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apchoice@somtel.net

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**Executive Director**  
Jane Svinicki, CAE  
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**Account Coordinator**  
Marie Marinello  
MCRA  
info@mraonline.org

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

Happy summer!

What a winter we've endured. We had freezing rain, lots of snow, ice dams, extreme cold, even some snow in late April. Bring on the sun!

If you weren't able to make the Spring Connections Convention in Clearwater Beach Florida, you missed beautiful weather, great conversation, some good speakers, and a lot of hands on learning, but that's okay, the fall convention in Las Vegas is coming September 7, 8, 9 & 10. It is even bigger with even more opportunity for professional development. Information for Connections can be found at [www.connectionsconvention.org](http://www.connectionsconvention.org).

You can check out our website [www.mraonline.org](http://www.mraonline.org) for updates and information on classes. We do have an IICRC Carpet Cleaning Technician course coming up in Green Bay, June 16, and 17. You can download the registration form online. Remember, you can also find marketing items available with pricing through Alternative Advertising.

As many of you know, West Bend Insurance gives members of the MCRA discounts on insurance. My company has been with West Bend Insurance for the past 5 years, but with the current economy, I decided to check out other options. My agent found West Bend was still the most cost effective for our company. So if your insurance is up for renewal, I encourage you to check them out.

So long for now,

Clint Parnell  
A. Preferred Choice, Inc.

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## Executive Director Message

By Jane A. Svinicki, CAE, MCRA Executive Director

### The Blurring Line Between Work and Personal Lives

It's summertime and that means vacations, long and short, simple and elaborate, in the backyard or a thousand miles away. But vacation itself has been transformed. Used

to be, you did truly disconnect from the office when on vacation.

After working a couple of years I took a three-week vacation to Europe with my husband in 1979. During that time I did not contact the office once. There was no email, cell phone or internet. Anything could have been going on back at work, but there was no way to contact them, and no way to contact me – so we were blissfully ignorant.

Now, my vacations rarely go more than one week, maybe a day or two more. When out of the office, I check in once or twice a day by email. Quick decision requests can be done by text message or phone call. Today employers and employees expect accessibility and accountability pretty much round-the-clock.

The lines between personal life (away from the office) and work life (at the office) have completely blurred. People text and email their friends and family members throughout the workday, and they receive messages from colleagues and clients on nights and weekends and during vacations.

The old rule was that personal life and emotional turmoil was to stay at home. The office was a rational place where we focus on the orderly dispatch of business. Get the crews out, track the progress of jobs, invoice the customers and pay the bills.

But guess what, the influence of younger members of the workplace brings the messy, complicated emotional feelings of everyday life to the office. And that office location could be a home, a car or a coffee shop. The laptop, cell phone and internet have made the workplace virtual. Does it really matter where or when employees work – as long as the work gets done?

Sometimes it does.

Employees who need to work together, coordinate jobs and collaborate on projects, do need to have some rules and structure in an actual workplace. Some employees need the structure more than others. Some will get the job done and work hard no matter what location they work at – others do not manage their own time and work well and need more assistance.

At my office, my nature is to prefer a structured workplace where everyone comes in at a certain time and works until a certain time. I am one of the old-schoolers, born in the 50s. But when I see my employees answering work emails on Sunday and taking calls at 9pm on a weekday, I forgive the emails, texts and Facebook postings during the traditional workday. There is NO turning back to the compartmentalized world of work and play.

Like many of my more mature contemporaries, I am sometimes at a loss as to how to manage this boundary-less workplace. The etiquette of the workplace has not been updated to include how to handle crazy photos from the work party on Facebook or tweets and anonymous mobile video uploads.

When I started in 1986, I wanted to run my business in an open and collaborative style. Isn't it better to hear requests as long as they are asked for in a respectful manner? I try to be open minded and consider why suggested ideas or policies can or cannot be incorporated into the office. What difference does it make if everyone dresses in jeans on Friday? Some of the most productive suggestions for our office have come from these types of requests.

