

# Window Cleaning

Issue 21

magazine

*This issue...*

**IWCA 2017 Special**

*Highlights from the event*

**The Legend squeegee channel**

*New channel, first review*

**Window cleaning in Iraq**

*How ISIS has affected life*

**Industry spotlight**

*Pure Freedom profiled*

**New Aquaclean water fed pole**

*We talk to the VP of Ettore*

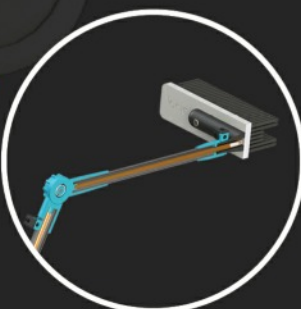
*and much, much more...*





### Q/R ANGLE CRANK

An entirely new angle crank made from stiffer ABS. It's spring assisted for quick release clamping.



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Our new patented design carries the water through the angle crank directly to the new quick release brush-head design.



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### SPRING LOADED

Combined with wear resistant telescopic tubes Ionic's new patented spring assisted pole clamp ensures smooth action whilst minimising wear.





## Editorial

Hello readers,

You will all of noticed the new look in the way that we section off topics in our table of contents. This was colour coded in order for you guys to find the topics that most interest you, quickly.

'Orange' is the colour code for 'events' related articles and I have to say in this issue the magazine lights up ALL orange as we dedicate this bumper issue to our friends, the IWCA. In fact page 5 to page 30!

We take a look back at the IWCA Convention & Trade Show 2017, Arizona as we interview board members, trade show vendors and competition winners.

Make sure you check out Ettore's new water fed pole the 'Aquaclean' on page 10 and watch the video.

Stefan Bright explains the new OSHA ruling effecting US window cleaners, while Paul West delivers his update report on the long running 'scratched glass' investigation.

Do you think that you know everything about TDS? Henry Grover gets you to think again on page 44 and Josh Latimer takes us through the science of business growth. Its all here in you favourite trade magazine.

Carrie introduces the World to Khashe Jassim on page 40, a budding window cleaner from Iraq. He tells WCM how life with ISIS really is. A powerful write up of the day to day struggle from ground zero.

Lee Burbidge



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Editor: Lee Burbidge  
Graphic design: Mike Henderson  
Internet production: Kyle Blyth  
Production: Lee Burbidge  
Photography: Varied sources  
Front cover: Lee Burbidge



Contributors:  
AC Lockyer  
Jason York  
Wayne Schultz  
Shawn Gavin  
Kerry Hayden  
Paul West  
Khashe Jassim  
Consultants:  
Stefan Bright

DJ 'Coach' Carroll  
Chris Dawber  
Henry Grover Jr  
Josh Latimer  
Stefan Bright  
Darren Ansbro

Ian Sheppard

Carrie Guenther  
Tanya Weger  
Nick Blodans  
Ivan Pleinacius  
Clayton Wise  
Andrew Bramley

Charlie Price

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Tel: 0870 750 1970 Fax: 0870 750 1971  
Email: [admin@windowcleaningmagazine.co.uk](mailto:admin@windowcleaningmagazine.co.uk) Web: [www.windowcleaningmagazine.co.uk](http://www.windowcleaningmagazine.co.uk)

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The International Window Cleaning Association (IWCA) was born in 1989 when a group of window cleaners met in Lubbock, Texas. It was decided at this meeting that window cleaners should have a voice. Soon after that initial meeting, the IWCA was formed. It has been the mission of the IWCA to educate and assist its members in developing professionalism, ethics and standards of safety and to actively represent the concerns and interests of window cleaning companies.

This year the annual convention and trade show was held in Scottsdale Arizona providing attendees with a great selection of classes and seminars.

Hands on outside product demonstrations supported the busy trade show and the hotel/bar served as many networking spaces where window cleaners were able to learn from each other.

This year saw the President Noa Pedersen step down into Immediate Past President's post and Jason York of E-Z Window Cleaning, Wisconsin taking over the roll of President. William Chapman (known as 'Butch' to his friends) took the President-Elect spot.

We decided to catch up with Jason York and listen to his views on where he thinks the IWCA will go from here.

**WCM: Thanks for speaking with Window Cleaning Magazine. So now that you are President of the IWCA. How does that feel now that it is *real*?**

**York:** *Real...oh, boy it's VERY REAL now! Overwhelming would be my first description. But, when I look at the ring ( All Presidents are presented with a ring), and all I can do is*

# 05

## LOOKING BACK AT ARIZONA

***We speak to Jason York  
IWCA President***



*beam with pride. The leaders of my industry have entrusted me to lead the most important association in window cleaning industry worldwide. That is quite an honour. There is always something brewing. There are tremendous numbers of emails and phone calls. I've definitely had to schedule and structure my time differently.*

**WCM: The IWCA have important safety messages. How has the IWCA managed, getting out the word in previous years?**

**York:** *Honestly, in the past, we haven't always been good about sharing our voice with the masses. Larger companies, regulatory bodies, and engaged members were all aware of us and our message. Getting to the smaller and less informed window cleaners, has always proved challenging. We have used standard internet site, print publications, email, and written messages to communicate. But, as you know, social media and publications such as yours reaches a much broader audience. As the "next generation" of leaders lead our organization, we are learning how to better communicate to the masses.*

**WCM: This is not an easy job. The effort put into an association can be demanding. How is the work/association life balance going to pan out for you? What is your plan?**

**York:** *My plan is to add four more hours to each day! Boy...I wish! Becoming President didn't happen overnight. My partner and I have been talking about this for well over a year. I simply have to be better organized with my time, and put a little more in every day. More is focused on the IWCA this year than the past. We have a great team at our company. They have been and will continue to be very supportive of*

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06



*my efforts in the IWCA. I/we have the confidence that we all will get through this together. I am not alone in my commitment to the IWCA and its mission. My whole work/home family believe in the mission of the IWCA, and are there to help.*

**WCM: What is your vision?**

*York: My vision is to continue to elevate the safety and professional standards within the window cleaning industry. We don't need to re-invent the wheel, we simply need to refine it. Providing industry specific education and training to window cleaners worldwide is what this association is for.*

*Our "Toolbox Tuesday" safety training meetings that we email to our members is not a new concept. We have had safety meeting outlines available for years to our members. But, in the last year, we have redesigned and improved those offerings. Now, we have 104 weeks of weekly safety programs available to our members. That's two years' worth! And, one is emailed to our members each week. That's not new. Just improved and repackaged for modern consumption.*

*Our new Foundations course found on the Campus IWCA website is another example of that. We have used much of the same principles and concepts that we used in our live training for years. Now, we have expanded it and included some other items including glass information, and made the experience an online interactive training module.*

*This is something that anyone in the world can utilize. Not, just the guy in New Jersey attending one of our live training's.*

*This year we hope to get an OSHA Alliance window cleaner's field guide released. This will be a completely searchable reference guide as assist cleaners in the field on their smart phone or tablet. Along with that, a field guide for glass is being developed to assist with glass types and issues. Like the OSHA Alliance guide, it should be completely searchable and easy to use from a mobile environment.*

*These programs use much of the information that we have compiled and used over the last 28 years.*

*The IWCA has also invested heavily in glass research for years, and the fruits of that research will soon be in the hands of window cleaners worldwide. So, in short, I just want to make as much information to window cleaners around the world as possible, in as many ways as we can think of.*

**WCM: What do you most want to achieve during your presidency?**

*York: This is where I am going to sound like an over-achiever. My number one goal this year is to help EVERY window cleaner in the United States to be compliant with the new OSHA walking, working surfaces regulations past in November 2016. It can be found at: <https://www.osha.gov/walking-working-surfaces/>.*

*Part of that is to help them all have access to their required industry training that needs to be completed by **May 17, 2017**. THAT DATE IS LOOMING! Our biggest step towards that goal is the launching of our Campus IWCA online. Our Foundations course is the perfect documented training for any window cleaner to have a base level of education in our industry. Hence, the name Foundations.*

*My second goal is to grow our membership by over 30%. It sounds aggressive. But, it will be easily achievable as we roll out more valuable safety and training products for our members. With new compliance regulations coming from Canada and the US, many companies don't even know what they need. We are here to inform and educate them. Then, with a little math, they will realize the value of membership.*

*Goal three, is to expand our reach beyond North America. We are the INTERNATIONAL Window Cleaning Association, and as such, need to serve the needs of many. On my own travels, I have witnessed many window cleaners working in an unsafe manner. That scares me as a human. We are currently working with a nation that approached us to help develop and implement window cleaning safety standards in their country.*





*We have identified others that need that help as well. Helping them, and saving lives is our number one mission. There are many smaller fragmented groups of window cleaners around the world that could use the help and resources to serve their members. We are hoping that we can unify those voices to a common mission of window cleaning safety worldwide.*

**WCM: What do you want to avoid? lol, ok..... we meant, what challenges do you see?**

**York:** *I want to avoid work...lol. I see many challenges. Most involve, getting others involved and engaged in the larger picture. Increasing our bandwidth has been our challenge in the past. That is changing as I speak. The biggest challenge I see, is the one that is yet unseen. That's always the toughest one.*

**WCM: How can you get more members to join?**

**York:** *First, we need to let more people know what we are and what the IWCA has to offer their company. Then, help educate them on what their safety and training responsibilities are as an employer or self-employed window cleaner. The only way that someone is going to join, is if they see value in their membership. The return on investment of a documented safety program is far greater than any Google clicks or neat marketing campaign. The trick is getting window cleaners to understand that having a safety and training program in place will keep them in business longer than any marketing gimmick or a new truck.*

**WCM: There are so many benefits of membership and lots of business help. Is there a resistance to joining associations?**

**York:** *With the proliferation of the Internet, associations as a whole have seen a decline in membership. Many people looking for answers go to Facebook, YouTube, and chat rooms. Those folks underestimate the power in numbers. When you become a member of an association, especially the IWCA, you become a member of a "brotherhood". You end up networking with the leaders of our industry that care about improving it. Those fellow members are in the association to help one another. With that, there is always support for you. There is always someone there to answer a question just a phone call/email away. The difference is, that not only do you get an accurate answer, but an education behind the answer.*

*Most, also underestimate the power of advocacy. If you want to change your industry, become part of the change. The IWCA exemplified that with the new OSHA regulations. We, as an association, were able to help effect/create safety standards with the ANSI/IWCA I-14.1 2001 that will help to save many lives.*

*The excuse for not joining, is cost typically. That isn't usually the truth. The cost of membership is far less than the cost of a new water fed pole. The resistance is often rooted in assumptions and misinformation. Our association has been described in the past as an "old boys club" for high rise window cleaning companies. That couldn't be further from the truth. While we*

*do have some old timers, we also have new and young talent amongst our members. My company is primarily residential focused. So, our association is as diverse as the windows that we clean.*

**WCM: Having spent some time with you over the past couple or so years. I find you to be a definite people person with a very good understanding of individuals. Your win/win philosophy is deep rooted into your beliefs. Where did that come from?**

**York:** *I am constantly seeking to understand the needs of others around me. That plays into how I interact with them. I will give some of the credit to the Stephen Covey book; "Seven Habits of Highly Effective People". If we all live by those seven simply philosophies, we all would truly see success. They are simple, timely, and true. More importantly, these beliefs come from my relationship with my business partner, Michael. We have based our entire relationship and company around the concept of "Win/Win, or no deal". No deal is the toughest! We try to avoid that at all costs. If you look and work hard enough, in any situation, you can always find a place where everyone involved wins!*

**WCM: The I-14 was drafted by the IWCA and was overseen by ANSI. What is the I-14 and what is ANSI for the benefit of some readers?**

**York:** *The ANSI I-14.1 2001 standard was created to give US window cleaners a working safety standard that was specific to our industry at a time where there were none. Since its inception, it has contributed to saving the lives of thousands of window cleaners in the United States and beyond. The IWCA sells the ANSI I-14.1 2001 draft safety standard for those that need clarification on the specific safety guidelines. By having it, it helps clarify the finer points of what OSHA*



## "LEE, YOU LIKE TO MAKE ME DANCE. THAT'S CERTAINLY A DICEY QUESTION"

outlines in their regulations. The IWCA recommends the I-14.1-2001 Standard be used as a reference source for architects, manufacturers and window cleaning contractors.

### WCM: Is ANSI still overseeing the I-14

**York:** The ANSI/IWCA I-14.1 2001 standard WAS overseen by ANSI. Last October it was administratively withdrawn during the review process. At the time, it seemed to be a great loss. But, the timing was near perfect, as OSHA adopted many parts of it in the new general industry walking, working surfaces regulations in November. The document fulfilled its destiny of providing a working safety guide for window cleaners, as it was referenced more than 150 times in that ruling.

**WCM:** Despite the I-14 being an excellent document on safety and standards it had seen some 'grumbling's' in the past over disagreements or lack of openness in its construction. Without a doubt it has saved life's and made things safer. How do you respond to this?

**York:** Lee, you do like to make me dance...that's certainly a dicey question. I can't speak to the past, as I was not directly involved with its development. The whole process is a consensus based process, with a lot of procedures and protocols. Many of them are in place to accommodate due process and clarity.

I can say, that strong opinions and convictions can create "gumblings". But, when we all seek a win/win, things go smoother. Part of me is thankful that those "grumblings" can be part of the past during my presidency. I am here to promote an open and inclusive association. Creating synergy, even (or especially) for those that have differing opinions.

**WCM:** You told me in Arizona that an agreed standard should be discussed openly and the aims to be transparent...What are the plan to promote the I-14 abroad?

**York:** As other countries are trying to improve their industrial safety standards, we want to be part of that conversation, when it involves window cleaning. That is part of the mission of the IWCA.

The ANSI I-14.1 2001 was a success in doing that for the United States. Using that as a basis, would be a great foundation for those countries seeking to improve their worker safety. The country that I referenced earlier purchased a copy, reviewed it internally, and then made the request to the IWCA for its use as their national standard. We now are putting the wheels in motion to reach out to countries that are proactively addressing worker safety, and need industry specific information and guidance.

**WCM:** Can we talk about the new OSHA ruling? How much of the I-14 have they adopted?



The new OSHA ruling is a big one. The Walking, Working Surfaces regulations hadn't been updated since 1973. Its total length is 1225 pages...there is a lot to it! The ANSI/IWCA I-14.1 2001 was referenced throughout the document. It was a critical part of the updates that were made since the 1973 publishing of the Walking Working Surfaces regulation.

### WCM: What happens next?

**York:** Work, work, and more work. We continue to identify safer ways to clean windows, create the curriculum, and teach that information to the masses. Then, we act as the voice of our industry to those governmental and regulatory agencies on behalf of those window cleaners. As long as there are window cleaners working in an unsafe environments/manner, our mission is not complete. Promoting safety and standards will never stop. We all win, when every window cleaner goes home safe, every day.

### WCM: Why is November 2017 so important?

**York:** Window cleaning contractors in the United States, using rope descent systems (RDS) are required to obtain written confirmation from a building owner that the anchorage points used for rigging such systems have been identified, tested, CERTIFIED and maintained so they are capable to support 5000lbs in any direction they are loaded per each worker attached. The enforcement of this regulation, which is a shared responsibility between the contractor and building owner, shall begin on November 20, 2017. In short, a lot of buildings need to become compliant by that date, or both the window cleaner as well as the building



## "THE TRUCK STARTED ON FIRE.."

owner are in violation of the new OSHA regulations. Doing any work on those buildings after that date is **ILLEGAL** until they are compliant!

**WCM:** There is no doubt that you have the temperament of a great leader. I am watching your space; I feel great things to come for the IWCA. What makes a great leader?

**York:** Thanks for the kind words. I can only hope to prove to be a great leader. To me, a great leader is one that inspires people with their words and actions. Then, uses that inspiration and energy to achieve a common goal. Creating and maintaining synergy is the number one job. Making difficult decisions is number two.

**WCM:** Where will be the IWCA Convention & Trade show be next year(2018)?

**York:** Our convention is going to be held at the Embassy Suites Kissimmee, FL. It is a little over a mile from Disney World. When we did the site inspection last year, it was a no-brainer. It is a fabulous hotel with many amenities that our attendees will enjoy. The convention facilities will be more than adequate for our ever expanding educational sessions. And, if you have children, it's a great location for a mixture of business and family time.

**WCM:** So, you own a window cleaning company... how did that start out?

**York:** My partner Michael started E-Z Window Cleaning in the spring of 1999. It started as a part time "side job", and quickly evolved into a full time, year round window cleaning business.

