

Cleaner Times

CONTENTS

October 2008 VOL. 20 NO. 10



COVER STORY

6 2008 PWNA Convention/ Fall Technical Seminar— Chicago, Illinois



Cover design by
Chris Ragan

Publisher:

Charlene Yarbrough
charlene@adpub.com

Editor:

Jim McMurry
jim@adpub.com

Managing Editor:

Terry McMurry
terry@adpub.com

Technical Editor:

Gary Weidner
garyw@adpub.com

Assignment Editor:

Kathy Danforth
kathy@adpub.com

Sales Manager:

Chuck Prieur
chuckp@adpub.com

Systems Administrator:

Tim Ware
tware@adpub.com

Art Director:

Chris Ragan
chris@adpub.com

Graphic Designer:

Joey Phelps
joey@adpub.com

Accounting/Circulation:

Gerry Puls
gpuls@adpub.com

FEATURES

14 When You Have to Fire an Employee



22 Looking Back 5, 10, & 15 Years Ago in *Cleaner Times*



26 Green Cleaning for the Mobile Wash Industry: What Does It Really Mean?

34 CETA Gives Back

38 Practice What You Preach

42 Jeffrey Paulding: Dirt Killer Pressure Washers, Inc.

DEPARTMENTS

4 Editor's Note/Industry Calendar

16 Industry News

18 Financial Surviving—and Profiting from—the Economy

24 Product News

30 CETA Edge Service and Quality Fight Imported Pressure

44 Sales The Egg Chiller: Lessons from a Cookie Company

45 Classifieds

46 Service Technician Training Service Tool Basics

49 Industry History of the Pressure Washing Industry, Part 16

52 Advertiser's Index/RSC

Cleaner Times (ISSN #1073-9602) is published monthly by:

Advantage Publishing Co., Inc.,
1000 Nix Road
Little Rock, Arkansas 72211-3235
Phone: 501-280-0007
Fax: 501-280-9233
www.cleanertimes.com
Copyright 1990.

The publisher and editor(s) of this magazine do not accept responsibility for the content of any advertisement, including statements made by advertisers herein, or for the opinions expressed by authors of by-lined articles.

The intent of this publication is to provide general information only and is not intended to provide specific advice or recommendations. Appropriate legal, financial or engineering advice or other expert assistance should always be sought from professionals.

POSTMASTER:

Send address corrections to:
Cleaner Times
1000 Nix Road, Little Rock, Arkansas 72211-3235
http://www.adpub.com

Subscription Rates: One Year, \$18 U.S. and \$75 Canada. Back issues are available for \$8.00 each. Reproductions of any part of this publication without the written consent of the publisher is prohibited.