

Place  
First-Class  
Stamp  
Here

**Midwest Cleaning and  
Restoration Association**  
6737 W. Washington St.  
Suite 1300  
Milwaukee, WI 53214

**MCRA**  
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Restoration Association  
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Suite 1300  
Milwaukee, WI 53214  
[www.midwestcleaningandrestoration.org](http://www.midwestcleaningandrestoration.org)

## *What is the Midwest Cleaning and Restoration Association?*

The Midwest Cleaning and Restoration Association is a non-profit professional association promoting the use of professional cleaning contractors by the general public through marketing and public relations efforts. We would like to take a few minutes to provide you with information on why you would benefit from joining the Midwest Cleaning and Restoration Association.



*Open Immediately!  
Important Membership  
Information Inside!*

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# Membership Benefits

**50% off  
2010 Dues**  
Exp. 3/1/2010

**MCRA**  
**Midwest Cleaning and  
Restoration Association**

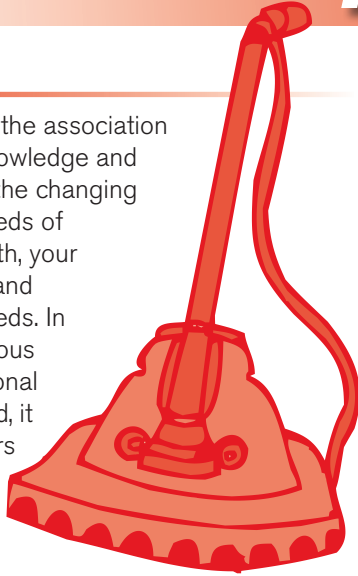
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[Info@midwestcleaningandrestoration.org](mailto:Info@midwestcleaningandrestoration.org)  
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# Member Benefits

## Growth

A membership into the association will give you the knowledge and resources to meet the changing and challenging needs of your personal growth, your company's growth and your customer's needs. In addition to the obvious benefits of educational programming offered, it also allows members to network – share ideas, problems and solutions.



## Education

One of the association's main goals is educating its members. We offer several IICRC certified programs throughout the year, in addition to general programming. The MCRA strives to meet the educational needs of its members. By surveying the members every year, we are able to offer the programs that will help grow your business, acquire certification and add more value to your customers. Some of the courses offered are:

- Carpet Care Technician (CCT)
- Fire Restoration Technician (FRT)
- Hard Floor Care Technician (HFC)
- Mold Remediation Technician (MRT)
- Upholstery Cleaning Technician (UCT)
- Water Restoration Technician (WRT)

In addition, the MCRA offers general programming focused to the business owner – marketing, accounting and hiring and firing programs. These programs are scheduled throughout the year and are a supplement to the IICRC courses. All members receive a special membership discount on all course fees.

## Special Registration Fees for National Conventions/Trade Shows

The MCRA has partnered with 13 other state associations to form Connections – which offers a technical conference each spring and a convention and trade show each fall. By being an MCRA member, you are eligible for a discounted rate for these events and have the benefit of meeting hundreds of industry colleagues and experts from around the world! For more information on these events log onto [www.connectionsconvention.org](http://www.connectionsconvention.org).

## Consumer Confidence

When you are a member of the association, you will be recognized as a company who sets and values high standards. The Midwest Cleaning and Restoration Association is listed in the Yellow Pages and is easy for consumers to find on the internet. Once logged onto the site, they are able to locate a member listing, the location and a direct link to your website, or email address. It gives consumers the assurance that you are concerned about providing the best service possible by belonging to your state's association.

Are you a IICRC Certified Firm? MCRA members who are registered with the Institute of Inspection, Cleaning and Restoration Certification as a certified firm can be found on the IICRC website. By logging onto [www.iicrc.org](http://www.iicrc.org), consumers can find member companies by their zip code and link to the company information. This is a common way for consumers to find resources for their needs in the Midwest.

## Board of Directors

The Board of Directors consists of variety of individuals who help meet the member's needs. Having a varied Board allows for different perspectives on association activities and issues. Some areas they represent are: janitorial, house cleaning, duct cleaning, fire and smoke remediation, water and mold remediation, lead and asbestos abatement, carpet and furniture cleaning, equipment and chemical sales. By coming from companies of different sizes – large and small – they can relate to your needs and goals!



## Business Insurance Plan

Insurance Program: MCRA will provide a business insurance program similar to the program offered to members in Wisconsin. This insurance program with partner West Bend Mutual Insurance Company, is one of the best in the country to meet the unique insurance needs of cleaning and restoration contractors. The program is currently pending approval. More information will be posted on our website [www.midwestcleaningandrestoration.org](http://www.midwestcleaningandrestoration.org) when available.



## Membership Application

Company Name \_\_\_\_\_

Owner's Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

MC/VISA # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

**Type of Company:**

Sole proprietorship

Partnership

Corporation

Full-time Operation

Part-time Operation

Year Company was found \_\_\_\_\_

Number of employees \_\_\_\_\_

If not paying by MC/VISA, a check for ~~\$\$\$~~ \$132.50 **MUST** accompany this application.

Mail to:  
MCRA  
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Note: Dues special expires 3/1/2010

**Type of Membership Requested: (Dues ~~\$\$\$~~ 132.50)**

Active Membership: Any organization providing cleaning services to the public

Associate Membership: Any organization providing products

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