During 9/11/2001 I was working in the hotel business, and the company I worked for lost 30 million dollars in the two weeks following that historic event. To save money, they laid off many of their managers. Regrettably, I was one of them. As one door closed, another opened... my friend Michael's window cleaning business was growing, and he was buried with work. So, with my new found time, I helped him get through the rest of his season.

During the following winter, we entered into our current partnership, and we haven't looked back. Best life transition that I ever made! I traded wearing suits for shorts. How could that be bad?!?

**WCM:** The best thing about window cleaning?

**York:** There are too many things that I like to call the "best" thing about window cleaning...working outdoors on a nice day, the views that the job provides, the near instant gratification of a job well done, the people I deal with, the new challenges that come with everyday...I could go on, and on.

**WCM:** The worse thing about window cleaning?

**York:** Dry and pruney hands in the wintertime. Dog dodo in

peoples yards.

**WCM:** How much water fed pole work do you do? What poles do you tend to use?

**York:** We are using water fed poles more and more. They are a safer answer than ladders in many situations. All of our trucks have a water fed system on them. Short answer, on how much...daily, weather permitting. Living in Wisconsin, we don't have the luxury of using them year round. We have a wide variety of poles. Ettore poles are what we have the most of.

**WCM:** What is your go to squeegee currently?

**York:** As the President of the IWCA, this is a politically difficult question for me to answer. But, I am a Sorbo guy. Typically, I have an 18" & 30" with my bucket. But, I will say that nothing beats a light brass channel squeegee for fanning windows.

**WCM:** Explain the burning truck picture. What is that all about? In fact you entered it into the IWCA picture contest?

**York:** The truck started on fire when one of our employees was smoking in the truck (against our policy), and threw his cigarette out the window. It landed in the back of the truck, and you can see the results in the photo! The best/worst part, was that it occurred on the interstate outside of Madison, WI, two hours before a college football game. There were thousands of cars lined up in game day traffic watching our truck burn. Any marketing is good marketing...right?!? The photo was emailed to me the next day from a professional photographer that was in that traffic jam.

**WCM:** We had fun at the IWCA, thank you for inviting Window Cleaning Magazine. We look forward to seeing you next year.

End.





# looking back:

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## IWCA trade show 2017



**Ettore displayed the new Aquaclean Pole at there booth at the IWCA Trade Show. Window Cleaning Magazine Spoke to Wayne Schultz, VP of Ettore to ask what is the deal on this new range.**

**WCM:** Ettore have been manufacturing water fed pole equipment for sometime now. Aquaclean is the latest in the Ettore range of poles.

**WS:** Ettore pioneered the pure water technology in the 80's when most of Europe adopted a no ladder policy making it very difficult to use traditional cleaning equipment.

**WCM:** The pole is almost a full carbon but with the exception of the bottom segment. Why?

**WS:** For two reasons: 1. Carbon Fiber is very expensive and the part of the pole that gets beat up the most is the bottom section. From dropping the pole, running it over with the car, banging it into all sorts of things, or just plain storing it. The aluminum tube will protect the Carbon Fiber underneath from being damaged during use. 2. The bottom tube doesn't provide much in the way of rigidity for the rest of the pole

*and because Carbon Fiber is the most expensive material, it reduces the cost of the pole.*

**WCM:** Has the Aquaclean brush received an upgrade in material?

**WS:** Yes, we are introducing two different sizes that are larger than the others on the market to provide better scrubbing and quicker wash times. Also, we are offering a mix of nylon and boars hair brushes to provide maximum cleaning power with our brushes.

**WCM:** Can you tell our readers about the clamps on this pole? They have been redesigned from the last range?

**WS:** The clamps on the pole are a patented design and provide a positive lock that can't be undone by hitting



Scan or click here to learn more







obstacles and also there are guards on them to reduce pinch points on the collars and not catch on window sills as you come down the building.

**WCM: What height range are we looking at and are they actual height?**

**WS:** 10ft, 25ft, 35ft, 45ft, 55ft, and 65ft and yes those are the actual lengths of the fully extended poles.

**WCM: What is most important, weight or rigidity?**

**WS:** It is a compromise. If the pole is perfectly ridged it would weigh too much and be too tiring to use. If you make it very light, then it will be too flexible and you would have to have too much room to use. We have spent a long time perfecting the balance of weight and rigidity and feel we have found the sweet spot where it is extremely ridged but at the same time is the lightest pole on the market.

**WCM: The end cap section of the pole has been improved?**

**WS:** One thing we have heard loud and clear from window cleaners all over the world is they wanted the end cap to have a protective rubber end and stay on the ground without slipping and also protect the hose. Our new end cap does both. The hose gently slides in and out of the side of the end cap and has a molded rubber end piece to keep from slipping.

**WCM: What does it come standard with?**

**WS:** Every pole comes with hose, brush, angle adapter, fittings, and best of all the Ettore guarantee that if you are not satisfied we will make it right until you are.

**WCM: What has been the feedback so far compared to the previous range?**

**WS:** Feedback has been very positive so far where we have shown it. We will have these ready to sell as production units sometime soon and we will provide opportunities for review testing online for everyone to see.

**WCM: Ettore attends the IWCA every year. why?**



**WS:** Ettore arranged to have a few window cleaners and a few manufacturers get together and founded the IWCA in the very beginning. As Ettore himself was a window cleaner by trade and his family that still runs the company, feels the IWCA is one of the tools that is necessary to provide training, information and commerodderly to those in the industry. We still feel there is value in what the IWCA stands for and will continue to support them in the future.

**WCM: Do you find a difference in mindset from window cleaners at the IWCA compared to other conventions?**

**WS:** Window cleaners are a great group of people that want to be independent, do a great job, and earn a great living in the process. They are proud of the tools they use and want to use the best. Other conventions bring a lot of different people to the shows from all different industries. The mindset of window cleaners is much more focused on the job at hand than other industries.

**WCM: What other new products are you rocking on the day?**

**WS:** We are constantly improving all of our tools year in and year out. Our goal is to make sure we have the best products that perform the best in the world. Each year we improve many things in our product line to make sure we have the best tools on the market. So, using your words, we were rocking our whole product line.

**WCM: The outdoor demonstration area is a great place to get hold of these poles, right?**

**WS:** We will be launching our Aquaclean poles to the general market very soon, just in time for the Spring and Summer cleaning season.

**WCM: What does Ettore have next up its sleeve?**

**WS:** Our R & D department is alive and very busy working on the products of the future. As mentioned above, we are continually improving our current line to assure they are the best performing products on the market. As for new items not out yet..... Well, you will just have to stay posted. You will be the first to hear about our next exciting new product lines available soon.



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more

**TUCKER®**

The Tucker booth at the IWCA displayed mouth watering products.  
We caught up with CEO Shawn Gavin.



**WCM:** On display was the new Tucker dual trim brush range, and keeping them company were products such as the Tucker Carbon poles, Tucker System and Tucker Carts.

You guys revealed the current Tucker Pole range last year at the IWCA. What keeps you going to this event as a company?

**Shawn:** The IWCA Trade Show is the first place I was able to see all the different products available to window cleaners. I remember the excitement I felt when I first entered the trade show floor and was introduced to all the different products. At that time it was really the only event where this was possible.

Fast forward 15 years or so and there are many competing associations holding the same type of conventions and trade shows for the professional window cleaner. We exhibit at several, but the IWCA, even though it has shrunk a bit over the years will always hold a special place in my heart.

**WCM:** I want to talk to you about the carbon fiber range of poles, if I may? What sizes do they come in?

**Shawn:** Our carbon fiber range is offered in 25, 35, 45, and 60' models with extensions available for the 25-45 range offering up to 67' reach.

**WCM:** So, I take it this is working height not actual pole height?

**Shawn:** Yes, this is working height. Tucker® has always listed their pole sizes in working height rather than the actual length. I'm not sure where this tradition came from, but this has gone on for many decades. When I bought Tucker® I considered changing this, but I quickly realized that many of the janitorial and industrial companies we deal with would be impacted with new labeling, branding, etc. so we just left it as its always been and we do our best to let the consumer know that the model number isn't the length, but rather the 'reach'.

**WCM:** Lets talk about the clamps. They are all metal?

**Shawn:** Yes, they are currently made in aluminum. The reason for this is two fold. When we set out to develop a product we want it to be better than what is currently offered. When it came to clamp design I wanted to get over all of the issues that the other brands face. Not just a few issues, but every issue. Main issues we know the end users face are as follows:

**Clamps breaking** - by making our clamps in aluminum we are able to guarantee for life that the clamp will not fail. If it does we simply replace it. FOREVER.

**Clamps coming unglued** - this is a HUGE issue. Clamps coming unglued in the field happens nearly every day to someone. We wanted to get past this issue so we designed our clamps to be bolted onto the pole section rather than glued.





**Clamps wearing out** - commonly the plastic parts and bits on clamps will fade and wear prematurely due to the repetitive use. With aluminum clamps this is not an issue.

**Clamps having lateral levers** - I personally can't stand the lateral lever design. This is the style of lever that goes across the body of the clamp and pole rather than up and down the body of the clamp and pole. To me its just counter intuitive when you're actually using the clamp. The reason this style came to be popular was that it made for a more compact pole when closed Vs the other vertical style levers that were on the market at the time. Our clamps are very compact but also vertical in design. For those who prefer the lateral style and can't get past it, our clamps allow for the user to adjust the levers to be used laterally.

The other reason they are made in metal currently is that this was the fastest way to market for us. We knew of a material that we wanted to make our clamps out of so they could have all the features I mentioned above but also be incredibly light weight. The problem for us was this material was not yet tested. We like to test our products extensively before going to market with them. So we had no choice but to make our clamps out of lightweight aluminum for now. This is done at a MASSIVE cost to us as the clamps are very expensive to have made, but we know they will perform. Its also prohibiting us from entering some of the UK and EU markets due to the slightly heavier pole we end up with over the UK manufacturers. We are continuing to test our clamp design in the new injected material that is very light weight and will carry a lifetime warranty like our aluminum clamps.

**WCM: This pole can grow with your business right? You can easily add sections as you bid bigger jobs?**

**Shawn:** Yes. The pole starts at the 25' model and you can add sections to it to reach your desired heights up to approximately 67'. This allows for users to afford to purchase the best pole available and add to it in the future as their business grows or they acquire the account that requires



# 13

them to reach higher windows.

**WCM: Does it come with the old Tucker style gooseneck?**

**Shawn:** You can purchase the carbon fiber poles with either the traditional Tucker® style aluminum goosenecks or with a euro style tip and plastic adjustable gooseneck. Many users prefer the aluminum goosenecks that Tucker® has offered for years because they don't break like plastic goosenecks.

**WCM: Bringing the Tucker pole into the 21st century, was this a big drive for you when you purchased the company?**

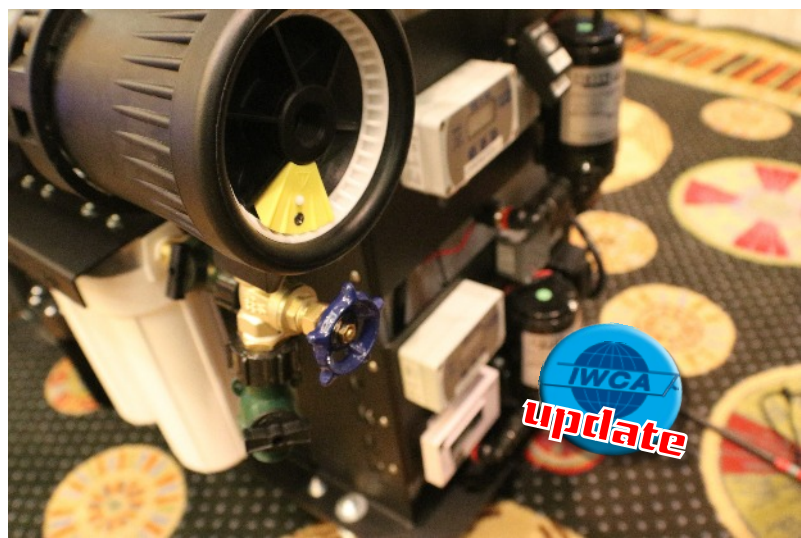
**Shawn:** Sure it was a part of it. It's important to note that we still sell a lot of the old school aluminum style poles. Many window cleaners would find that hard to believe, but its a very relevant product in many different sectors of the window cleaning industry.

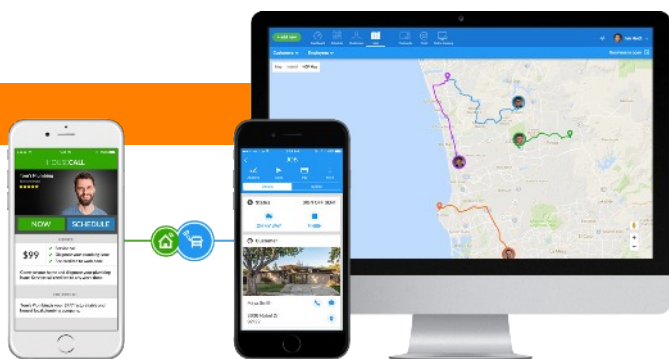
When it comes to the carbon fiber side of the business we really had an opportunity to develop something truly amazing. This opportunity came with great obligation to make sure that what we came up with and put the Tucker® family name on was of the highest quality.

When we offer something under the Tucker® brand you can bet it will be the best quality available. The carbon fiber range may be slightly heavier than what some markets are currently willing to accept, but this is due to ensuring that those that do invest in the brand get what is the most reliable pole available.

Our clamps carry a lifetime warranty and the carbon fiber tubes we use carry a 2 year warranty against breakage.

I'm looking forward to our testing of the new composite material clamps being finished and being able to push this incredible product in other worldwide markets. Till then we will work on building the brand in the USA and other markets that are not overly sensitive to weight of the product.





**HouseCall Pro** were attending the IWCA Trade Show with great software that will make you and your business look slick and organised. Music to your 'future' customers ears.

We thought we would put a few questions to the HouseCall team for our readers.



#### **WCM: What is HouseCall Pro?**

**HCP:** HouseCall Pro is the #1 rated mobile software for field service management. It's an all-in-one tool designed service professionals to run their entire business on the go. HouseCall Pro has an award-winning app and the cloud-based platform can also be accessed via the web.

#### **WCM: How does it work?**

**HCP:** HouseCall Pro is mission control for your business. The mobile software allows service professionals to run and grow their businesses on the go. While out in the field, service professionals can schedule jobs, dispatch to their crews, process payments, send automated receipts and invoices, and more. Whenever you or your team is on the way to a job, HouseCall Pro sends your customers automated notifications to let them know when you will arrive. You can also set up automated appointment reminders, as well as send postcard and email marketing campaigns! HouseCall Pro does a lot for your business, so we encourage anyone interested in seeing how it works more in-depth to schedule a live demo, where we walk you through it step-by-step. To learn more and book your demo, visit [tryhousecall.com/media](http://tryhousecall.com/media).

#### **WCM: Who started HouseCall Pro?**

**HCP:** HouseCall Pro was founded in 2013 by a team of engineers who met while working together at Qualcomm Labs, where they developed mobile technology, including sensors in smartphones that can detect location. The Co-Founders believed that they could take this mobile technology and use it to bring efficiency and convenience to the home services industry.

#### **WCM: Why did they start HouseCall Pro?**

**HCP:** Ian Heidt, Co-Founder and CEO, understood the need



for advanced mobile software for field service management because his father owned a painting business. Heidt grew up watching his father, an Owner/Operator, struggle to balance his time between painting, managing his business, and family.

#### **WCM: Who uses HouseCall Pro?**

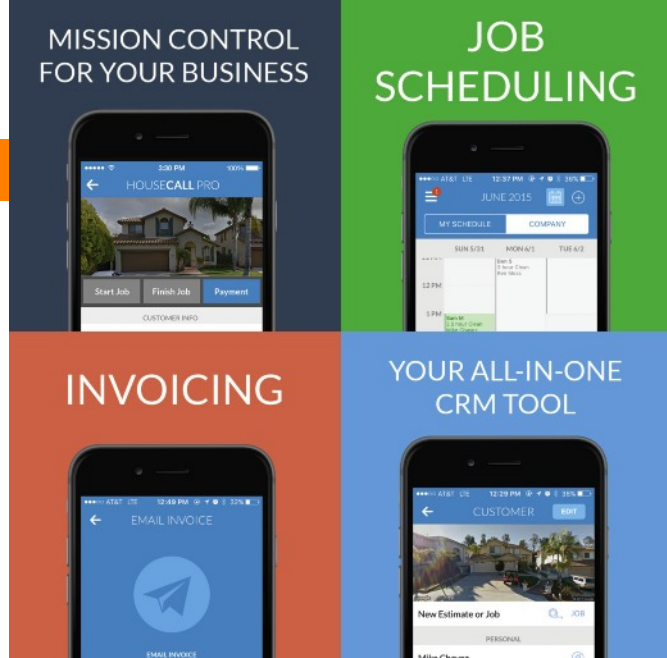
**HCP:** Service professionals across North America, including those in the United States and Canada, can use HouseCall Pro. Window cleaners are a major part of our user base! Anyone looking to save time and money as they grow their business is a good fit for HouseCall Pro. The system works for professionals who do either residential or commercial work since it can be tailored to fit every business' specific needs.

