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bill@jondon.com

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### Executive Director

Jane Svinicki, CAE  
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jane@mcraonline.org

### Account Coordinator

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MCRA's mission is to promote and foster the mutual interests of its various membership groups, while also ensuring the delivery of the highest level of professional cleaning services to the public.



## MCRA President's Message

By Clint Parnell, MCRA President

Hello Everyone,

**H**ope things are going well. What a cold and snowy winter we've had. I am excited to shift my focus to spring and the big melt.

Speaking of spring. We have a WRT class scheduled for anyone who needs to get themselves or employees certified. This class will take place on March 15, 16 and 17 at Magic Touch in Saukville, WI. Registration information is included on page 5 and is also available on the MCRA website ([www.mcraonline.org](http://www.mcraonline.org)).

Spring also brings us Connections in Clearwater, FL on April 14, 15 and 16. I had mentioned in a previous *Clearview* issue, the value of going to a convention. Although Las Vegas is a bigger show, there is still plenty to learn and see in Clearwater. Not to mention the people that you meet and are able to network with. I highly recommend attending if time and money allow.

You are now able to renew your MCRA membership online if you choose. It's a faster, and often times a more convenient way to renew your membership so if you haven't done so yet, give it a try. Any feedback on this process is also appreciated. In addition, new members can join online so when you point potential members to the site for more information about the association, don't forget to mention that added convenience.

In other news, MCRA Board members were recently able to review the Articles of Incorporation and Bylaws for the International Trade Association. After we reviewed the information, we had a conference call. This call was very beneficial. A lot of good questions got asked. Although it is not perfect yet and there are still some unanswered questions, it is a step forward. When it is complete, it should have many benefits for cleaners and restorers throughout the world. We will provide any info we can as things progress.

Hope to see some of you in Clearwater!

Clint Parnell  
A. Preferred Choice, Inc.

## In This Issue...

President's Message.....	1
Executive Director's Report.....	2
New Members.....	2
Personal Computing.....	3-4
WRT Course Information.....	5
Renewing Members.....	6



## Executive Director from the Executive Director

By Jane A. Svinicki, CAE, MCRA Executive Director

When the founding members of AWCC gathered to form the organization, they could not have envisioned the current business environment. Laptops, powerpoint, email, social networks, the internet, and cell phones had not been invented.

The idea that you would have a tiny phone that you carry around to receive all your calls wherever you are located would have seemed very ‘space-age.’ Add that your phone is also a music device, map, personal calendar and you can play cards on it – it would have been beyond their comprehension at the time.

But all of these items are just devices, tools to help accomplish the basic functions of our, and any, association. The importance of meeting to address the issues of the day is the same as it was in 1983. Improving the marketplace, monitoring regulations, sharing education and technical knowledge, these are still the core mission of MCRA today.

When we gather in Florida at Connections, it is important to remember the past and acknowledge those upon whose shoulders we stand. The leaders and innovators of the past are those that make possible the leadership and innovation of today.

Forward thinking individuals are an asset in any decade. They advance the world, make life easier, and save time and resources. They are the inventors who will solve the problems of tomorrow – even if the problems are not yet identified.

When I read the first paragraph of this column, it makes me wonder what the business environment will be like 28 years from now? When the future members of MCRA gather in 2039 will they look back on our quaint, old fashioned technology devices and wonder how we got any business done. I am not smart enough to envision those future devices, which will probably be planted directly in our brains. Technology is amazing, efficient and frustrating – but it does not impart knowledge. Knowledge comes from people and is distributed by technology. Knowledge retains its value year after year, no matter what technology is used to impart it to us.

Spring is nearly here. Enjoy the sunshine.

Jane Svinicki, CAE  
Executive Director

## MCRA 2011 New Members

**FGS The Restoration Company**  
Lindsay Lyons  
2210 S Beltline Crt  
Madison, WI 53713  
608-258-2094  
snatysm@wimci.com

**PuroClean Property Paramedics**  
Enrique Ramirez  
W10515 E Harmony Dr  
Lodi, WI 53555  
608-237-1747  
eramirez@puroclean.com

**Rainbow International of Dane County**  
Ken Bowers  
505 Cottage Grove Rd  
Madison, WI 53716  
608-204-9444  
danec.restoration@yahoo.com

**Servpro of Madison, Inc**  
Jason Wilkinson  
PO Box 7544  
Madison, WI 53707-7544  
608-221-1818  
jasonw@servproofmadison.com

**Servpro of Jefferson County**  
Tom Hendricks  
766 N Parkway St  
Jefferson, WI 53549  
920-674-3002  
thendricks@servpro9187.com



## Personal Computing: Time for Your Own Web Site?

By Reid Goldsborough

If you don't have a Web site, you're not alone. Even if you run a business and don't have a Web site, you're not alone.