As summer continues, I hope that you have the opportunity to take a vacation to refresh and recharge. When you do, it's ok to check email, answer a few text messages or take an occasional call. But then take the rest of the day off, relax, visit a new place and reconnect with the most important people in your life, your family and friends.

Enjoy,

Jane Svinicki, CAE  
Executive Director



## Five Easy Principles

By Bruce Weinstein, Ph.D. – *The Ethics Guy*

The purpose of these podcasts—and ethical analysis in general—is not merely to explain what we ought to do, but, perhaps more importantly, to say why we ought to do it. It is

therefore fitting to present to you an account of the five fundamental ethical principles that are the foundation of right conduct in any arena of your life.

They are:

- Do no harm
- Make things better
- Respect others
- Be fair
- Be loving

These principles reveal the secret to living a rich, satisfying, and happy life, and we have known about them for more than 5,000 years. Every religious tradition in the world teaches them, as do parents in every country. Without them civilization would be impossible because there would be nothing but chaos everywhere. These principles have a transforming effect on who we are and where we go in life, and for that reason, we can rightly refer to them as “life principles.”

### Values We’re Tempted to Ignore

You might wonder, “If these principles are so commonplace, why should I waste my time listening to podcasts about them?” It’s true that they’re commonplace, but it’s also true that in our hectic, overcommitted lives, we get so caught up in the details of getting through the day that it’s easy to forget how important these principles are in everything we do. We’re also tempted every day to ignore them and to place value on things that ultimately aren’t that important. So taking a few steps back to consider these principles is a helpful thing to do.

Yes, they are simple, but too often we let fear, anger, or other negative emotions get us off track from following these principles, and it’s sometimes difficult to get back to where we want to be. For example, how often do we really keep “Do no harm” in mind during our daily interactions with people? If a co-worker is nasty to us, aren’t we tempted to return the nastiness and tell ourselves, “Serves them right?” Do we always keep the principle of fairness front and center in our thinking? If so, how do we explain our choice at work to surf the Internet, make personal phone calls, and take a sick day when we’re feeling fine?

On the face of it, the principles are about making a difference in the lives of other people. To this extent, taking them seriously seems like something we have to do, something we ought to do, something that, quite frankly, we’d rather not do.

### Central to Happiness

What we’ll discover, however, is that making ethics our central concern is actually the best way to lead a richer, more fulfilled life. A life that helps us get the things we want: a job we love, the right partner, and a comfortable place to live. By taking ethics seriously, we serve as role models to our children and increase the chances that they will go into the world and make us proud.

Recent scandals in the news show the risks we take when we neglect these principles: public humiliation, shame, and in some cases a lengthy visit to prison. But the main reason for taking ethics seriously is not the dangers of failing to do so, but rather because it’s the right thing to do.

The path to a happier, more fulfilled life lies in becoming reacquainted with the principles of ethics, which tell us how we should treat one another. When we act with integrity, we feel better about ourselves,

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and we then create the conditions for making many wonderful choices in our own lives.

**The Ethics of Getting Involved**

Just as a house needs a strong foundation so that it can do what it was meant to do, society needs a strong moral foundation to function effectively. The most fundamental building block of any society is Principle No. 1: Do no harm. This is both the most important of the five ethical or “life” principles and the easiest to put into action. It is the most important, because we would live in constant fear if we could not trust others to take the principle seriously. It is the easiest of the five principles to apply to our lives because in most cases, all we have to do is...nothing.

“Do no harm” requires that we take action so that harm will not occur to someone else, and thus a corollary of “Do no harm” is “Prevent harm.” When we’re at a cocktail party and we see an obviously inebriated person about to leave and drive away, the right thing to do is to prevent a foreseeable accident, which can mean taking the person’s keys away or

arranging for someone to take him or her home. Edmund Burke once said, “All that is necessary for evil to flourish is for good [people] to do nothing.” When we witness someone else doing something they shouldn’t be doing, it may be easier to do nothing, but the easiest thing to do isn’t always the right thing to do.

When we take the high road, we give a gift to others—and ourselves. It’s the greatest gift of all.