#### **WCM: What do window cleaners like about HouseCall Pro?**

**HCP:** Window cleaning professionals especially love HouseCall Pro's postcard and email marketing features. They enjoy being able to automatically send appointment reminders and follow-up messages, such as thank you notes and holiday greetings, to stay in touch with their customers







### WCM: Why is it helpful for business owners?

**HCP:** Professionals who use HouseCall Pro save hours of time every week (15 a week on average)! HouseCall Pro helps save time by digitally automating tasks, eliminating the need for manual work. Not only that, but HouseCall Pro also helps users save money by making businesses run more efficiently and smoothly. By keeping everything organized and putting businesses on autopilot, HouseCall Pro reduces the need for administrative staff. Lastly, HouseCall Pro makes it easy to impress and delight your customers, increasing customer loyalty.

### WCM: What challenges has HouseCall Pro faced?

**HCP:** Since HouseCall Pro is involved with so many different types of service industries, including window cleaning, carpet cleaning, maid service, HVAC, plumbing, appliance repair, landscaping, pest control, and many more, it is a challenge to ensure that the system is customizable, yet also an ideal fit for each business' individual needs. Additionally, we work to ease the transition for companies switching from pen and paper and manual methods to a cloud-based system, so making this switch as smooth as possible is our goal.

### WCM: What do you see in HouseCall Pro's future?

**HCP:** The HouseCall Pro team will continue to work on creating the best mobile software solution imaginable for service businesses. We release new features every few weeks based on user feedback, so our team will keep listening to requests and delivering on them. Eventually, HouseCall Pro aims to transform the home services space by making everything easier and more convenient for both professionals and their customers.

and get more repeat business, reviews, and referrals, all without much extra effort.

### WCM: What makes HouseCall Pro different from other software programs?

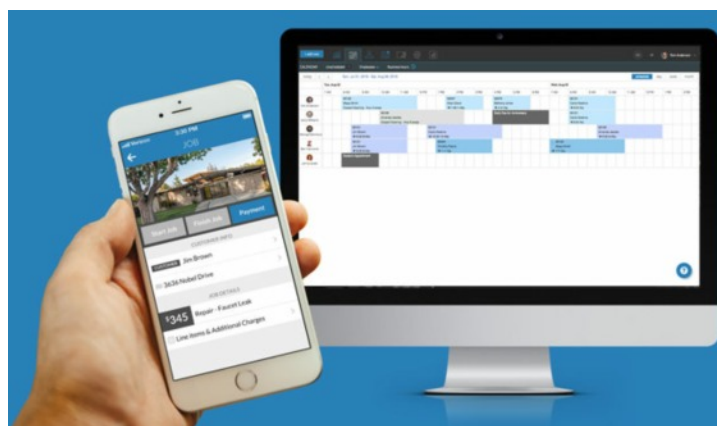
**HCP:** We designed our system to be mobile-first, so our app is second to none. Being able to run business operations in the palm of your hand makes a huge difference for professionals out in the field. Rather than coming back to the office after a long day, HouseCall Pro users can accomplish the tasks they need to while at the job site, freeing up their time so they can focus on doing what they love. Further, what sets HouseCall Pro apart is its focus on improving your customers' experiences with your business. Beyond the appointment reminders, notifications, and automated marketing, HouseCall Pro also offers many ways for customers to schedule appointments. Customers can easily book jobs through both the online booking widget for professionals' websites, and through HouseCall Pro's sister app, HouseCall, a booking app for services.

### WCM: How does HouseCall Pro rank against other systems?

**HCP:** HouseCall Pro has won numerous awards! Recently, HouseCall Pro was named the #1 Most User-Friendly and the #1 Most Affordable Field Service Management system by Capterra for three quarters in a row. GetApp has awarded HouseCall Pro with the title of #1 Rated FSM App. HouseCall Pro also won an award from Intuit for its integration with QuickBooks Online.

### WCM: How much does it cost?

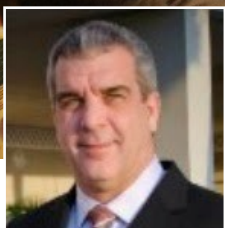
**HCP:** HouseCall Pro has won awards for its affordability, so it's definitely doesn't break the bank! Our premium pricing plans start at only \$35 a month for single Owner/Operators with access to our marketing features. For unlimited users and more advanced features such as the booking widget and QuickBooks integration, there are higher pricing tiers that go up to \$179 a month. Our customers often report making a quick return on their investment, especially when they utilize both our postcard and email marketing features and the online booking, since proper user of these functions can lead to a significant increase in business.



IWCA Safety Director, Stefan Bright, addressed a packed room at the IWCA Convention and Trade Show as he set out to explain the new OSHA rulings and deadlines surrounding Walking and Working Surfaces and Personal Fall Protection Systems for General Industry and what this means to the U.S. window cleaning business owner. We asked Stefan to give our readers the gist of that ruling.

# 16

## new OSHA ruling



*By Stefan Bright*

**Prior to 1991, the use of rope descent equipment for window cleaning and other work at heights applications in the USA was for the most part, considered illegal. This was due to the fact that the equipment was not addressed by any regulatory or standards body. If not for the efforts of 40 or so professional window cleaners and the early founders of the IWCA, OSHA would not have held a public hearing in September, 1990 to determine the feasibility of using rope access equipment for building maintenance, particularly professional window cleaning.**

The rest is now history. In 1991, Federal OSHA sent out a memorandum to all field offices in the USA notifying their compliance enforcement team that “descent control devices” (RDS) are a safe and viable means for cleaning windows and other building maintenance. OSHA outlined 8 minimum guidelines to follow when the equipment was being used and notified the affected industries that a final rule would eventually be published.

This document unleashed the use of the equipment and in a few short months, practically every window cleaning company in America was now using rope descent equipment. Regretfully, the number of accidents using this equipment actually increased. Part of the reason for this was the fact that 3 of the 8 guidelines were vague in nature and actually forced window cleaning contractors to “guess” about critical components which were actually out of their control.

Finding a sound anchor for the primary support line and finding a separate sound anchor for the systems backup

safety line became an exercise in futility for just about everyone in the high rise window cleaning business. In addition to that, one of the 8 steps denoted the use of proper rigging practices, which till 1991 was a term that had not been used or defined anywhere.

The industry made every effort to remedy this dilemma with the development and approval and publication of an American National Standard for Window Cleaning Safety in 2001, when the IWCA produced the I-14.

This was the first national standard that identified and defined what a sound anchor for a primary support line and independent safety line were to be. It included proper rigging practice suggestions along with anchor placement and inspection and testing criteria. The scope of the Standard was to identify safe window cleaning practices but it actually had a much deeper impact to the industry. It became (and still is) the primary reference source for window cleaners, building maintenance workers, architects, designers, manufacturers and regulatory agencies.

Federal OSHA capitalized on the use of the IWCA I-14.1 2001 Window Cleaning Safety Standard. From 2002 to early 2016, OSHA had been referencing the Standard during the enforcement of window cleaning safety across the country.

Additionally, OSHA relied heavily on the I-14.1 Standard to develop the regulations for the use of rope descent equipment in the Final Rule recently published. OSHA held 3 public hearings over a 25 year period to stay up to date with the use of rope descent systems and in November,





## "...ENFORCEMENT OF THIS NEW REGULATION STARTS

NOVEMBER 20<sup>TH</sup> 2017"

2016 the Final Rule on Walking and Working Surfaces and Personal Fall Protection Systems for General Industry, was published.

These regulations were developed for general industry, which includes window cleaning. Professional window cleaners will benefit because these regulations address the following: fall protection on any walking and working surface, the use of portable ladders, rope descent systems (RDS) and their anchorage points and most importantly, the training and re-training of workers in all these areas.

These four items are very important topics for window cleaners across the country, and throughout the world.

The rule benefits workers in general industry by providing greater flexibility in choosing a fall protection system. For example, it eliminates the existing mandate to use guardrails as a primary fall protection method and allows employers to choose from accepted fall protection systems they believe will work best in a particular situation — such as guardrails or safety nets or fall restraint or fall arrest systems.

In addition, employers will be able to use non-conventional fall protection in certain situations, such as designated areas on low-slope roofs.

It is stated in the official record that OSHA drew many provisions in the regulations from national consensus

standards, including the ANSI/IWCA I-14.1-2001, Window Cleaning Safety Standard. OSHA agreed with affected parties that national consensus standards represent industry best practices and reflect advancements in technology, methods, and practices. IWCA recommends the I-14.1-2001 Standard be used as a reference source for architects, manufacturers and window cleaning contractors.

There are several important regulations which include deadlines for compliance. First, professional window cleaning contractors are required to train their workers with identifying and avoiding all fall hazards while on a walking or working surface.

Additionally, workers are to be trained in the use, care and inspection of all the equipment outlined in the new regulations. To insure continued safety, workers are to be retrained in these areas on a regular basis. This training is to be accomplished by May 17, 2017.

Secondly, window cleaning contractors using rope descent systems (RDS) are required to obtain written confirmation from a building owner that the anchorage points used for rigging such systems have been identified, tested, certified and maintained so they are capable of supporting 5000lbs in any direction they are loaded per each worker attached. The enforcement of this regulation, which is a shared responsibility between the contractor and building owner, shall begin on November 20, 2017.





# class act

# 18

There were many fantastic classes at this year's IWCA Convention & Trade Show. We picked out one class by Tanya Weger. Here we interview Mrs Weger on the biz and her teaching. Tanya packs a lot in, so buckle up as we are taken through Mrs Weger's personal IWCA experiences, Safety Training, and getting more customers through 'SMART' goals. All this from one SMART lady!

**WCM:** You have a window cleaning business called Madison Window Cleaning Co Inc in Wisconsin. When and how did you start in window cleaning?

**Tanya:** We are a 4<sup>th</sup> generation family owned business since 1930. My husband took over the business in 2002. My great grandfather, a Russian immigrant, started the family business. He was a pool hall owner in Rockford IL. He heard about a small window cleaning business in Madison that was available so he went to Madison and bought the route of business – that is how it all started. It passed down from generation to generation with multiple family members involved over the years and multiple window cleaning companies spun off from the Gedko children, some of which still operate today. We are proud of our heritage and where it all began. A lot of years and hard work has been put in by those before us as well as the current owner, my husband. He's worked very hard to keep the family business alive and thriving still today.

**WCM:** Cool. So now challenges to speak of surrounding the building stage of the business?

**Tanya:** That's right, my husband or myself had anything to do with window cleaning or the family business prior to us buying it from my father and uncle in 2002. The sale was one made under duress with lack of prior transitional or exit planning so it didn't go very smoothly for a very a long time for us from a financial and operational standpoint. There was also family tension through the transition. I'd say it took a solid 5 years for my husband to get through the fallout from that poor transitional planning and a rushed purchase. After the first 5 years things really started to come together,

then the recession of 2008 hit. We lost a little over 25% of our revenue/customer base in less than 90 days. We were scared to answer the phone thinking it was another customer either going out of business or cancelling service due to budget reasons.

That immediate loss of sales is hard to replace. The recession really forced us to fine tune our systems and processes for peak efficiency to replace that net profit that was lost directly due to loss of sales. It did teach us a lesson on diversification of our business and not getting to reliant on a small number of clients that provide the bulk of your revenue. We have bandwidth now and a large customer base that is diverse in scope of work and type of work.

Since then we've also been able to get the right people hired and in place to help with the front and back end operations of the business. My husband was able to focus on his goals to strengthen and build the business as well as plan for the next transition to come.

Systems and having the right people is the key to growth, stability and future success. We are in a place now that the business can run almost completely without us.

While that's a scary feeling for some it's a great feeling for us. It also makes our business more valuable to us and to others. You know every business owner will exit their business in one way or another – so you need to plan for that, whether it be sale to outside person, key non family member, next generation or death.







**WCM: How do you find suitable window cleaners for the peak season?**

**Tanya:** We utilize a couple methods. Employee referrals, online job postings and people we see or meet on a daily basis. We are slow to hire and go through a ton of applicants just to get a few good people.

The requirements for hire are pretty high too. Because our company trucks are used by employees they must hold a valid DL without any major violations in the past 5 years. That in itself disqualifies many candidates as we can only have a handful of "non drivers". Secondly we look for behavioural and personality characteristics that will mesh with our company culture. I contribute our slow but steady growth to this and that is one of the reasons we may not be as large as some companies or grow as fast. We try to focus on taking good care of our employees financially and emotionally. We genuinely care about them and their families. We invest in our staff with proper training as this work has some serious risks related to. It takes time and money to grow people but the rewards long term are worth it if you do it right.

I know for some we may just be a stepping stone to their next job or career move. We just want their experience here to be a positive one.

**WCM: How far into your business was you before you discovered SYSTEMS for your business?**

**Tanya:** Like indicated above, the first 5 years seemed to be "shell shock survival mode" for us. My husband immediately started putting things in place to help, but there are only so

many hours a day and quite seriously he was burdening the entire operations of the company plus a crew of about half a dozen men.

Once I quit my job and joined the business and we had some other people in the mix to help with key day to day operations and front end stuff, Kash and I both were able to seriously look at systems and processes and ways to grow the bottom line.

We started to utilize SMART goals when we would hold our annual corporate meeting reviewing the previous year and setting goals for the upcoming year. We also formed an outside advisory group for our business that consists of other business owners, financial advisors, insurance agent, attorneys and our accountant. Their guidance has proven to be so valuable we simply couldn't be where we are today without them. Networking with your peers and other business owners is also huge. The IWCA has really helped us accomplish that. Once we joined and really took advantage of all the benefits they offer and implemented those things into our business we saw immediate positive results and have formed some of the best friendships and relationships we've ever had. Two things they provide better than any other association is safety training and education. We fully utilize the training resources for in person hands on training as well as Campus IWCA and their Certified Window Cleaner program. We attend convention annually and have seen the benefits of bringing employees with us when we go. Every year when we come back from convention we have something else we are able to use in our business to make it better.

**WCM: What marketing works best for your company and area? Mailers? Facebook advertising?**

**Tanya:** We focus more on retention than we do new business. New customers come from organic search, referrals and business relationships. We always answer the phone when it rings during business hours and we're ultra prompt with bid requests. We don't take work that doesn't make sense for us and we promote our experience and high level of service – not lowest price. There are plenty of low price leaders in town. We will never be that and don't want to be. We make sure we are found when people are looking for a vendor and that wherever we were found it leads them to immediately call or visit our website where there is also a call to action.

We've had the same phone number for over 50 years, our branding has been consistent, our name has never changed and it also helps that our company name "Madison Window Cleaning" contains the most used key word search in our market.