Fully 40 percent of small and medium-size businesses don't have a Web presence, according to a revealing new study by 1&1 Internet ([www.1and1.com](http://www.1and1.com)), a Web hosting company in Chesterbrook, PA. The company has a vested interest in persuading businesses to set up shop online, but its findings ring true.

In its survey of 1,838 U.S. businesses having from one to 50 employees, the company discovered that cost was a major factor in the thinking of both businesses that were on the Web and those that weren't.

To those with a Web presence, cost was deemed more important than service or reliability. The respondents said they spend an average of \$45 per month for Web hosting. Those without a Web presence overestimated the typical cost. They were asked how much they thought it would cost, and the average was \$67 per month, though more than half said they had no idea what cost is.

It has been shown time and again that the Web can help businesses in many ways, from increasing company and brand awareness and selling products to decreasing customer support costs. Of those small and medium-size businesses already online, 83 percent said their Web site was essential to their company's success.

The need for technical expertise is another major factor in the thinking of business people when it comes to Web sites. Most of the business owners surveyed with a Web site dealt with this by delegating the work to a more knowledgeable employee or farming

out the work to a professional Web designer, with 28 percent of owners of small or medium-size businesses doing the work themselves.

Once the site was completed, more business owners were able to cut costs by updating their site themselves, fully 44 percent. Depending on how the site is set up, the process of keeping it up to date can require little technical sophistication.

There are different ways of creating a Web site and different ways for making it available to visitors. The services of 1&1 Internet offer a good sampling of the options. The company has the fourth largest market share in the U.S. in terms of the number of domains hosted, according to WebHosting.Info ([www.webhosting.info](http://www.webhosting.info)), an independent market research firm. The top three are Wild West Domains ([www.wildwestdomains.com](http://www.wildwestdomains.com)), eNom ([www.enom.com](http://www.enom.com)), and Network Solutions ([www.networksolutions.com](http://www.networksolutions.com)).

The simplest of 1&1's options, called "MyBusiness Site," provides templates, or predesigned Web sites, that are available for more than 100 types of businesses. You just customize the templates with your own information without having to buy or download Web design software. Included are a domain name (what comes after the www in your Web address) and 27/7 tech support for \$9.99 per month.

If you want to get more sophisticated, you'll want to use your own Web design software, creating Web pages on your computer and uploading the pages to whatever Web host you use, assuming you don't host the site on your own server. Adobe Dreamweaver ([www.adobe.com/products/dreamweaver](http://www.adobe.com/products/dreamweaver)) remains the most popular higher-end program.

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1&1's option targeted to businesses using Dreamweaver and similar products, called "1&1 Business," includes up to 250 gigabytes of Web space, monthly transfers of up to 2,500 gigabytes, up to three domain names, up to 25 FTP accounts for uploading pages, and up to 2,500 email accounts. If you don't already have Web design software, the company provides it, though it's an older but still capable offering from Adobe called GoLive. The cost for the package is \$9.99 per month.

The company also has services at one end for the beginner (10 gigabytes of space) and home user (120 gigabytes) at \$3.99 and \$4.99 per month respectively and at the other end for the professional Web developer (300 gigabytes) at \$19.99 per month.

On the other hand, many home users can take advantage of the free Web space typically offered by their Internet Service provider. Comcast, for instance, provides 1 gigabyte of free space, which is enough for the text, photos, music, and even videos of most home or hobby sites, with templates available for easy Web site building.

For businesses contemplating complex Web sites with e-commerce, database support, discussion forums, and application development platforms such as PHP and Java, it's usually best to bring in a professional Web developer. Industry and professional associations and colleagues that have been there and done that can be good sources for recommendations.

*Reid Goldsborough is a syndicated columnist and author of the book *Straight Talk About the Information Superhighway*. He can be reached at [reidgold@comcast.net](mailto:reidgold@comcast.net) or [www.reidgoldsborough.com](http://www.reidgoldsborough.com).*

Isn't it time you  
enjoyed the benefits of  
West Bend's business  
insurance policy?



**MCRA**  
Midwest Cleaning and  
Restoration Association

Now is the time to protect your valuable business and property with these – and many other – great coverages from West Bend!

- Voluntary property damage coverage for your customers' property while at your premises is included. The normal exclusion for items taken to your premises is removed.
- Bodily injury and property damage for operations of customers' vehicles on your premises is included.
- Rental reimbursement is available on commercial vehicles.

