembers on the best, most efficient and safest way to achieve their goals as pressure washing business owners. The PWNA is determined to 'raise the bar' in our industry. The PWNA strives to provide the pressure washer with many avenues to achieve the highest standards in ethical business practices thus raising the level of professionalism and value to their customers."

Currently the PWNA has around 450 members and is continually growing. The membership numbers usually grow in the warmer months and tend to peak at budgeting time of the year. Basic membership is based on gross sales and starts at \$195. There are a few types of members—contractor, contractor/vendor, vendor, and corresponding. There are numerous benefits to being a PWNA member. Some of these include subscriptions to both *Cleaner Times* and the PWNA newsletter *WaterWorks*, as well as programs for health care, rental cars and business supplies. Members may use the PWNA logo for business cards, bid packages and advertising. There

is the use of space available for banner advertising on the website, [www.pwna.org](http://www.pwna.org), and the bulletin board, [www.pwnabbs.org](http://www.pwnabbs.org).

"The best part of PWNA is the people and the companies they work for around the world," comments Pitzer. "Here's what they are saying: 'I use the PWNA Logo in my yellow pages ad and when I ask my customers why they chose me I was told at least 20 times last year because of the PWNA. It means something to my customers and to me. Thanks PWNA.' Here is another. 'The last two deck jobs have been for about \$3800 each and I know that the confidence I gained from attending the boot camp attributed to not only these jobs but 1,000's more in the future. Thanks for the help.'"

#### **WJTA**

The WaterJet Technology Association (WJTA) was founded in 1983 in order to sponsor and to organize biennial conferences on waterjet technology and to develop codes of practice and safety for the waterjet industry.

"The main function of the association is to disseminate information regarding waterjet technology," says administrator Mark S. Birenbaum, Ph.D. "The association is very successful in this mission because it has found a way for waterjet practitioners from many diverse branches of waterjet technology to share information and to learn from each other."

"The membership in WJTA is open to all interested parties so that the advancement of the technology is aided by the efforts of people with widely different perspectives. Equipment manufacturers, suppliers, vendors, government regulators, job shop manufacturers and cleaning contractors, among many others, share their ideas and concerns."

This widespread cooperation takes the form of presenting papers at the biennial conferences,

contributing articles to the WJTA publication *Jet News* and working on standard-writing committees. Birenbaum comments that this widespread interaction between the many diverse branches of industry representatives is the key to the success of WJTA.

The American Waterjet Conferences, the 13th of which will be held August 21–23, 2005, in Houston, Texas, have been very successful. These conferences have grown from a modest beginning to become recognized as one of the premier waterjet conferences in the world.

The WJTA safety manual, *Recommended Practices for the Use of Manually Operated High Pressure Waterjetting Equipment*, has been accepted as a statement of industry practices in the United States. It is referred to in most company safety manuals and is commonly used as a reference in court proceedings. The association publishes English and Spanish versions of the manual, offers a safety video based on the manual, and publishes a “safety card” for users to carry in their wallet. The safety card contains information for physicians to use when treating a waterjetting injury (See page 50 of this issue for the text of the card.)

WJTA has published the periodical *Jet News* since 1985. This periodical highlights the latest in waterjetting techniques and new applications in the industry.

WJTA can boast of 140 corporate and 400 individual members. According to Birenbaum, the membership continues to increase in diversity as waterjetting becomes used in more industries. An individual membership costs \$60 in the US, Canada, and Mexico. There is an \$80 international membership. Corporate memberships are \$400 for the US, Canada, and Mexico and \$460 for internationals.

There are several benefits associated with membership. In addition to a subscription to *Jet News* and a free

copy of the WJTA Membership Directory, one has access to information about new applications, products and testing; information to improve on-the-job safety; and reduced fees for meetings, trade shows, training sessions and publications. An active voice in issues affecting the waterjet industry and assistance in communicating the uses of waterjets to clients are added benefits.

Corporate members qualify for three individual memberships and a 25% reduction in dues for additional individual members. They also receive a free listing on the WJTA Website services referral section, a free quarter-page ad in the annual WJTA Membership Directory, and reduced advertising rates in *Jet News*.

As can be seen, professional associations in the industries of pressure cleaning, water blasting, and waterjetting are in place. There is strength in numbers and enormous potential for growth, especially given the relatively small percentage

of members to those doing business in the respective areas.

Why join now? 2005 marks an amazing time in the life of the manufacturing sector in America. As this is being written, there is news that the U.S. trade deficit with China is approaching a half billion dollars *per day!* That we live in a time of relentless and pervasive change is no longer news to anyone. There is one important implication of this situation that continues to be a challenge. What can one individual or company do about the threats to business? The answer might be found in “gathering the troops” and adhering to the concept of strength in numbers. In an effective trade association, what is good for the group is also good for the members. There can be much benefit in working closely with those like-minded individuals in your industry who stand to lose or gain from your combined efforts. Are you taking full advantage of the opportunity? *or*

**NEED**

**CLEANING  
EQUIPMENT?**

Endorsed by  **CETA**  
CLEANING EQUIPMENT TRADE ASSOCIATION

**TRY LEASING!** Leasing requires less money up front, offers flexible payment options and preserves bank credit lines.

**TRY MARLIN!** Marlin Leasing specializes in customizing lease programs for Power Cleaning vendors and end-users across the country.

Contact **Denise Kuczewski**, at  
**800-479-9111**, ext. 6148  
and find out how  
leasing can benefit you!



visit our web site: [www.marlinleasing.com](http://www.marlinleasing.com)

For information circle 224

CleanerTimes • February 2005 • 9