**WCM: Training is important. How did you find the training provided by Perry Tait of Reach-iT on efficiency savings in water fed pole work recently?**

**Tanya:** *Perry is so knowledgeable and generous with his time. Our staff really enjoyed the training. Perry gave them some solid techniques for reducing fatigue and lessening the amount of damaging repetitive motion using a pole and understanding how water behaves on the glass when using a WFP to achieve better more efficient results. His tools are also designed to help do this. He is a real pioneer for ergonomics and safety with water fed poles. He truly cares about the health and well being of the window cleaner over making a buck and it's apparently with his tour he just did to spread awareness and train window cleaners all across the United States.*

**WCM: Your operating area is close to Jason York (IWCA President)? Do we see WCM TV filming Window Wars 3? Lol... seriously thou competition is good, right?**

**Tanya:** *Yes we are close, only an hour apart and our service areas do overlap some. Jason and his partner Michael have a great operation and are expanding. I hold in highest esteem and respect what they are doing. We've collaborated with them on regional training and visited their shop and them ours.*

*To be honest we network more than we compete. We've become really good friends as well. If I came across a client looking for a bid and knew or became aware that it was already one of their clients we'd bow out. Usually you have no idea who you're bidding against, so we could be bidding against them not even realizing it. That is free commerce in and of itself. Our relationship with them is worth so much more than any one job and we'd hate to jeopardize that. I feel there are plenty of windows for each of us to do in our individual key client markets without stepping on each others toes. We learn a lot from each other which just helps raise the bar and level of professionalism in our industry.*

**WCM: How did you find yourself involved with the IWCA?**

**Tanya:** *I was contacted by Lynne Fiscelli from Pane View Window Cleaning. We had met at the IWCA convention. She was on the board at the time and apparently saw something in me. She recruited me to speak and looking back I'm so glad she did. There was a vetting and nomination process I went through. I remember feeling very nervous yet honored when I got the call from her and the then President of the IWCA, Jack Evans. They both put me at ease and assured me I had potential to be a great addition to the board. At first I was like, "Why in the world would they want me on the board... what could I possibly offer?" Little did I know it would be the ride of a lifetime over the next 3 years. Well worth the time and effort and looking back now I'm so happy I said yes.*

**WCM: Give us a feel of your journey with the IWCA?**

**Tanya:** *It was like a roller coaster. It definitely had it's highs and lows and sometimes you wanted to get off and other times you wanted to ride over and over. The people were always great and I've learned so much from some of the best in the industry.*

*More so Kash and I have developed friendships with some amazing people. I'm amazed at the level of dedication each and every person has that serves. We had some big challenges we faced not only as an industry but as a board. We had a President elect pass away unexpectedly, we had the I14 reaccreditation and opposition taking place and it seemed as an industry people were becoming divided vs. joined together on some key safety issues.*

*The whole time the board just kept the mission statement in front of them and kept their eye on the goal. Anything worth doing is worth doing well so I just poured myself into education and training which is what I'm passionate about. In my final year things really started to click and as a board we too accomplished some really great things that will benefit the industry and our members for years to come.*

**WCM: You received an award at the last convention. What was that for?**

**Tanya:** *It's called the Ettore Award. The award itself states that it is "presented to a person who has shown unselfish devotion and support to the IWCA." More than that it was being recognized by my peers and held in high esteem by people I look up to and respect. That in itself meant more to me than words can say.*

**WCM: Your last year on the board? What will they do without you Tanya!?**

**Tanya:** *I may have served my last year on the board but I am still heavily involved in committee work. I am passionate about safety and education and will probably always stay involved with the Safety and Education Committee. As for the current board – they are rock solid and I'm very excited to see what comes from them.*

**WCM: The OSHA ruling is an important message to get out.**

**Tanya:** *Yes the new rule is important. As an industry we've been wanting this for years. Stefan Bright has been leading the charge in safety and education for our industry. It all boils down to saving lives and keeping workers going home to their families at the end of the day. I'm glad to see that there is responsibility for building owners to comply with having properly identified and certified anchorages for safe rigging as well as contractors needing that documentation prior to conducting work on the building. It may take some time but more new structures will have sound anchors as well as older buildings will be retrofitted.*

**WCM: Would you like to see the I-14 adopted in more countries?**





**Tanya:** The I-14 is a window cleaning safety standard. Anything that is safety and education related that will save lives and help prevent accident or injury I would like to see adopted worldwide. If lives depend on it - it's important. How does a new window cleaner in our industry know what he doesn't know to stay safe - especially for smaller operators or independents that start up for themselves? Technology has made it easier than ever to access information anywhere at any time.

With that in mind one of our largest goals achieved was the creation of Campus IWCA. That is a complete online learning portal for our industry. I encourage everyone to check it out and give it a try [www.CampusIWCA.org](http://www.CampusIWCA.org). New content is being added continually. We have a Foundations e-learning course directed specifically for window cleaners, we have environmental health and safety courses, a glass seminar library, webinars and more. I am also very excited to see the electronic mobile optimized Window Cleaner Field Safety Guide be released to the public hopefully very soon. That is an IWCA OSHA Alliance product. It will also be available in both Spanish and English.

Imagine that a technician in the field can get world class reliable and accurate safety information and answers to their questions right on the spot directly from their mobile device.

**WCM:** There are many useful classes at the IWCA, this year was no exception. You presented a class called Super Bowl Bound. Do you follow Super Bowl? Why that theme?

**Tanya:** There may not be a Super Bowl of window cleaning but I know we all want to win and win big. So I focused a class that would help identify characteristics of high performing teams and how to achieve greatness from your people and within your organization.

**WCM:** The flavour of your class was about people development.

**Tanya:** My goal was to inspire and motivate. People have potential beyond what they can even imagine. When they are inspired and motivated toward perfection they may just hit excellence. I wanted to help each person in the class, I wanted to see them and their team all become Super Bowl bound.

**WCM:** Why is it so important to build a high performance team?

**Tanya:** High performing teams win - bottom line! It's all about winning and winning is important. Win to me equals goal achieved, whatever that goal may be. So when put that way wouldn't you agree winning is everything?

**WCM:** In your class you talk about having SMART goals in business. Explain what you mean about SMART goals.

**Tanya:** If you do it properly you will be more likely to succeed with your goal than previously. 1<sup>st</sup> your goal has to be written down. 2<sup>nd</sup> it needs to be written in SMART form - **Specific, Measurable, Agreeable, Realistic, Time-Bound**. If it isn't it might as well be a "wish" and you live in a constant state of "hopium" - hoping your wish comes true.

Example. You want to increase sales. You may write down "I want to increase my sales this year". What would be "SMARTer" is to write down, "I will increase my monthly sales by 10% over the prior years month by landing 5 new customers monthly that average \$500 each". Notice how I change "want" to "will" and there are specific measurable agreeable realistic time-bound elements where as the first was not?

You can almost see the action items that work behind the scenes to get those 5 new clients - like 25 new proposals a month, which will take 100 calls a month (or 5 a day) to get. See how that works? You can literally back into that goal with daily action items. These may not be the correct #'s for you but you tailor it to whatever that is for you. No different than a football team does. They work hard at getting down the field 1 yard at a time.

**WCM:** How easy is it to spot up and coming talent in your business?

**Tanya:** Not hard at all. We are super in tune with our people. Those that want to excel will and we will create paths for them to do so - those that don't want to won't. It's a will and desire thing. All we try to do is inspire and motivate and watch for them to respond. Culture is big - so is team work and accountability to self and others.

**WCM:** Who is on the TEAM BUS?

**Tanya:** We have a winning team and I love each and every



person on our bus. We have room for more and are recruiting all the time!

The team is lead by the Owner, my wonderful and intelligent husband, and some awe inspiring coaching staff which consists of our Ops Manager and Safety Director/Supervisor and our Senior Certified Techs.

Every great team has a great support staff running the front office. That is where myself and the Office Assistant comes in. The team of technicians is the face of the company to our customers. Their goal is to complete their assignments safely and timely winning over those customers daily with their positive infectious attitudes. It may sound corny but it's that simple. We stay in our lanes and run the play day after day till we win!

**WCM:** We were amazed to see 'Lego' come out in your class. Lego Vs Team Build Off was a highly charged portion of your class where attendees raced as a team to build a Lego structure from provided instructions. What were you trying to achieve here? I might add a very fun activity for all.

**Tanya:** It was simple. True team work makes the dream work. It took some of the very key elements I taught in the class and put those in motion in a real-time activity that hopefully everyone in the room will remember when they go back home. It proved the theories I was teaching in the class making it realistic vs just something they heard someone say.

**WCM:** Give some examples of sloppy execution in business?

**Tanya:** Tail wagging the dog. Basically just letting each day happen without a plan or goal. Nothing good will come of that other than you being a master to happenstance.

**WCM:** Some folk can be emotionally tied up in not getting that bid... what advice do you give them?

**Tanya:** Every "No" gets you one step closer to a "Yes". Have an attitude that for every "No" you say "Next". Then it will feel more like progress vs rejection. Persistence and awareness. Don't take it personal either. Someone saying "no" to your bid in itself is not failure.

# 22



Failure is when you stop asking or quit bidding. There are all kinds of fancy books, podcasts, DVD's on selling – the bottom line is never giving up. Perfect practice makes perfect so keep on practicing to hit perfection and in the end you may achieve excellence. The more you do and do right the better you'll get and the less no's you'll go through to get a yes!

**WCM:** Give an example of driving performance and competition in your business.

**Tanya:** We have a 'Let There Be Light' board in the shop. We display positive feedback and comments on this board that is received from others, primarily our customers. Monthly recognition and a prize is given to the person who had the most positive mentions in any given month. We are actually revamping the program to measure more metrics and attributes we desire from the technician side daily and it will be a compilation of that score monthly. We are going to place it all on a large white board so they can see their daily progress as well as that of others. Funny thing is anything you measure and do so in writing will improve. Try it!

**WCM:** Will you continue to present classes?

**Tanya:** I love to teach and help others problem solve. If I'm asked and my teaching can help someone or some organization as a whole do that than I'll keep teaching or presenting.

**END.**







**IWCA 2017**

**Picture contest:**

**Winner**

**Nick  
Blodans**

**Sky High  
Window Services  
Toronto**

**23**





The IWCA picture competition drew in amazing pictures from around the world this year as always. The winner, Nick Blodans of Sky High Window Services Ltd, Toronto is beginning to appear quite a lot in the pages of Window Cleaning Magazine of late. Back to back winners of the IWCA international photo contest 2016, 2017 we have also invited Nick to write articles for the Magazine, something he is excited to participate with.

**WCM: Nick how do you keep getting all these amazing shots? Your equipment check must be like.. Squeegee, check. Applicator, check. Safety line and harness, check. Soap, check. CAMERA, check.**

**Nick:** All high rise photos are shot by employees whom are encouraged to take photos on the job to upload to our Instagram page. The images we take are more of a testament to the urban explorer, rather than of typical window cleaning shots and methods. We do it to show off the city how we see it from these different heights and angles it's really quite astonishing. However, sometimes even we can forget to stop and look around. Coincidentally this is a trending method of photography and I feel it's our responsibility, obligation to do it safely.

This is of course not to condone any illegal "roof-topping". Rooftopping is an increasingly popular form of photography involving climbing to the tops of high rises to take vertiginous photo or video.

There are dozens of YouTube videos featuring Toronto (and worldwide) high rises, sometimes showing people climbing buildings and jumping between buildings, even climbing cranes and antennas. Not only to mention how illegal all of this is (breaking and entering, mischief) it's incredibly unsafe for the individual and for all those below because more often than not - this person is not tied off.



*We know how foolish this is at Sky High, because this is what we do every day. We aren't up there to take a quick picture, we're up there doing work and we all want to go home to our families at the end of the day. The heights don't phase us because we are a part of a unique breed, however, we are always doing it safely and legally with all the right permissions, zoning, equipment safety and training.*

*As the owner of Sky High Window Services I have always had a certain numbness to heights. I started forcing myself to take photos of views while working because I would forget in the moment how amazing it was, and it's only when I looked back after the job was done I could really enjoy it. I also seem to forget that not everyone gets this view, and when I show friends and family (who are often terrified of heights) there's a pretty incredible reception. I started showcasing this on our Instagram page (@sky\_high\_window\_services) and noticed I was getting more and more likes and followers. I quickly understood this wasn't just about window cleaning.*

*High rise work is for the thrill seekers and adrenaline junky's. These photos are taken for those who would NEVER get up to those heights, who otherwise wouldn't be able to appreciate the perspective of our city from a different angle, those who look at our photos to feel something exciting, or those who look and feel sick to their stomach ;)*

*I encourage every high rise window cleaning company to take a moment and take in the view wherever you are. Take a picture to remember that moment, It's totally worth it.*

# Out door demo area





# Speed and medley contest

# 25



Left to right:  
Clayton, Ivan, Marrianne



Click here to watch video



'Iron Giant' Ivan came first in the IWCA Speed Contest, his partner Marrianne came in third with second place taken by Clayton Wise of Fish Corp Office. The Medley said 'aloha' to Paul West of Kohala Window Cleaning, Hawaii for coming first place followed by Phil Alexander of Sim Pole. Window Cleaning Magazine interviewed here Ivan, Clayton and Paul.

Ivan P, has won gold in the Swedish Championships in 2007 and 2009. Ivan has also two gold medals for speed racing in IWCA Competitions and World Championships. Ivan is the most successful Swedish window cleaner of all time. Ivan and Marrianne ( his partner) have been competing for 13 years now.

Marrianne P took Silver in 2016 and Bronze in 2017 "Speed Contest" and struck out a lot of men in the competition. This makes Marrianne to be the absolute best female window cleaner of all time in the world.

*IWCA 2017 Speed Contest 1<sup>st</sup> Place: Ivan Pleinadius, 49 of Putsarkungen AB, SWEDEN.*

**WCM: You came first, did Clayton Wise worry you a bit in the first heat?**

**Ivan:** *Of course I got worried and not only by Clayton Wise there were three others I got worried by.*

**WCM:** Clayton gave a great time in Heat 2 but made a fatal error, was that helpful?

**Ivan:** *Well of course, but I work better under pressure.*

**WCM:** Was this your best time?

**Ivan:** *No, my best ever time is 13.45 seconds with penalties (adds).*

**WCM:** Where else have you entered competition?

**Ivan:** *I enter mostly competitions in Sweden but I have also entered once in England.*

**WCM:** The world Guinness holder for the fastest window cleaner in the world, Terry Burrows achieved a time of 9.25 in March 2005 on three windows 45 x 45.

2017 Speed Winners														
Place	Name	Company	Location	Time	Smears, Streaks & Residue	Sills Not Wiped	Heat 1 Time Penalty	Time	Smears, Streaks & Residue	Sills Not Wiped	Heat 2 Time Penalty	Heat 1	Heat 2	Best Score
1	Ivan Pleinadius	PutsarKungen	Västerås, Sweden	12:54	4	0	2	11:31	7		3.5	14.54	14.81	14.54
2	Clayton Wise	Fish Window Cleaning	St. Louis, Missouri	12:07	10	0	5	0	0	0	0	17.07	No Record	17.07
3	Marrianne Pettersson	PutsarKungen	Västerås, Sweden	14:58	7	0	3.5	24:18	8		4	14.58	28.18	18.08
2017 Medley Winners														
Place	Name	Company	Location	Time	Errors									
1	Paul West	Kohala Window Cleaning	Kamuela, Hawaii	2:48	0									
2	Phil Alexander			2:05	1									
3	Robert Lee			2:55	2									



Marrianne

**Ivan:** Sadly I don't think so. It's an old record and even Terry has not beaten it himself.

**WCM:** You have a window cleaning business in Sweden. You have a window in your business premises where you encourage your staff to practice speed racing?

**Ivan:** Well of course, most of my staff practice speed racing to compete in different window cleaning competitions in Sweden.

**WCM:** What we are astonished to hear is that you competed in this competition with a serious injury. What happened and what did the Doctor say about your speed racing passion?

**Ivan:** September 22, 2017 I was about to take my motorcycle license, we would practice driving on a motorcycle track. We were practicing turns and driving techniques. The last exercise was braking exercises at high speed. The first attempt I braked and braked wrong, I was about to turn over. The teacher said that I would try again and he gave me new instructions directly of what I did wrong. So I braked again, and this time I flew over the handlebars and landed on my stomach and the motorcycle came by and landed on my left elbow.

My elbow was crushed totally.

Doctors had major problems with how they would operate on my arm. They wanted to replace many parts of the elbow, but I said no, you can put together as best they can. Several pieces of plates and 9 pieces of sticks fixed together my elbow.

The Doctor said that I would never be able to lift weights again or compete in speed racing very well!

## **“You competed despite crushing your elbow in a serious accident”**

*After three months resting and rehabilitation Doctors said that I could start training, actually strength training my arm and elbow . Three weeks before the IWCA 2017 in Arizona, I decided to participate in the competition. If you look in hindsight I did the right thing. I did a better time this year than last year. I'm back in the game!*

**WCM:** One of your employees came second place in the Swedish Championship last year?

**Ivan:** Yes because I could not be in Sweden's Championship after the accident. So it was wonderful to hear that our employee, Viktor Idevall stepped in and took a second place. When there is competition in Sweden almost all of our staff compete in the race.

Preening King is the most represented company in the competitions. We always have at least 4 places in the final. To have our personnel in competitions raises their status and 'soul feel' and we always get a high quality of window cleaning in the company as a result.

**WCM:** A great buzz for your sponsor, Black Diamond too for coming first at the IWCA 2017, right?

**Ivan:** It feels wonderful to have the Black Diamond brand on my shirts. We work with the brand, and it is no exaggeration probably the best window rubber in the world right now. I speak from 27 years experience of rubbers.