And as a member of the MCRA, you'll also receive an up-front discount!

Since 1982, West Bend has been providing MCRA members with a quality business insurance program. A number of your fellow members currently enjoy the many benefits this program has to offer. Isn't it time you did too?

For more information, call the independent insurance agency in your area that represents West Bend. For the name of the agency nearest you, visit [thesilverlining.com](http://thesilverlining.com).





**Midwest Cleaning and Restoration Association**

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 Milwaukee, WI 53214  
 Toll Free: 800-236-7200  
 Phone: 414-389-8617  
 Fax: 414-276-7704  
 info@mcraonline.org  
 www.mcraonline.org

**Water Damage Restoration Technician (WRT) Course**

*Registration deadline: Friday, March 11<sup>th</sup>, 2011*

**Water Damage Restoration Technician (WRT) Course**

Tuesday, March 15 – Thursday, March 17 2011

Instructor: Gary Funari (Unsmoke)

Registration: 8:00 am

Class: 8:30 am – 4:00 pm

Magic Touch, Inc.

902 S Main St

Saukville, WI 53080

**WRT:** The **Water Damage Restoration Technician (WRT)** course is designed to teach restoration personnel that perform remediation work to give them a better concept of water damage, it's effects and techniques for drying of structures. This course will give residential and commercial maintenance personnel the background to understand the procedures necessary to deal with water losses, sewer backflows, and contamination such as mold.

**Class Fees:**

*Check the box for the applicable registration fee.*

**MCRA Member Rate:**

\$275 (10% Discount: \$247.50)

**Non-Member Rate:**

\$325 (10% Discount: \$292.50)

**Course Discount:** Register two or more employees from the same company for one or more IICRC Certified Classes and receive a **10% Discount** on your total (excluding IICRC Certification Test fee). To be eligible for this discount, registrations must be made at the same time. Advanced payment is requested at time of registration.

**IICRC Certification Test** for these classes are available for an additional \$50.00, which is due at time of the exam for each class. Checks should be made out to IICRC and be paid **ONSITE**.

**Registration fees** include course manual and continental breakfast. Lunch is on your own.

**One Person Per Registration Form Please!**

Name of Registrant \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Email: \_\_\_\_\_

**Cancellations:** In the event that you are not able to attend the program, notification is required to the MCRA office at least 72 hours (3 business days) prior to the program date in order to receive a refund. Cancellations not received within 72 hours (3 business days) of the program will not receive a refund. Substitute registrations are welcome. The MCRA will confirm all registrations received at least 7 business days prior to the course date. If confirmation is not received, attendees should contact the MCRA office to verify their registration.

**Payment is requested at time of registration.**

**Total Amount:** \$ \_\_\_\_\_

VISA, MasterCard, American Express or Discover

Credit Card #: \_\_\_\_\_

Exp Date: \_\_\_\_\_ Sec Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

**Fax registration with credit card payment to:**  
 414- 276-7704

**Make checks payable to:**  
 MCRA

6737 W. Washington Street Suite #1300  
 Milwaukee, WI 53214

*Checks for certification tests should be made out to  
**IICRC and be paid ONSITE.***



# Thank you for renewing your membership!

A&J Specialty Services, Inc  
Acquire Contracting & Restoration, Inc  
Advanced Restoration Services  
Alternative Advertising, LLC  
America's Best Cleaning & Restoration Services, Inc  
Badger Carpet Care  
Brothers Manufacturing  
Building Services Group, Inc  
Central Wisconsin Steam Way  
Cleen Trax Maintenance, Inc  
Continental Carpet Cleaning, Inc  
Doug Mueller's Carpet Clinic  
Elite Cleaning Systems  
Fresh 'N' Kleen, Inc  
Gingham Girls Cleaning Service, Inc  
Hill Building Maintenance  
In-Depth Cleaning Professionals, Inc  
Interior Care & Construction  
K-tech Kleening Systems, Inc  
Kelmann Corporation  
Magic Touch, Inc  
Maid Spotless, Inc  
Midwest Restoration, LLC  
Nelson Clean Care, Inc  
Preferred Cleaning Service, Inc  
Randy's Carpet Cleaning  
Rickmeyer Floor Covering  
Service Plus Carpet Cleaning & Restoration  
Servicemaster North Shore  
Servpro of North Washington,  
Chicago & Pine Counties  
Servpro of Northeast Wisconsin, Inc  
Servpro of Scott County /Chaska/  
Burnsville/Lakeville  
Steam Team Cleaning  
Syl's Carpet & Upholstery Cleaning, Inc  
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White Knight Carpet Rescue, Inc

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