



chuck  
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by Allison Hester

Considering that Chuck Prieur has served as the *Cleaner Times* Sales Manager for nearly 20 years, it seemed high time to formally introduce him to our readers.

Born and raised in the Little Rock area, Felix Charles Prieur (pronounced "Pryor"), a.k.a. Chuck, was named after an uncle killed in WWII. Growing up, he had a "complex" about his name, but now agrees that Felix, which means "happy, fortunate," fits him.

Chuck attended the University of Arkansas in Fayetteville—where he says he studied "nothing"—then later graduated with a marketing degree from the University of Arkansas at Little Rock. His first job out of college was with JC Penney in the manager trainee program. He became the manager for the boys and infants department for approximately one year. He then accepted the position of ad sales rep for the *Arkansas Gazette*, the oldest newspaper west of the Mississippi, where he worked for ten years. His next sales position was with a local pool and spa company for 18 months. In 1992, he learned from a friend about a locally-produced trade publication that was looking for an ad salesperson.

"I came to work for *Cleaner Times* in March of '92 and have been here ever since," he explains.

Chuck admits that when he first came to work for *CT*, he had no idea about the pressure washing industry. "At that time, pressure washers were literally just coming out of the dark," he said, explaining that they were still primarily used for truck washing, which was done after dark. "That was about the same time that someone said, 'you know, maybe I can sleep at night and do houses, decks, fences...there's a lot more this pressure washer can do.'"

Of course, he now knows the industry inside and out and is in contact with industry leaders on a daily basis. He adds that he has enjoyed watching the industry grow and transition.

"I like that it's a small industry," Chuck explains. "Still to this day,

when you get into the manufacturer, distributor, supplier end of it, everybody knows everybody."

He said he also likes the fact that it's still a young industry. "I think it's just now starting to get into its second generation, as people are starting to retire and hand it over to their children."

As sales manager, Chuck is in contact with members of both generations daily, something he said he really enjoys. He has a reputation



for "having a story for everything," although he confesses he tries not to tell those as much. "I don't think I get into those long-winded conversations as much as I used to," he explains. Another confession: "I'm not a very organized person. My desk is a mess."

Another one of his trademarks, "Never ask me, 'What's up Chuck?' because I'll tell you." And, of course, he's "always doing good...it's just a matter of degrees." Chuck stressed that he actually "stole" that from a distributor, but added the last part himself. However, "I will never tell you what the degree is on a given day. That way it's always good."

A few years ago, Chuck also gained notoriety for winning CETA's first educational foundation lottery. Only when Ben Benefield handed him a roll of \$1,700 cash, he immediately handed it back and said he wanted to donate it to the educational fund. "I didn't really even think about it, and

I honestly can't answer why I did that," he says. "It was just a knee-jerk reaction, but I never regretted it." While Chuck is "not a big drinker," he said he had more drinks bought for him later that night than he could ever remember.

On a more personal note, Chuck remarried two years ago to his "beautiful bride," LeAnn, who he met at church. He is now also the stepfather of two children, a 12-year-old son and

a 16-year-old daughter. "I also have a grown son," he says. "The whole teenage girl thing is a new experience."

Chuck's grown son, Christopher, is now 27 and also lives in the Little Rock area. "We had lunch just yesterday," he explains. "Every once in a while, I even let him buy."

In addition to enjoying his family, Chuck says he enjoys doing "anything outside," whether it is "playing in the dirt" (i.e., yard work), fishing, bike riding, or walking. (In fact, we even conducted our interview outside at the office.) He also says he loves living in beautiful Arkansas. "I've never had any desire to live anywhere else."

He also states that, after almost 18 years at *Cleaner Times*, he still loves his job. "We've got a great team here. Everyone is easy and fun to work with," he says. "Charlene, our publisher, is a great lady and really cares about people." ❧