*IWCA 2017 Speed Contest 2<sup>nd</sup> Place: Clayton Wise, 29, works for Fish Window Cleaning Inc. Corporate Office USA.*

**WCM:** How long have you been in window cleaning for? How did you start? Where are you from?

**Clayton:** I started cleaning windows back in 2009 for the home office in St. Louis, MO while I was in college. After graduating with my undergrad I was promoted to being the operations manager. Then following my Graduate degree I was then promoted to the Corporate side as a Franchise Support Specialist.

*Originally I am from Ft. Worth, Texas. I moved to Missouri for school.*

**WCM:** In heat 1 you got an impressive time of 12.07, the winner Ivan getting 12.54. Sadly 10 errors to Ivans 2 saw you drop behind. You looked real fast. What went wrong for you?

**Clayton:** I felt like it was a good run but yes there were more mistakes than I wanted. When your up there your nerves sometimes gets the best of you. You want to be fast but you also do not want to rush which I felt like I was doing. If I would of slowed it down a tad I might of left less mistakes.

**WCM:** Did you feel you could take on the Iron Giant Ivan at any time during that first heat?

**Clayton:** You have to have the mindset that you can take on anyone or there is no point in competing. With the speed competition you have to practice because multiple small mistakes can add up. Ivan has it down to a science with every move which makes him very competitive with his time.

**WCM:** Were the tools and soap provided for the competition the tools you are familiar with? How much practice did you put in?

**Clayton:** Usually they have Unger and Ettore mops and Squeegees that we can choose from. But this year they did not have Unger. Not to sure why they didn't because they have had them as an option every time I compete. Ettore is a great product but for the speed contest I usually go for the Unger.

**WCM:** What happened in Heat 2?

**Clayton:** I felt like Heat 2 was pretty good but unfortunately I got caught up in trying to make a perfect time and failed to yell Stop. So that run didn't count. But thanks to my first run I was able to take 2nd overall.

**WCM:** How many times have you entered this competition? What is your average speed?

**Clayton:** I have competed 4 times placing 2nd three time and 3rd once. My average speed is usually in the 12's before they count mistakes.

**WCM:** Every year you come to the IWCA what is that keeps you turning up?

**Clayton:** IWCA is a great organization for the window cleaning world. They always seem to have great topics for the sessions and great stuff involved with safety. I enjoy supporting the Fish name during the competition and seeing all the friends that you make over the years all in the same place.



*IWCA 2017 Medley Race 1<sup>st</sup> Place: Paul West, 45 of Kohala Window Cleaning LLC, HAWAII ISLAND*

**WCM: You are the winner of the Medley 2017 at 2.48 with zero errors. In fact this is 6<sup>th</sup> time in 1<sup>st</sup> place! The Medley has to be a tricky game to play right?**

**Paul:** *It can be at times. Some of the glass has edges that catch, some glass has drag, some screw edges are exposed, all of which need to be accounted for in the chosen method.*

**WCM: What is your secret for winning?**

**Paul:** *There really is no secret, it's what we do every day - clean glass perfectly! Seriously though, I do try to size up the competition each year so I know what is expected to win. Then I choose my tools carefully, plan the sequence in my head, and go to work.*

**WCM: Which part of the Medley did you like?**

**Paul:** *I like the overall challenge of being with my fellow window cleaners from around the world and just having fun.*

**WCM: Which parts prove more challenging given the clock is ticking?**

**Paul:** *I think getting the pole work right is the most difficult because if you need to redo it because of errors you could run out of time. Plus one of the screws that catch and drip is on the side frame of one of the pole windows. That can easily produce errors.*

**WCM: You have a window cleaning business in Hawaii, you must have some of the best views on the planet?**

**Paul:** *Prior to Hawaii I cleaned windows in coastal Massachusetts and on the island of Nantucket both of which have incredible views. But Hawaii just takes my breath away every day - it is a special place.*

**WCM: Hawaii is a US state. What state is the seasons and weather closest to back in mainland USA?**

**Paul:** *The closest weather to Hawaii is in South Florida. However, Florida is flat compared to Hawaii which has several mountains over 12,000 feet; so weather and temperature are greatly effected by elevation and trade winds making their way across the island and through the mountain peaks.*

**WCM: Does weather have an effect on business that much?**

**Paul:** *My side of the island, the West side, is usually sunny and drier than the East side. But wind can be a huge challenge.*

**WCM: What squeegee do you go for in Hawaii?**

**Paul:** *Different strokes for different folks. All depends on the situation. Most days we use the 18" and 12" Unger Ninja with a 6" Ettore brass quick release in the bull ring. On some specialty jobs like the Kailua-Kona Air Traffic Control Tower we use the Wagtail because of the high glass angled outward and cleaned using a pole.*

**WCM: Is water fed pole work popular in your state?**

**Paul:** *Yes it is becoming more popular. Water can be a big challenge. First, access to water in the field and second, the hardness of water due to the volcanic island. I use a four stage commercial system, make the water at home in a 300 gallon tank and carry only a smaller water tank on my truck. Many larger jobs I have done using a custom built battery powered golf cart with a 50 gallon tank on the back. Each situation is definitely unique.*

**WCM: What is your favorite part of window cleaning?**

**Paul:** *I have had so many great experiences over my 27 years cleaning windows. Cleaning glass on some of the most spectacular properties in the world, meeting interesting and famous people, and working with international employees from around the globe. But overall, my favorite part is just making people happy - seeing them light up when the glass on their property is flawless. Rewarding job indeed!*





# the search for the cause of randomly scratched glass

*By Paul West*

In 2008, the IWCA officially formed the Glass Committee. Among the stated goals were to promote glass education, industry relations between glass manufacturers and window cleaning professionals, and to rewrite glass cleaning specifications/standards. Realizing that window cleaners worldwide faced a common challenge - scratched glass - the IWCA embarked on a journey to better understand this topic through independent scientific research.

It is commonly understood that all glass can scratch if something as hard or harder than glass is dragged across the surface, even microscopic particles. However, glass we are specifically researching are from post construction cleaning projects where it appears random glass surfaces are more prone to scratching during cleaning, whereas, for example the opposite side or the "sister" glass unit next to the scratched unit on the same job site may remain completely unscratched. This is despite exactly the same cleaning methods being used on both windows. This is a particular challenge for window cleaners because our mission in the field is to simply remove particles from glass, whether they be airborne sand/soil particles or more tenaciously adhered post construction particles.

Over the past 9 years the IWCA has undertaken much research on this topic, and the Association and its members are to be highly commended for such unwavering support. The IWCA's decade long relationship with retired PPG lead researcher Dr. Paul F. Duffer has led us to the current research program at the world class Penn State Materials Research Institute in Pennsylvania, USA. There at Penn State we were introduced to Dr. Seong Kim who along with his research team would lead this past years IWCA research efforts.

Here is a summary of our findings:

1) Actual scratched glass samples have been gathered from around the country. All the scratched surfaces studied exhibit a "drag sensation", a certain "rough" feel, as opposed to the smoother surface on the opposite side or a "sister" unit. Historically this condition was attributed to "Fabricating Debris". However, after extensive research and examination by Dr Paul Duffer, the Penn State Research team, and another glass research team at University of Darmstadt in Europe - we have concluded that the evidence suggests "Fabricating Debris" is not the primary cause in most scratched glass situations.

2) Our scratched glass specimens from around the country have exhibited a similar pattern. It was the "tin" side of the glass that was exposed in these cases and resulted in scratched glass. Further research showed how the tin side generally has more of a micro texture than the pristine air side. This was a pivotal observation because the "tin" side of glass is a result of the initial manufacturing process long before subsequent heat treatment in a furnace to create tempered/toughened glass.

The combination of a micro textured surface along with any particle capable of scratching was seen early on a bad combination. The micro textured surface could contribute to particles being more likely to "catch and drag" under a razor blade or similar cleaning tool.

The observation of rough surfaces on our scratched glass samples collected from the field was also backed up by the academic paper "Statistical Analysis of the Metrological



"AS A WINDOW CLEANER WHO WORKS ON GLASS SURFACES EVERY DAY,  
ARE YOU NOT INTRIGUED?"

# 30

Properties of Float Glass" by Brian W. Yates and Alan M. Duffy. That paper stated in summary "Statistically significant differences were found between the tin and air side surface roughness values for both untreated and acid treated, with the tin side being significantly rougher than the air side."

3) Penn State spent the past year researching the effects of relative humidity on wear and indentation of soda lime silica glass. This is the type of glass used in most residential and commercial buildings today.

It was discovered that SLS glass in general becomes more susceptible to damage under humid conditions due to glass surface chemistry. In fact, a surprising result of this research was that heat treated glass (Tempered/Toughened) was drastically more prone to wear and subsurface cracks than annealed glass. This chemico-mechanical damage may greatly contribute to glass surface scratching, especially when combined with the random micro textured surfaces we may encounter in the field.

For more information, a technical paper was recently published by Dr Seong Kim & Associates in the scientific Journal of Non Crystalline Solids publishing the previous

years work under the title "Hydrothermal reactions of soda lime silica glass – Revealing subsurface damage and alteration of mechanical properties and chemical structure of glass surfaces."

4) Our next series of tests at Penn State will examine the coefficient of friction in addition to Vickers indentation tests under various stages of relative humidity.

As a window cleaner who works on glass surfaces every day, are you not intrigued? The IWCA has assembled a world class team to perform this ongoing research. The end results will surely benefit both the worldwide Window Cleaning Industry as well as the Glass manufacturing industry.

How can you support the efforts of the IWCA? By all means, become a member! The small fee is used to promote safety, education, and glass research to benefit window cleaners around the world. Please, become a member today and join the journey.

Please contact me directly with any additional questions or comments.

Paul West, IWCA Glass Committee Chair

Phone: 1(808) 885-7600

Email: [KohalaPaul@gmail.com](mailto:KohalaPaul@gmail.com)

## faces of the IWCA convention & tradeshow 2017





# a legend is born in Canada

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the window cleaning store



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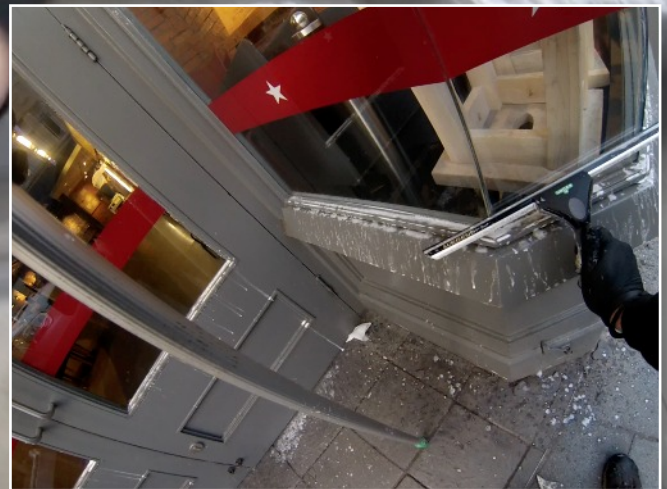


**By Mark Strange**

I'm sure when there is any discussion about a window squeegee innovation, the country of Canada doesn't usually enter into it. In recent years there's been plenty coming out of Australia (Wagtail), Belgium (Moerman) Germany (Unger, Black Diamond) and so on. But WCS (Window Cleaning Source) out of Quebec, Canada has been sitting quietly and observing, listening to the demands of the industry and it's customers. Behold we have their release of the Legend, a new wide body squeegee channel.

With all the window cleaning tool innovations as of late including water fed squeegees, low/no detailing squeegee channels and flipper tools, there really hasn't been much changes in wide body squeegee channels since the release of the Unger Ninja in 2011. Well the Legend channel has arrived on the scene and it is really getting a lot of attention since its release in early February 2017.

So what you may ask is the great benefit of this new squeegee channel? Let's first take a look at the wide body squeegee channel market as it stands. For years the wide body channel market has been dominated by the likes of



Sorbo, Ettore Super channel and the Unger Ninja. The Unger Ninja had the benefit of being able to use standard round top rubber. Although that was a big plus to some users, many unfortunately discovered a love/hate relationship with those bulky end clips. Like the Ninja, the Legend channel is also able to take standard round top rubber. It can even accept T style or 4 sided (although the 4 sided is not recommended, I'll explain later). But it has one key feature above all others in the wide body category.

The key standout feature that the Legend channel has which is making people take notice are the angled ends of the channel. The main benefit with angled ends is that it allows you to get deeper into the corners of windows, which means less detailing in the end. Some have asked if this is a zero detailing squeegee. I'll take it from this question that they may be referring to the promotion of the Liquidator channel from Moerman being a 'zero detailing' channel. My quick answer is this; no it is not classified as a zero detailing squeegee by the manufacturer. But that said, like any squeegee channel out there, in the hands of a skilled operator it can be pretty close to no detailing. A lot has to do with the technicians speed, technique and rubber setup of the squeegee.

When the customer receives the Legend channel it will come preloaded with a rubber blade held in place by metal clips, similar to the Sorbo. The rubber will be hanging out of the ends by about 1/16' to 1/8' at most. The closer the rubber is to the end of the channel will deliver better no/

## "SO, IS THE LEGEND CHANNEL RIGHT FOR YOU?"



little detailing' results. And on the flip side, if the end user has any concerns about the aluminum channel making contact with the window frames then they can easily pull out the rubber a bit more to their liking. The metal clips will hold their rubber placement setup.

I mentioned earlier that the Legend channel can accept 4 sided rubber but that it is not preferable. Here's why. 4 sided rubber is meant to be used back and front then flipped upside down and back and front again. But because the legend is cut on an angle at the ends, the shape of the rubber will only be correct for the front and back usage. Once you flip the rubber upside down, it won't be the right shape anymore. This is why we recommend the round top rubber. And yes the T style rubber (found in Sorbo) can be used but we find the round style is a perfect fit for the inside of the aluminum channel extrusion.

Replacing the rubber is a simple enough process and you don't need to buy a specific brand. Just choose your favorite brand at the length to match the channel size. Set up is as follows. Insert the rubber, leaving equal hang-over on either side of the channel ends, replace the metal clips and adjust rubber position if needed. Next, taking a pair of scissors, cut the rubber on an angle, mimicking the angle of the legend channel ends. A video on the replacing rubber on the Legend can be found here.

<https://www.youtube.com/watch?v=HcFGnmiVROk>



So what are people saying about the legend? So far social media reports on the Legend are favorable. The only concern brought up so far is a small worry about the channel ends scratching frames but as I mentioned earlier, the rubber can be pulled to hang out more out of the sides of the channel, thus acting like a bumper. One other user found that their channel had a point left over from the cutting process. WCS has been quick to adjust their manufacturing process to eliminate this minor flaw. It's good to work with a manufacturer that listens and reacts quickly to the end users.

All in all I'm quite happy with the response the Legend channel has received. To date I have shipped the channel all across North America, the UK, Germany, Belgium and even Australia and New Caledonia in the South Pacific. Quite a strong consumer reaction considering the channel has only been out for a few weeks. Beside my own shop and the manufacturer, there will also be other sources of distribution for Europe and USA. Deals are being worked on as I write this article.

So is the Legend channel right for you? If you are a fan of wide body channels or do a lot of large commercial glass, then it'll be an awesome fit for your set up. If you're used to using standard style squeegee channels, remember you'll need to get a compatible handle. My preference is for the Ninja handle but Sorbo or the Ettore Super channel handle will do in a pinch. One thing is for certain, the legend channel is strong yet pretty light for its size. I'm sure most who are not used to wide body channels will need very little adjustment with their technique.



## Window Cleaning magazine

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# the applicator nozzle



At Window Cleaning Magazine we like to support and give the smaller companies in our industry a platform. Today we host DA Components . Darren Ansbro explains what great products they have to offer.

My name is Darren Ansbro and I am the Director of DA Components. Before becoming a window cleaner I worked as a locksmith and I was involved in fitting 12V access control systems. I didn't know it at the time but this was to set me in good stead for what was to come later. I have been a window cleaner now for over 20 years and work with my Uncle in the family run business. We started out with traditional mop and blade residential work but over the years we have moved more towards using the water fed pole system and now have a mix of residential and large commercial jobs.

When I needed a new flow controller for the van I decided to have a go at making one myself. I liked the look of the digital controllers and my experience with the 12V control systems came in good use. When I finished the controller, I posted pictures of the final result in the online forums and I soon received lots of requests from other window cleaners asking if I could make controllers for them too. I wasn't sure at first but as more and more requests came in I thought, why not? The controllers I made were a basic design but they were affordable, reliable and simple to use. This is how DA Components started.