*Dr. Bruce Weinstein is the public speaker and corporate consultant known as The Ethics Guy®. His new book, *Is It Still Cheating If I Don’t Get Caught?*, (Macmillan/Roaring Brook Press) shows teens how to solve the ethical dilemmas they face. Follow Weinstein on Twitter at *TheEthicsGuy*. For more information, visit *TheEthicsGuy.com*.*

## Place Your Ad Here!

For more information about advertising in the newsletter or on the website please contact the MCRA Office.

6737 West Washington Street, Suite 1300  
Milwaukee, WI 53214

(p) 800-236-7200 • (f) 414-276-7704  
info@mcrionline.org | www.mcrionline.org

## 2011 Spring Connections Recap - Clearwater Beach, FL

MCRA Members “EXPERIENCE” 2011 Connections Conference and Exhibition

MCRA Members and Board Members attended the 2011 Connections Conference and Exhibition on April 13-16, 2011 at the Hilton Clearwater Beach Resort in Clearwater Beach, Florida. There they were able to take on the “EXPERIENCE”. This year was the first time that Connections has brought their hands-on experience to the spring conference.

This show gave the cleaning and restoration professionals the opportunity to learn in a hands-on environment from some of the best professionals that this industry has to offer.

There were presentations in carpet repair, stone care, and containment/PPE to name a few. Participants were able to participate in sessions while learning these valuable skills.

The beautiful backdrop of the Gulf of Mexico along with white sand beaches gave all attendees time to relax and also time to attend many networking opportunities throughout the week.

Be sure to mark your calendar and begin planning to attend the largest convention and tradeshow in the industry. The 2011 Connections Convention and Tradeshow will be held on September 7-10, 2011 at the Las Vegas Hilton in Las Vegas, Nevada. For more information please go to, [www.connectionsconvention.org](http://www.connectionsconvention.org).

Scott R. Klemm  
K-tech Kleening Systems, Inc.  
MCRA Vice President

**“The spring Connections hands on seminars were informative as well as entertaining this year. What a nice location for relaxing and networking having the beach and sunny warm weather as the backdrop.”**

– Clint Parnell  
A. Preferred Choice, Inc.  
MCRA President

### SAVE THE DATE

#### Connections Conference and Trade Show

Las Vegas, Nevada  
September 7 – 10, 2011

For more information visit:

[www.connectionsconvention.org](http://www.connectionsconvention.org)



### MCRA New Member

Servpro of Southeast Milwaukee County  
Bob & Colette Wallner  
9645 S 54th St  
Franklin, WI 53132  
Phone: 414-421-3500  
[servpro9886@servprosemc.com](mailto:servpro9886@servprosemc.com)

## 2011 MCRA Award Nominations

### Deadline: August 22, 2011

It is time to send in nominations for the 2011 Midwest Cleaning and Restoration Association (MCRA) Awards. There are two awards which members may be nominated for. They are **MCRA Member of the Year** and **Lifetime Achievement**.

Each candidate will be contacted and asked to provide detailed information about his/her involvement in MCRA as well as his/her employment history, accomplishments, membership, etc.

Nominations for both awards must be submitted by August 22, 2011.

On this page are descriptions of each award and the eligibility requirements. Each nomination and corresponding information will be reviewed by the Award Committee.

**Judging Point System:** Points are given based on service to MCRA including Committee membership, Committee chair, Board member, Board officer and industry related service including member of Committee/organization and leadership roles held.

**MCRA Member Of The Year Award:** The MCRA Member of the Year Award is a reflection of outstanding leadership and achievement in the organization. These individuals have contributed to MCRA in many capacities and exemplify the best in cleaning contracting profession by continually bringing credit to the profession and the industry. (Awarded annually)

#### Eligibility Criteria

- Member of MCRA
- MCRA member for a minimum of three consecutive years
- Served or currently serves as a Committee member, Committee chair or Board member
- Demonstrated commitment, dedication and involvement in the association and industry

**Judges:** Judges consist of three past MCRA Presidents, current President, and two members. Judges cannot be considered for an award. Committee members will be appointed by the President. As a base of recipients become winners, they will be added as judges from each award classification.