## Bronze Wool

Around this time I had been sent a piece of bronze wool from a local window cleaner and quickly realised how good it was for cleaning those stubborn marks and bird muck from the windows. I looked for a bronze wool pad holder so I could use it with the water fed pole and was surprised to find there wasn't one available to buy. I therefore made my own DIY version using an old piece of fascia board, some



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cable ties and old socket and adapter with European thread. It didn't look pretty but it did the job! Then one day when I was at work, the wind caught the pole, it fell to the floor and the adapter broke. In addition to this the bronze wool pad itself was old and needed to be replaced but there were very few suppliers of the actual Bronze Wool Pads in the UK.

I was sure I couldn't be the only person who found this product useful and therefore set about sourcing all the parts required to make my own bronze wool pad holder which I could make available to other window cleaners. It took a while to get everything together and I am delighted to continue to receive positive comments about it.

## Applicator

The applicator is one of the newest products from DA Components and saves time when you need to apply a chemical to a surface for an extra bit of cleaning power. We tend to do a lot of conservatory roof and UPVC cleaning and we used to dunk the water fed pole brush into a bucket of soapy water or traffic film remover to apply it. This however was laborious and time consuming. We now use the applicator which has a fan jet nozzle with a 25 degree spray pattern, this has a better coverage than a pencil jet nozzle and gets the right mix of chemical on to the surface faster. We use this in conjunction with a back pack which holds the chemicals and keeps everything separate from our pure water tank in the van.

# Industry Spotlight:



By Lee Burbidge

## LB: Who heads up the business?

**AB:** The business is owned jointly by Andrew Bramley and Andrew Thompson.

## LB: How did you meet?

**AB:** We met when we both worked for an engineering company many years ago, we combined our electrical and mechanical knowledge together to create Adepta Engineering Ltd, we did not meet on any dating website!

## LB: Where did the idea of the company, Pure Freedom start?

**AB:** The idea of Pure Freedom came from the first trolleys we produced, **Pure** water mixed with the **Freedom** of the trolley to go anywhere and the name just stuck.

## LB: So the first products were trolleys with a 25Lt carrying capacity. How did you work with window cleaners in order to perfect your products?

**AB:** The first trolley came about after a discussion with AT's brother-in-law who was a window cleaner. At that time, AT had 3 window cleaning brothers-in-law. It was a case of working with them to tweak the design to fit the specification.

## LB: What were the early challenges in the industry that you remember?

**AB:** Traditionally a window cleaner would achieve a streak free finish by hand drying the windows, which meant being close to the window. In the case of upstairs windows a ladder had to be used unless you could manage the job from inside the property. Whilst the trolley fitted out with pump, controller and cleaning pole would easily clean the windows it isn't kitted out to dry them at the same time.



Right: Andrew Bramley  
Left: Lee Burbidge

Meanwhile more and more window cleaners were being prevented from working on business sites on the grounds of Health and Safety. The use of ladders was becoming too risky and insurance companies would not cover liability for injuries caused during ladder usage.

We already knew about the use of Pure Water for cleaning glass, after our time working on machines which prepared glass for use in double glazing units. It was clear to us that this would bypass the need for drying the windows, still achieving a residue free finish, thus, the trolley gives many advantages, including flexibility, speed and SAFETY. Many window cleaners thought (and many still think) that purifying water to use for cleaning windows was ridiculous. Most people are now aware that this is not the case.

## WCM: How much work do you do 'in house' as opposed to when you started?

**AB:** We have always performed most of the process 'in house', buying in parts and assembling, powder coating, testing etc. Recently we have purchased new machinery to cut and bend sheet metal, enabling even more of the process to be carried out by ourselves, ensuring better quality and availability.

## WCM: How have you found demand in the market?



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**AB:** *It can vary throughout the year but overall, it's booming.*

**WCM:** **How did you view competition in the early days?**

**AB:** *We saw that our competitors had less specialist engineering knowledge than ourselves – it appeared to have been approached from the viewpoint of a window cleaner rather than from a knowledge of the machinery that would help the window cleaner achieve his goals. We felt we had a better basis for selling and providing future maintenance of the equipment we were providing.*

**WCM:** **At what point, did you start looking at crash testing the systems you made and why?**

**AB:** *We knew the structural strength of the steel we used for the cages and tensile strength of the bolts and through calculation it was proved to be sound, the method of mounting complied with the required standards, so we are confident of what we fit. Customers were aware of crash testing so we started considering a physical crash test during 2011, when preparations were complete the actual crash test took place early 2012 and it confirmed our mechanical calculations as the 1000kg system did not move or fail.*

**WCM:** **How long does it take to install a system?**

**AB:** *A typical system is fitted within the working day. Naturally because we manufacture we can create bespoke fixtures to tailor a system to suit a customer's specific requirements. The systems are all built and tested before fitting, so the fitting is about safety and then retesting.*

**WCM:** **You carry out retro fitting?**

**AB:** *Yes, not a problem, again normally same day.*

**WCM:** **Where do you see competition now?**

**AB:** *The professional companies we encountered then are still in existence, over the years we have seen companies come and go. Naturally we have many imitators but we believe our staying power comes from listening to and working with the customer.*

**WCM:** **What is your best-selling product and why?**

**AB:** *The trolley is one of our best sellers, it appeals to the traditional window cleaner looking for a low-cost start into the WFP market, it also works well with van fits as it's another tool for the job. The van systems are very popular as the cages are stainless steel and fitted professionally by engineers so the insurance companies like that.*

**WCM:** **Where do you see system controllers in the future?**

**AB:** *Its driven by demand and what is practical and cost effective, the requests now are for remote operation which can be achieved in a number of ways and looks to be developing further.*

**WCM:** **What are the products that most excite window cleaners currently?**

**AB:** *Powered hose reels are a commonly requested item, ours is annoyingly stuck in R&D, the prototypes have been well received with the features we are going to offer.*

**WCM:** **Why did you shrink your popular trolley system?**





**AB:** *Listening to the end user a common request was to make the trolley lighter, the past few years have seen us come up with various designs to achieve this. The Nano trolley that we released a year ago comes with a more powerful and lighter battery. It is physically smaller than its predecessor but with the same British made robust steel construction.*

**LB:** **Talk us through your hot box range?**

**AB:** *The Isothermal hot water system is very popular. It utilises a robust diesel powered burner and can run two users independently. Temperature sensors are in place to maintain the unit at a selectable low temperature and automatically switch the unit on to provide frost defence. This feature can also remotely operate the output pumps to re circulate hot water thorough hose reels if the customer requires.*

**LB:** **Why don't you fit gas installations?**

**AB:** *Quite a few years back now when we first considered supplying hot water systems we looked at gas and diesel. We built both types of system incorporating the different fuels and looked at practicality of installation and robustness of the equipment. The gas systems are the simplest but to provide a professional service gas installer certification is required, and at the time it was a small part of the business and would have driven costs up. Straight away the diesel units gave a better performance and the technology used was well within the capability of our engineers.*

*For the end user diesel is easy to carry around and not covered by as many regulations nor is it as flammable as gas. We have seen some shocking installations that people have been lucky to escape with just burnt equipment and moments away from much worse.*

**LB:** **You also sell traditional equipment?**

**AB:** *Yes, we do, it's all part of the service; we are asked for traditional equipment so we are happy to supply.*

**LB:** **How many events per year do you attend? Do you go to events abroad?**

**AB:** *Usually a couple. Yes we have exhibited overseas.*

**LB:** **Do you sell into other countries? Which ones? Why? Is there more demand for you there in Europe?**

**AB:** *Yes, we export abroad. We have customers in several European countries, as well as in USA/ Canada/Middle East/Australia.*

**LB:** **Has Brexit effected business or the bottom line?**

**AB:** *We have seen price increases on various equipment that is usually blamed on Brexit, transport costs due to fuel increases also have an impact, like most people we try to absorb price increases but inevitably some have to be passed on.*

**LB:** **Has the Pound made a difference in your overseas sales?**

**AB:** *Yes it has, we have seen an increase in website orders from overseas.*

**LB:** **What do you like about the whole Window Cleaning Magazine thing as a reliable voice for the industry?**

**AB:** *Well having met the driving force behind the Window Cleaning Magazine immediately what comes across is a top bloke with a lot of passion for the industry.*

**LB:** **I will take that lol. Thanks for talking to Window Cleaning Magazine, Andy.**

**AB:** *You are welcome.*

**END.**







DJ 'Coach' Carroll



# 5 ways to building momentum 37

The similarities between sports and business are scary. You don't put in the work when the cameras are off - you aren't going to win when they come on. That's what we call the grind. Doing what no one wants to do especially when you don't feel like doing it. Insert momentum - your best friend in pushing up the hill of success. Several months ago I presented my Keynote speech at the UAMCC National Convention on this exact topic. Today - I'm going to outline a few ways to help you build that momentum!

It's easy to win when you're winning. Sports teams go on streaks all the time. Building momentum is not something often mentioned around sales teams. You see if it was - commission would be paid based on a moving scale, the more you sell the more you make. I want momentum builders on my team. **Here are my 5 Key to making sure that happens.**

## PLAN.

Listen - the day you decide to take a vacation you don't run out to the car hop in and take off driving. You sit down and you plan it out. It's sad that you take more time to plan a vacation than you do to plan your life. Take 1 day out of the next 8,000+ that you are going to have and find yourself and your path.

## SPEED MATTERS.

I'm not sure who started the slow movement revolution but I'm about to stab my eyes out. No one moves with purpose there for no one senses urgency. Speed matters - we are only here for a short time folks. The law of attraction is alive and well. Work everything in your business faster. More calls. More meetings. More pitches. Which leads me to my next key.



## IT'S A PIPELINE, NOT A CUP.

Keep it moving! You hold this cup full of prospects for dear life waiting for a yes or a no in a 3 month sales cycle. Do you realize how much you can get done in 3 months? Massive amounts of cold call prospects. And if you are using social media and funnels you should be getting plenty of fresh leads! Let it go, as Elsa says.

## FOLLOW-UP FORTUNE

So you have been grinding, stuffing leads in your pipeline like crazy. You have put out more bids, quotes, and proposals that you could ever remember. Now is when the fortunes are harvested. You see business is a lot like sports but neither can defy the law of planting and harvesting. The follow up is harvest time. Time to bring in the crop. Now it's the hustle. The game. Who is going to go the distance and who is going to quit just before the pinnacle?

## EXECUTE

If you can execute the 4 keys mentioned above you will see the momentum build and each time you do - the planning will be further ahead, the speed will increase, the pipeline will grow in size to handle more volume, and the harvest will make you more and more money every time.



# disruption and the status quo

# 38



By AC Lockyer

**T**wenty-Five years ago I could have never imagined that I would be writing this article. In 1992 I was a fresh college drop-out, engaged to be married and living with my parents. Not the makings of a business revolutionary and industry disruptor I assure you. However here we are in 2017 and soft washing is now a worldwide movement and the most exciting thing to happen to the exterior cleaning industry in thirty years.

Not that this is all that big a deal. Honestly there are way bigger things happening in the world today. Our little pond called the power washing, pressure washing, window cleaning industry, is but a drop in the bucket of worldwide industry. Soft washing is but a ripple in a bucket we like to think is a wave in the ocean. We all would like to think we are really something but when you run the numbers contractor lead exterior cleaning is maybe a \$10 billion-dollar industry worldwide and less than \$1 billion in the US.

What we all don't know is that we are all sitting on an opportunity that is bigger than most of us realize. There is a market for cleaning the exteriors of buildings world wide of nearly three-hundred billion dollars. (If you take the current estimated world population and cut it by 50% and then average \$100 US dollars average per person to keep their dwelling and place of work clean each year.) That we are barely 1/300 into the potential opportunity is a shame.

This inequity is called **Unrealized Market Potential**.

Take the US flat screen TV market for instance. Every US household has 2.5 TVs in operation at a failure rate of one every five years. The average cost of a flat panel TV is now around \$300 US dollars. That means the average US household spends \$750.00 in a five-year period on flat panel TVs. Now look at the attention flat panel TVs get every day. Stores have walls of them for sale. Ads on television and other media for flat panel TVs abound. Everywhere you look brands like Sony, Vizio and Samsung spend millions of dollars convincing people that they need the latest flat panel TV in their home. All of this to get a percentage of the \$750.00 each household may or may not spend over the next five years.

Now look at the cleaning industry.

Between window cleaning, exterior cleaning, flat surface cleaning as well as indoor cleaning like carpet and flooring surface cleaning the opportunity to get a spend of \$750.00 per household over a five-year period is much stronger.

Exterior cleaning more than flat panel TVs is a huge unrealized potential market. According to Pest Control Times the US Structural Pest Control Market will reach \$10 Billion dollars by the year 2020 from its height of \$7.5 Billion Dollars in 2016. Who is standing in the way of the US Structural Cleaning Industry reaching those heights? We are as a close minded and largely unprofessional community. In fact studies, have been done in which IBIS estimates that there are actually now 127,686 cleaning businesses in the US now. (This includes window cleaners, snow removal, pool maintenance, parking lot sweeping, chimney sweeps and others.) However, the total employment of those 127,686 companies is 179,162.

That means the average cleaning company employees 1.4 people. As compared to, Landscape \$78 BN – 486,754 Businesses with 982,220 employees at an average of 2.01 employees. Janitorial \$53 BN – 904,718 Businesses with 1,846,488 employees at an average of 2.04 employees. Painting \$38 BN – 320,937 Businesses with 477,315 employees at an average of 1.48 employees.

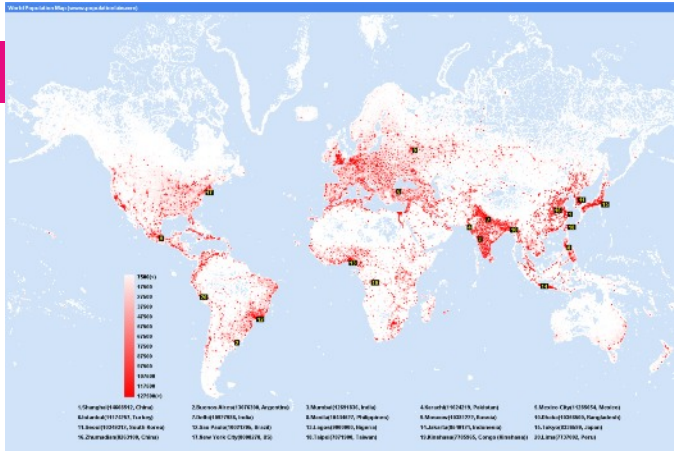
You might ask why? The “why” is so deep and broad that the value in asking it is not worth the time. The “real” question is how do we start chipping in and getting penetration into the **unrealized market share** of what the worldwide cleaning market could be. Here are some of my suggestions.

## Recognize the Potential Market in Your Area.

Stop driving long distances to go after low hanging fruit. Draw a 25-mile radius around your home base and **PENETRATE** your market. Put a price on every structure with a value of \$500k or more inside that bubble and don't stop to you do.

You will soon see that your 25-mile bubble likely has in excess of \$20 million dollars of work that will churn every 24 months.





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# 39

## Step Up and Become a Leader.

Don't participate in the drama and venom of the simple minded in this industry. There are many crabs in this bucket we call the exterior cleaning industry. Just as you look like you're going to escape or out-grow the bucket the other crabs pull you down to your doom. I have almost lost faith in our industry surviving but just as I do someone pops up and shows real leadership.

All of the professional leaders need to work together. I don't mean manipulators either. There are a lot of those out there. It is time to boil some crabs and move on.

## Invest in Revolutionary Technology.

Go where the ball is going not where it has been. Pressure washing is over 100 year old technology. It is not time to completely forget it, it has its place for sure. However, the time is coming soon where water restrictions will not be merely a seasonal occurrence but rather a way of life. Think about this... The world population doubled to 7.3 billion in the last ten years. This is the first time the population doubled in one census. Every human being is comprised of 4.5 pounds of dry chemicals and the remainder is water. The average human must consume 64 ounces of water per day to survive. Every crop we eat, product we use and activity we enjoy uses water somewhere. Water is going to have a value more than gold in the foreseeable future. What are you doing to reduce your need for water to clean structures?

## Stop Advertising and Start Educating.

Advertising what you do only targets people looking for what you do. All advertising should be educational if we are going to grow awareness and thereby grow this industry. Advertising price above else will only drive down the market of a group of people that already know we exist. It is a perfect example of the law of diminishing returns. Spend 2.5% of every dollar you make educating your 25-mile radius customer base. Dig in, get tough and really build something!

## Embrace Regulation.

Every growing industry over \$10 Billion has undergone regulation of some sort. Regulation is not evil as some of the manipulators have made it out to be. Healthy things grow! Growth needs regulated! Question, maybe we are not undergoing much regulation because we are not growing?

Professional Licensing, higher insurance requirements and government oversight will raise the cost of entering this business, keeping out the hacks. Regulations can be good if we look at the glass as half full.

I know many of my thoughts above will be controversial. I acknowledge that. It is time to shake up the scene a little and break out of this little pond we are all in. The blacksmith in the village laughed at the first horseless carriage when it drove into their town I am sure. As the third one drove in he scoffed and said it was a fluke, a fad, something that wouldn't last. People after all loved their horses. However as more and more automobiles hit the street those blacksmiths started to fight a flood tide that eventually would win out. After all we are all driving cars today are we not.

Don't get me wrong there are still people who love their horses and ever blacksmiths working today, but it is not the norm and a specialty at best. For us to avoid becoming complacent and not growing our industry we will have to make bold moves and step up ALL of our individual games. If we don't we will all certainly go the way of the blacksmith. Pressure washing has its place and there is still a huge need for pressure washing machines, but there is a tide that is definitely flowing towards an alternative to pressure washing. The regulations that will come and the need for water conservation will drive innovation for new and more conservation minded cleaning solutions for the day to day maintenance cleanings of the exterior of structures worldwide. I am hedging my bet things are looking good for soft washing as a movement and an alternative. What are you building your future on?



**AC Lockyer is the owner of SoftWash Systems a US based exterior cleaning equipment company in Sanford, FL. This is AC's 25<sup>th</sup> year in the exterior cleaning industry and AC is a husband and a father as well as the patriarch of the soft wash cleaning movement worldwide.**

# window cleaning in iraq

## how ISIS affects life

# 40



by  
Carrie  
Guenther



When Khashe Jassim (pic above) was a boy growing up in a slightly less torn Iraq, he dreamt of being famous one day. Last July, he posted a video in a Facebook group for window cleaners, and for a short time – at least on a smaller scale - his boyhood dream came true.

In the video, shot by a coworker, Khashe stands next to a bucket of soap-less water, holding a squeegee. He earnestly says, “Hey guys, this is how I clean windows, what do you think?” He sponges water onto the glass, and squeegees it off without worrying too much about technique. When I watched it, my immediate reaction was: *Oh sh\*t. They’re gonna tear this guy apart.* I waited and watched.

In the next few hours, over one hundred other window cleaners from across the world commented on Khashe’s video. With responses that ranged from the usual criticisms of technique and squeegee type, to all kinds of questions about where he works and what he puts in his water, the enthusiasm of the response was fascinating.

Although most of the responses were positive, of course, there were some of the usual meanies who *did* tear him apart. But it was clear that this was simply a social media experiment, and he was not trying to be some prize-winning window cleaning technician. It was also clear from his initial responses to the commentary that English was not his first language, and I found myself wanting to defend him. I Googled the temperature in central Iraq that day, posted my findings, and commented that anyone who can work in that kind of brutal heat with a smile on his face

gets a gold star in my book.

Over the next 6 months, I started learning the pieces of Khashe’s story. I was moved by the fact that so many window cleaners were inspired to respond to him. And he does happen to clean windows as one of his maintenance duties at Toyota Iraq, which – of course - makes him one of us.

I am no expert on foreign affairs, and I admit I had to learn a lot about Iraq just to write this story down, but Khashe very much wanted me to share it.

If nothing else, his life might give us all some much-needed perspective. At the end of a really bad day, you can comfort yourself by thinking, *well, it could be worse: at least I don’t live in Iraq ...* because frankly, right now, Iraq sucks. And if you ask Khashe, like I did, he will tell you why.

Most citizens of other countries have heard of ISIS in the context of the possible threat they pose to our own security, but their easiest targets are those closest to home. Two years ago, ISIS started to affect Khashe’s family severely, destroying the family home along the way.

ISIS (The Islamic State of Iraq and Syria, which also goes by other names) is a group of extremists dedicated to a brutal interpretation of Islamic law, and their aim is to



## "KNOCKING DOOR TO DOOR FOR WORK IS DANGEROUS"

form a global empire. They are committed to wiping out western influence in the Middle East, overthrowing the governments of three Middle Eastern countries besides Iraq, and destroying Israel. The seeds that started ISIS were planted in occupied Iraq as early as 2003, but became a much bigger issue after U.S. troops withdrew in 2011.

Without going too far down the many rabbit holes that exist around this conflict, it is important to realize that ISIS exists in part because of the policies and actions of both Israel and the USA.

In the interest of holy war, ISIS terrorizes people into seeing things their way. They believe that killing Muslims who do not accept their version of Islam is essential to their goals, and Khashe's family, who identifies as Sunni, Arab Muslims, is on that list.

I asked Khashe (pronounced *KAH-sheh*) a lot of questions, with the help of a translator and local peace activist based here in my hometown, Sami Rasouli.

When I asked him to talk specifically about ISIS, his frustration was clear. "This odd group of vicious animals," he said, "means to smear and distort the beauty of Islam. ISIS is an outsider's organization and has its own agenda. The group is not real. They will disappear from our lives as soon as their masters achieve their dirty objectives." I wonder at what cost, and how many years – and lives and dreams – it will take with it.

I wanted to know what comforts him when he becomes, as he puts it, "fed up with this nonsense." "At the moment," he said, "security is the most important need in my life. When I feel I'm safe then I will be the happiest human being in this world. Sometimes I feel a sense of safety when my mother calls me, looking after me, to see how I'm doing at work."

He is 24, and was born in Baiji, just north along the Dajjalah River from Tikrit. Now he works in Sulamaniyah City, in north-eastern Iraq. The country is kind of kidney bean shaped, with Baghdad lying at its center.

The northern city of Mosul is mentioned in the news a lot lately, but Khashe states that Baghdad is still probably the most dangerous place to be in Iraq, and possibly in the world.

I asked him about his work ethic, and how he grew up. Like many Iraqis his age, his education ended early, when he was 14. "Culturally, hard working people are well respected in our society. I worked with my father before Toyota, and he taught me how to repair diesel engines. My father owned a repair shop and I worked with him there for years."

As far as his current work life goes, Khashe has been at Toyota for 5 years. He lives on his jobsite, so he doesn't have or need transportation of his own during the work week. He works six days a week, nine hours per day. He posted online recently about his disappointment in salary promises that were not upheld, yet when I asked about his work life, he said, "My biggest aim is to satisfy my boss and make him happy by providing good service."

Some online window cleaners responded to his post



about salary by suggesting he start knocking on doors and building up his own business ... just like we would do here in the USA. A little research on their part would have made it clear that things just don't work that way in Iraq right now. Compared to the safety we take for granted in our countries, it's like a different planet over there. The reaction of our translator Sami, who is also Iraqi, to the idea of door-knocking in Khashe's area confirmed that it is indeed an unrealistic concept, if not an outright dangerous one.

So what does Khashe wish for his country's future? Despite the depressing events of his young life, he remains hopeful. "I wish the inner fight caused by sectarianism will end some day in Iraq. My country should remain in one piece like before, living in peace and prosperity. I hope we will never be ruled by a dictatorship again. I wish to have a just government that makes peace and security possible in Iraq."

I was curious about the other everyday things in his life, and asked him what his peers are like. "Most Iraqis my age work in the Iraqi policing system, the Iraqi army, at restaurants and at bakeries," he said.

Khashe keeps in touch almost daily, he says, with fellow video gamers in Germany, who have become – like me – online friends. Last summer, on a whim, he did a search for window cleaner groups and was surprised to find such a large social networking community. Once he posted his first video and I connected with him, I suggested that he join some of the same Facebook groups I belong to.

When I started to dig for information about how the events in Iraq have affected his life, he said, "I wanted to build my life here and do many things, but all my old dreams are gone now. Amongst them, the biggest thing was to get out of the country and start a new life, because in Iraq there is no future."

He was a key player to his own family's survival, and sees this as the most important thing he has done in his life



Khashe's work



Khashe



Khashe's home destroyed

so far. They were trapped in their hometown when ISIS took over the city, effectively shutting it down. They needed to get out, but it takes money if you want to start a new life somewhere else, so Khashe supported them financially through that time, until they were able to establish a new home. Not only did he pay for them to live through this transition process, but he also paid ISIS to ensure their safety. This is how things work in Khashe's part of the world, similar to other war zones in history: the oppressed offer money to their oppressors to "buy" the safety of their loved ones. He said the most important thing to him was to protect his mom. "As my religion says, 'To satisfy your parents, until death, is the most important thing for a human to do in his life,' and, 'Heaven is under mother's feet.'"

I found myself wondering what I could have done in his situation. I do know this: such dedication to one's parents is rare to find in my own culture. We have all we need, and we are safe, so here at home people sometimes focus on their parents as a source of blame for various symptoms of their own unhappiness. When seen in such a different light, these cultural tendencies start to feel ridiculous and even embarrassing.

He added that in Northern Iraq, in the Kurdistan region where he now lives, the native Kurdish people don't speak Arabic, and they hate Arabs. The effects of Saddam Hussein's reign assured that. In the interest of "Arabizing" society, Hussein rejected the other ethnic groups that populate Iraq, and tried to unify Arabs from all over the world. Khashe and his family identify as Arab Iraqis. Now, many years later, there is a lot of open racism and hatred between the different groups, and it affects daily life there in disturbing ways, so the very real danger of "knocking on doors" to attempt to build any business of his own is made clear.

Still, it made me sad to hear Khashe say, "I hate my people." I thought of my horror at many of my own people, and what they, in the last election, have chosen for my own country. But, again ... *perspective*: At least we *have* elections. At least we aren't killing each other yet.

I did some research: To get Khashe out of Iraq would take several miracles and at least \$12,000 U.S. dollars. There are some countries he can go to as a refugee, but America is not one of the friendliest toward Muslims nor Iraqis and I feel sure I will not be meeting my friend any time soon.

One day, about a month ago, I was upset because I'd just found out that one of my own personal dreams of building a tiny house on my friends' farm in Thailand was

going to be more expensive and complicated than I'd originally thought. I was feeling deflated and defeated. Then my phone buzzed with a message from Khashe.

Most of my friends check in with me by sending some comments about their day, or maybe some emoticons and silly pictures or memes. This was entirely different, and I'll never forget it. Again ... it brought my personal "misfortunes" into an entirely different perspective.

Khashe's message contained a single photograph of a pile of rubble and some twisted pieces of metal, followed by two voice recordings. His English is broken, and his words were hesitant, but also very matter-of-fact.

I pressed play.

"I want to send you a picture, but, I hate send you this, because all the time if I'm looking at this picture, I don't stop crying. So, I send you this. Please put this picture in my story, because this picture is my home. I hate I send you that, but ... you have to looking what happen in my house. And that's it."

The next voice recording said,

"That's my home. That's my life, here. That's everything here. That is the story. When I see this photo, I hate this country. I hate my people. But I can't do everything. So I don't give up."

Don't give up. If Khashe Jassim can keep his head up in a place like Iraq, we certainly can in our own relatively safe lives. Send some words of support his way, because that's exactly what social media communities were made for, and we "Windies" have a strong one. I hope to use it as a way to lift the spirits of other window cleaners in the world, wherever they may be, and whatever they may be going through.

If you also have a unique and interesting story to tell, please contact me via Facebook email at Carrie Guenther, or at [carrie\\_gilmer@yahoo.com](mailto:carrie_gilmer@yahoo.com).

As an accompaniment to this article, please look for my blog on the Window Cleaning Magazine's FB Group, which will include more in-depth (and, I hope, accurate) details, insights and origins of Iraqi politics, as well as my own initial embarrassing lack of knowledge when I took on this story. On a lighter note, look for some interesting cooking tips and photos from our friend Khashe about Iraqi food.



# Featured reader:

# 43

## Jacob Conneely



### Local window cleaner sick of dirty road signs!

Jacob Conneely, 22 from Norwich got tired one day of seeing dirty road signs in his area. Jacob started his window cleaning business, Total Window Cleaning Services, 6 months ago with the help of the Princess Trust. Jacob picks up the story as he talks to Window Cleaning Magazine.

"So, I looked at methods and setup costs for starting a window cleaning business but soon learned RO systems are not the cheapest and neither is insurance at my age", said Jacob.

"I needed help and so I started searching loans and the Princess Trust came up. I gave them a ring and from the second I gave them the call I felt 100% supported. The Trust provided someone to answer all of my questions and within a month they had me on a business course. They reviewed my business plan that I had learned how to write and put together and this was put to a panel of three judges. They confirmed it and released my loan. Since getting the loan they have given me a business mentor who sees me once a month and I am in contact with my mentor whenever I need help. The business mentor is free for 2 years and the Trust gave me £4500 that I used to pay for my van, system, and marketing".

"I originally chose to start my company as I needed to fit work around childcare. I have full custody of my son and so having work to fit in with this was essential. I am slowly building up my window cleaning round."

"Recently, I noticed how bad the signs are near my child's

school. They were so dirty it was difficult to read some of them. One day I decided to help out the community and clean them with my water fed pole. A lady thanking me for doing it stopped me and said how wonderful it was to see such community spirit.

This has encouraged me to do more. Now if I am in an area with a dirty road sign, I stop and clean it, as it only takes 1 minute with my equipment.

I also thought it could bring in more jobs and hopefully make the roads a bit better for drivers at the same time.

"Regarding road signs, I genuinely think it's a good idea in people's spare time as it proves to locals you care about the area." Said Jacob.

"I'm still in the middle of putting all the profits back into my company."

"The main reason I started reading Window Cleaning Magazine was for reviews on products. As I started out I had no clue about anything and the Magazine content always came across truthful and balanced, like your not pushing the product sale. I also like the articles on other window cleaners and how to grow your business. There is always something I can relate to and take advice from."





# exposing the myth of pure water

# 44

*By Henry Grover*

## ***Exposing the Myth of Pure Water***

It doesn't matter whether you are cleaning windows with a squeegee, a water fed pole, or a microfiber cloth/pad;...you still must use water. It has been called the universal solvent and is our most necessary tool. As the universal solvent it dissolves the minerals in the ground, leaches silicates from the concrete pores off buildings, and helps to decompose everything that has died. So when you fill up that bucket you are really not using pure water.

But when we are cleaning glass with a squeegee we really don't need "pure water". In fact we even add chemicals to our bucket to make our squeegee glide.

Back in the early 1900's TSP was a favorite. It made the squeegee glide really well and added fantastic cleaning power to the water. Further there is virtually no film left with TSP. This is why the old timers warned against the use of synthetic detergents or soaps. They do leave a film. Although TSP can leave some very bad white streaks in the hot sun if you are not careful.

Our number one tool is very effective when working with a water fed pole (WFP). However the WFP must use very clean or "pure water" in order to clean well. Very clean water will strip off most contaminants from the glass. Water that is taken unfiltered from the ground however is not clean. It is usually very hard. It has many minerals in it which are deposited onto the glass as spots once the water drops evaporate. Such hard water spots can be very difficult to remove. Or might just be unsightly when we are attempting to clean a window "spot free".

To "purify" water we must subject it to some type of a mechanical/chemical purification process/machine.

Lets briefly discuss our options. We will also look at why the goal of creating truly pure water is a myth.

There are Deionizing chemically treated beds that tap water is passed through. Such DI tanks chemically remove certain minerals or Total Dissolved Solids (TDS) from the water. The TDS is usually measured in Parts Per Million (PPMs) or even Parts Per Billion (PPBs). However the water that you get from this tank is only as pure as your TDS meter says it is. Because water that has a high level of Cecilia/silica will interfere with the results. The reason is that a typical DI tank won't remove silica. Also a TDS meter won't show the silica in the water. Further silica will absolutely spot glass.

Usually when the spotting begins it can only be seen in just the right sunlight. Or it can be much worse. But it always makes glass very hydrophobic. Which only enhances the problem. Since drops make spots. Also new drops form on top of old spots. This just adds to the old spots making them more visible over time. If you want to test for silica in the water there are a couple of chemical tests that will show it. It cannot be done using an electrical resistance meter.

Another purification device is Reverse Osmosis (RO). Simply put this process uses a system of different semi permeable membranes to pass water through for the purpose of capturing the mineral particles in water. It is essentially a mechanical method of purifying water for the purpose of lowering the TDS. But just remember that the water coming out of an RO system is measured by a TDS electrical resistance meter. Certain ions/minerals will pass an electrical charge. These can be measured.



## "I HAVE HAD SOME VERY POSITIVE RESULTS FROM ... SUPER-WETTER'S"

Others such as silica will not. So the results of a typical TDS meter when testing water coming from an RO or even a RO/DI system can be quite flawed.