**How to submit a nomination:** Print the Nomination Form (page 7) and mail or fax the form to the MCRA office by August 22, 2011.

#### Mail to:

MCRA  
6737 W Washington St, Suite 1300  
Milwaukee, WI 53214

**Or Fax:** 414-276-7704

**MCRA Lifetime Achievement:** This award is presented to a member of MCRA who has demonstrated involvement and commitment to the cleaning and restoration industry on a continuous basis. (May not be awarded annually but there can be multiple recipients in a year).

#### Eligibility Criteria

- Currently or formerly a MCRA member for a minimum of 10 consecutive years
- Viewed as a mentor or role model within the cleaning and restoration industry
- Member has shown dedication, commitment and involvement in MCRA continuously throughout their membership
- Minimum of 10 years of cleaning contracting industry experience
- Other recognition or achievement on behalf of the cleaning industry
- Industry related service or recognition



2011 Annual Award for Outstanding Service Nomination Form

Please use separate form for each nomination:

Name \_\_\_\_\_ Title \_\_\_\_\_

Business \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Award Category

Member of the Year

Lifetime Achievement

Nominated by \_\_\_\_\_ Title \_\_\_\_\_

Business \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

How long have you known the nominee? \_\_\_\_\_

In what capacity? \_\_\_\_\_

Please explain why you are nominating the above individual for consideration by MCRA for the specified award. Indicate your working relationship with the nominee and provide any information you feel should be considered by the Awards Committee when making the selection for this award. (Use additional pages if necessary)

\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_

Each candidate will be contacted and asked to provide detailed information about his/her involvement in MCRA as well as his/her employment history, accomplishments, membership, etc.

NOMINATION DEADLINE: August 22, 2011

Send to: MCRA, 6737 W. Washington St., Ste 1300, Milwaukee, WI 53214
Or Fax to: 414-276-7704





Midwest Cleaning and Restoration Association (MCRA)  
6737 W Washington Street, Suite 1300  
Milwaukee, Wisconsin 53214  
Phone: 414-389-8617 / Toll-free: 800-236-7200  
Fax: 414-276-7704 / info@mcraftonline.org  
www.mcraftonline.org

## Carpet Cleaning Technician (CCT) 2-Day Course

The Carpet Cleaning Technician Course teaches the fundamentals of carpet cleaning. Topics include fiber types and characteristics, fiber identification, carpet construction and styles, dyeing at the mill, soil characteristics and the chemistry of cleaning. This course will also introduce the technician to the 5 methods commonly used in carpet cleaning. The differences between the CCT and CMT courses are, basically, a focus on either general or residential versus commercial applications.

**Thursday, June 16<sup>th</sup> – Friday, June 17<sup>th</sup>, 2011**  
**Instructor:** Bruce Deloatch (The Cleaner's Coach)  
**Course Time:** 8:00 am – 5:00 pm

**Location:** The Resch Center  
820 Armed Forces Drive  
Green Bay, WI 54304

### IICRC Certified Course

The IICRC Certification Test is available for this course for an additional \$50 per attendee, which is due at time of exam. Checks should be made payable to IICRC and paid ONSITE.

**Member Rate:** \$275 (10% Discount: \$247.50)

**Non-Member Rate:** \$325 (10% Discount: \$292.50)

*Course Discount: Register 2 or more employees from the same company and receive a 10% discount on your registration (excluding the IICRC Certification Test fee). Registrations must be made at the same time.*

### Registration (Includes Course Manual – Meals not included)

Attendee Name(s): \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

### Payment

**I would like to pay by:**

\_\_\_ Check (enclosed) / \_\_\_ Credit Card (below)

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

**Card Number:** \_\_\_\_\_

**Expiration Date:** \_\_\_\_\_ **Sec. Code:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Cancellations:** In the event that you are unable to attend the course, notification is required 72 hours (3 business days) before the date of the course. Cancellations not received before this time period will not receive a refund. Substitute registrations are welcome. Confirmations are sent 1 week prior to course date.

### **Send Your Registration**

By FAX: 414-276-7704

By Email: info@mcraftonline.org

By Mail:

**MCRA**

6737 W Washington Street

Suite 1300

Milwaukee, WI 53214





## Protecting the Public Interest: Property Insurance in Wisconsin

We are all consumers of insurance products and most of us represent this industry daily.

Many of us are dependent upon the proceeds of insurance claim settlements, yet we know very little about the industry that supports us, our employees, subcontractors and vendors.

Learn from industry leaders just how important the property insurance industry is to the people and State of Wisconsin, how it operates and how and why it is regulated.

**Thursday, June 23, 2011**

Registration & Reception: 2:00 pm · Program: 3:00 pm - 5:00 pm

The Madison Club • 5 E. Wilson • Madison, WI 53703

Refreshments in the Capitol Room

Program in the Louise Marston Conklin Room

### **Special Guests:**

#### **Andrew J. Franken – Wisconsin Insurance Alliance**

Andy has been in government service and advocacy since he graduated from the UW with a degree in Political Science and International Relations. He has been President of the Wisconsin Insurance Alliance (WIA) since March of 2008, where he is responsible for public and governmental relations for the property and casualty insurance industry in Wisconsin. The WIA is a trade association of property and casualty insurance companies including some of the largest in the country as well as some of the smaller Wisconsin town mutuals.

#### **Rhonda Peterson – Office of the Commissioner of Insurance**

Rhonda has been working in the office of the Insurance Commissioner since 1976. She's currently the Chief of the Property and Casualty Section in the Bureau of Market Regulation, a unit that reviews property and casualty insurance complaints, policy forms and company operations. Among Rhonda's many professional designations are the Chartered Property Casualty Underwriter (CPCU), Certified Insurance Examiner (CIE) and the Associate in Claims (AIC).

#### **Sponsored by MCRA - Madison Planning Committee:**

Engineered Construction – Dave Lombardo  
First General Services (FGS) – Rick Ballweg

Paul Davis Restoration – Jim Hirsch  
Servpro – Jason Wilkinson

Registration is **free** for attendees who **register in advance** with the MCRA office  
Onsite registration is \$25 per company

6737 W. Washington St., Suite 1300, Milwaukee, WI 53214 | Telephone: 414-389-8617 | Fax: 414-276-7704

Email: [info@mcraonline.org](mailto:info@mcraonline.org) | Website: [www.mcraonline.org](http://www.mcraonline.org)





To **RSVP** or for membership information call Marie Marinello at 414-389-8617  
For directions and parking [www.madisonclub.org](http://www.madisonclub.org)

## SEMINAR REGISTRATION

Protecting the Public Interest: Property Insurance in Wisconsin

**Thursday, June 23, 2011**

Registration & Reception: 2:00 pm

Program: 3:00 pm - 5:00 pm

Name of Registrant 1: \_\_\_\_\_

Name of Registrant 2: \_\_\_\_\_

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

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

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

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

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

**Cancellations:** In the event that you are not able to attend the program, please notify the MCRA office 72 hours (3 business days) prior to the program. Substitute registrations are welcome. The MCRA will confirm all registrations received at least 3 business days prior to the course date. If confirmation is not received, attendees should contact the MCRA office to verify their registration.

**Advanced Registration:** Complimentary / **Onsite Registration:** \$25 per company

**Payment Information (For onsite registrations ONLY)**

Amount enclosed \$ \_\_\_\_\_

Check enclosed (Make checks payable to MCRA) **OR**  VISA  MasterCard  American Express  Discover

#: \_\_\_\_\_ Exp Date: \_\_\_\_\_ SEC Code: \_\_\_\_\_

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

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

**FAX to: 414-276-7704 or Mail to: Address Below**

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Email: [info@mcraonline.org](mailto:info@mcraonline.org) | Website: [www.mcraonline.org](http://www.mcraonline.org)