RO/DI systems combine RO and DI in one. This is a very effective means of purifying water. Again however you can't completely rely on a TDS meter. For emphasis, if you really want to know how "pure" your water is you must also put it through a series of chemical tests. These have been developed specifically to show the silica in filtered water. There are also DI beds that have been developed to remove certain silicas. Most of the time you can use your own eyes to see if a water drop leaves a spot. Just watch it evaporate. Although drops can leave minerals/silica that cannot be seen with the eye but will build up over time.

The last purification system to look at is distillation. This works by heating water until it evaporates. Then catching the water that condenses from water vapour. It is probably the most effective purification process available. This is the same process that our planet uses. The heat from the sun evaporates the water from the ocean that condenses in clouds and falls as rain.

Some window cleaners actually collect rain in barrels and use that for their WFPs. Others have built their own solar distillers. Still others have bought large commercial grade distillation units. I have heard of window cleaners storing their distilled water in electro polished stainless steel tanks however. The reason being when water is so pure it will remove just about anything and everything from the inside surface lining of whatever tank it is stored in. It will even reach into the air and pull into itself airborne chemicals.

Another problem involving the purification of water is removing bacteria, algae, organic chemicals, and even plastic molecules.

These contaminants are what gives water its characteristic smell. This has been brought to my attention by Kevin Cogan. He has been doing many tests with water, and is a firm believer in the myth of pure water. There always seems to be some molecule wedged between those hydronium, hydroxide, and H<sub>2</sub>O molecules!

For this reason Kevin has been experimenting with many different additives over the years in search of one that would make the water from a WFP sheet over the window pane and hence drain off. Effectively leaving no drops. No drops no spots. With a system like this it would not be necessary to use truly pure water to get perfect results. I have had some very positive results using what are called

super-wetters and very hard water.

Done the right way such chemically treated hard water will drain/sheet off the window very slow leaving absolutely no spots. To reiterate again for emphasis;...no drops no spots.

Now distillation is probably one of the most effective means of attaining pure water. The closest that we can get. Jeff Brimble has just released some fascinating results from a test he did with distilled water. After cleaning some windows with water that had a TDS in the PPBs, the glass still showed spots.

These were likely silica spots although it wasn't possible to ascertain their precise chemical identity. But afterward he wet the window with a light mist of distilled water. When the distilled water evaporated, the spots had vanished. This is probably one of the most effective and efficient ways to clean windows spot free with a WFP. First clean using a RO/DI system. Then "flash off" any remaining spots with the least amount of distilled water.

I will be continuing this discussion on water in WCM. In this article we have briefly touched on the reasons why water is such an effective tool for cleaning glass. But that this is also the reason why it is nearly impossible to generate truly pure water.

This being for all intents and purposes a long standing myth.

We have also discussed the three different technologies for purifying water; Deionization (DI), Reverse Osmosis (RO), and Distillation. The next article will take a closer look at DI tanks. It will also look at DI tanks/resin beds specifically designed for removing certain silica/silicate based minerals. Then we will look at the chemical tests for determining the silica content of purified water. You will absolutely want to follow this ongoing theme in the next issue of the WCM.





# the gratitude effect

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here to learn  
more

# the science of business growth

*Ok, so I am about to make some pretty big and audacious claims here. I can assure you, however, that what we will be covering is all based on math, science and logic.*

*These points are not just my personal opinion and they are so powerful they could change the way you do business forever. The techniques discussed always work, 100% of the time when done correctly.*

**Lets get to it.**

## MY BIG WILD CLAIM

"You can double your business without finding any new customers"

Here are the rules:

What I am about to teach can **not** help you unless the following is TRUE about your business:

- You have some existing customers now
- You do great work
- You have integrity
- You desire to grow
- Your business relies on repeat service OR referrals to thrive

## From broke to over \$150,000 a month

Now, I like new customers just as much as the next guy but I learned some amazing secrets over the last decade running several successful companies. Here are the top two things

I learned.

#1: The Lifetime Value of a customer relationship is worth 10 X+ the Transactional Value.

#2: Constantly chasing new business is hard, expensive and exhausting.

My first real business was a cleaning company that I founded in 2008. It started out very small but eventually grew to producing over \$150,000 per month in revenue.

I ended up selling that business and moving to Costa Rica with my family which has been an amazing experience. With that being said, I can tell you with 100% certainty that the biggest reason ALL of this was made possible was due to "Relationship Marketing"

What is relationship marketing? It's simple, really. When you properly invest in the relationships most important to your business like VIP customers, influencers, employees, etc, you reap a HUGE financial benefit from it. This is the essence of relationship marketing.

## Growing A Business For Dummies

I can't tell you the litany of painful stories involving me trying to market and grow my small business in the early years.

I was a victim of major "marketing overwhelm".

What's marketing overwhelm? When you start hyperventilating trying to navigate the ocean of possible marketing options while never knowing what is best.



## "A LOYAL CUSTOMER IS WORTH UP TO TEN TIMES AS MUCH AS THEIR FIRST PURCHASE"

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I tried it all.... and I mean ALL and to prove it I'll provide a list.

- Cold calls
- Postcards
- Door Knocking
- Newspaper Ads
- Yard Signs
- Fliers
- Yellow pages
- SEO
- Facebook Ads
- Social Media Content
- Email Newsletters
- Newspaper Inserts
- Data Mining
- Trade Shows
- Radio Ads
- Door-Hangers
- EDDM (every door direct mail through the USPS)
- Chamber of Commerce
- Sponsorships (charities, etc)
- Video promotions
- Referral Programs
- Employee Up-selling

Whew.... Gross. Even as I sit and write this partial list it brings back the cold chills of continually chasing the proverbial carrot when it comes to marketing.

Sure, I got some new customers from the array of marketing tactics listed above. Sure, my business produced moderate growth results just like the other 90% of small business owners. But that is not what I wanted. I wanted HUGE results that were affordable and long lasting.

*(for the record, radio was the single dumbest financial move for my particular business)*

I knew I was missing something in regards to my business growth but I couldn't see what it was. It turns out it was in

front of me the entire time and was so obvious that I was completely embarrassed when I finally figured it out.

The key was Relationship Marketing.

Leonardo da Vinci was a pretty smart guy and he said *"Simplicity is the ultimate sophistication"*

Why do we as small business owners make simple things so hard? Why do we run ourselves into the ground chasing new prospects and new leads rather than focusing on the relationships that matter the most, our current customers.

You need to understand something. Your past customers LOVE you.... at least at one time they did. They paid you their hard earned money to do the amazing stuff that you do!

They probably need your services again right now, not to mention the friends, family and co-workers they have that need your services as well but there is one teencie, weencie problem. You were a one night stand. You never followed up.

You left them high and dry the moment you cashed their check. Now, They have lost your number and are looking for something new.

I know, you feel ashamed. I did too. There is HOPE!

The good news is that customers are forgiving and you can start to re-engage them at any time.

The Gratitude Effect is much more than a typical follow up email or phone call. It is about a total shift in the way you look at your customers. It is a mindset adjustment.

Many of you already know that acquiring a new customer is 8 times more expensive than retaining an old one but what are you doing to combat this statistic in your business?

Another mind bending statistic from the White House Office of Consumer Affairs is the fact that a LOYAL customer is worth up to 10 times as much as their first purchase!

That's amazing!

Most small businesses think they have loyal customers when in fact they do not! To prove this I would point to a study done by Lee Resources that surveyed businesses. What they found is amazing:

-80% of companies say they deliver "superior" service to their clients

-Only 8% of the customers agreed

What a major disconnect, yet it is common place especially in small local business.

You are certain your past clients are going to repeat their

**"FOR EVERY 1 CUSTOMER THAT COMPLAINS..  
26 MORE WILL BE SILENT.."**

**48**

business with you in the future but fail to establish any significant long term relationships with them.

Another wake up call is the fact that for every 1 customer who complains about your business, there are 26 more who feel the same way but remain silent. Without engaging in a serious relationship marketing campaign, how would you ever find this out so you can correct the issues?

This isn't rocket science but I know people have trouble wrapping their heads around what relationship marketing will really produce for their business.

Let's talk numbers.

When you spend \$1,000 on marketing/advertising it is pretty easy to see if the investment was worth the effort and the cost, right?

When you invest \$1,000 into relationship marketing with your VIP clients, your employees or people who have referred you business it can be more difficult to understand the ROI. I can tell you this, it is HUGE.

Let's talk about "Repeat Rate" for a moment.

If you have a company whereby you offer a repeat product or service the science and math of repeat rate is probably the single most important business metric you could ever understand. Having a low repeat rate is the primary cause of a small business getting "stuck" and not growing. This reason is simple. For every new client you bring into your small business you are losing a past client without realizing it.

They move on.

They forget your company name.

They connect with a new similar company.

Because there is no established relationship there is nothing "sticky" about your business. You are just another provider in a sea of providers. By neglecting relationship marketing you are essentially turning your business into a commodity and whenever a new shiny offer is presented to your client they jump on it.

Brand loyalty and personal relationships with your clients is the key to fixing this issue.

Consider this:

Your current bucket of business is like a bucket. You pour new clients into the top in an attempt to fill up the bucket. You spend your money and time trying to find ways to keep the water flowing into the top of your bucket.

This is how 90+% of small business operates but there is one small problem.

There are holes in your bucket.

Past clients and leaking out just as fast as you find new ones and this simple fact is the reason your revenues and profits are staying flat. New customers are important but only after you plug the holes in your bucket.

I made a graph tracking two identical businesses over time. They have the same number of customers to start with. They offer the same services and both get the exact same amount of new customers every month.

Here is the only difference:

Bob does not invest in relationship marketing which results in many more holes in Bob's bucket.

Mary decides to invest 5% of total revenue back into relationship marketing and has far fewer holes in her bucket.

The results are astonishing.

After 1 short year you can see that Mary is already up \$38,000 in revenue from Bob. This number is AFTER accounting for the expense of her relationship marketing.

5 years into their journey Mary's business is cranking out more than 2.5 X the revenue of Bob's.

Finally after 10 years of implementing this simple strategy Mary hits almost \$8,000,000 in revenue against Bob's \$1,000,000.

If we are honest with ourselves and just slow down for a moment, it is easy to see why this makes sense. Mary is creating massive amounts of goodwill, trust, love and loyalty with her brand and Bob is just another commodity.

Relationship marketing with customers always results in a higher repeat rate, more referrals and a much more "sticky" small business.

Author Emmet Murphy shows in his book, *Leading On The Edge Of Chaos*, that reducing customer defection by only 5% can increase profits by at LEAST 25% and as much as 125%.

Relationship marketing with employees always results in a higher level of job satisfaction and more productivity. In fact, according to the Gallup State of The American Workplace Report your employees will experience a 240% boost in performance just because you engage them and show you care.

### **Why does this work?**

The reason relationship marketing is so effective is easily explained by well established psychological science experts.

In 2010 the APA (American Psychological Association) did



a study called “A Little Thanks Goes A Long Way: Explaining Why Gratitude Expressions Motivate Prosocial Behavior” This study shows in great detail the power of triggering what is known as the “Gratitude Effect”.

To put it simply, when you express genuine gratitude to your clients and staff, really good stuff happens.

The Gratitude Effect is a powerful trigger in the brains of your customers and causes them to feel compelled to continue the relationship. This is not about manipulation, rather, it is about relationships and being intentional in the way we engage our most important business assets, our clients and our team.

*Are you being intentional in your most important relationships?*

Most people feel a sense of pride and thankfulness when thinking about their employees and customers, but very few take the feeling they have and execute on the actions required to move the needle for their business. Thinking warm and fuzzy thoughts does not help your business but doing warm and fuzzy things does.

My assertion is that we all stop looking at our customers as a Gazelle to be hunted down and consumed. You are not a Lion looking for a meal when trying to drive sales and increase revenue yet that is how so many of us behave.

Start looking at yourself as a farmer and not a hunter. Each customer you have is more like a tomato than a Gazelle. If you water the plant and nurture it you can have hundreds of tomatoes over many years from a single plant!

We need a shift in the way we view sales and business growth with a stronger emphasis on retention and loyalty.

How do you get started with relationship marketing?

The good news is that could not be simpler. Follow these steps to make it easy on yourself and start plugging the holes in your bucket.

### #1 - Keep It Simple

Find an easy way to stay top of mind all year long with your customers by creating a drip campaign. Find a way to keep your employees motivated and encouraged throughout the year by investing in them periodically.

Some of the things that you could consider using to “touch” your important relationships are:

- Thank you’s
- Email newsletters
- DIY tips to add free value to the relationship
- Appointment reminders

-We miss you postcards/emails

-Gifts for referrers

-We appreciate you greeting cards for staff

-Surprise letters of gratitude

-Follow up phone calls on a pre-determined basis

### #2 - Get Organized

Make a list of all of the different relationship types you have and need to invest in. These can include customers, employees, influencers, referrers, etc.

Next, create a simple year long strategy for each relationship type. Your strategy could be a combination of the above mentioned “touches” spanning the course of a year. For a customer maybe it is a monthly email, quarterly postcard and a bi-annual phone call check in. For an employee it may be a cycle of encouraging notes and gift cards set to be delivered every 60-90 days throughout the year and all unexpected.

However you decide to proceed with your plan just make sure you put it on the schedule and actually follow through. It can be a challenge to stay on top of things like this but is completely doable if you focused on making this a priority.

To make things even easier I developed software that solved all the above ideas in one easy to use solution for my own business. With [Sendjim.io](https://sendjim.io) we were able to automate the Gratitude Effect with ease. (only available in the USA)

Regardless if you try [Sendjim.io](https://sendjim.io) (and you should) it is critical that you wrap your head around relationship marketing once and for all. Don’t be like Bob and spin your wheels for years chasing moderate growth when you can set your business up to be a rocket ship.

Stop focusing on new business without having a plan in place to retain what you have already got.

Nevertheless, I would be very interested to hear what your thoughts about the Gratitude Effect.

Do you have a perfected system for Relationship Marketing? How are you instilling Gratitude in your customers?

What would you accomplish if you knew how Gratitude when implemented properly would spread like wildfire in your market?

In case you're interested in [Sendjim.io](https://sendjim.io), you can [get a FREE demo](#) and send out your first Cards, Gift Certificates, Greeting Cards, or BROWNIES today!

Now get out there and start loving on people. Start triggering the gratitude effect in your most important relationships by being intentional about your follow up.

**motivate  
the  
positive...**

**50**

**...eliminate  
the  
negative**



**"JOB DONE!"**

By Wagga

Find it hard to get out of bed in the morning? I always did but nevertheless, I kept on going. I had bills to pay and a family to look after. Sometimes I wonder just how I managed to carry on without just giving up. Life as a window cleaner is not always easy.

I've been at this game for a long time and in the past the main motivation I had for doing the job was fear of failure and fear of the bills that would constantly land on the doormat. I would often get the feeling that people looked down on me for doing such a job. This in itself gave me a lot of motivation to get going and succeed in what I was doing just to prove them wrong. Fair enough, I didn't go any further than a sole trader but that's something else.

In the end though, it wasn't necessarily the above that helped me get through all those years; I began to appreciate other things about my life and about the job I had chosen to earn a living. For one thing, I had done other jobs so I was able to appreciate the differences. For example, being a window cleaner you can be your own boss and for me this

was a massive boost. I just love being in control of my own destiny if you like. If I make a mistake, I can chastise myself instead of someone calling you all the names under the sun and threaten you with losing your job! Completely unethical and unhelpful.

Another thing I will never regret is that I had time to spend with my family. This is like gold dust, especially when you look back in time. You might not appreciate it at the time but later on, you always wish you could have done more.





## "WORKING ALONE CAN GET TO SOME PEOPLE.."

You can't get it back again - when it's gone, it's gone.

There are other things to consider as a window cleaner and they are things like having control over the type of equipment you use or the style or method of cleaning you prefer. I just love this side of things and right from the start I began to take an interest in different techniques I could employ in order to make the job more efficient. This I found to be a distraction from what could be called a mundane sort of job and sometimes, I'd even look forward to work just so I could try out my new piece of equipment, tweak the invention. This way I found I was much more involved in what I was doing and found it much more engaging. I would think for hours about how I could be more efficient or faster or how I could do things differently. Try to become more involved and interested in what you do. You will feel much more engaged and willing to work than before. Many times my new ideas would end in failure but our biggest weakness is to give up. I never gave up.

Working alone can get to some people and as I said before, I don't mind working alone but one of the things I really appreciate is that I can listen to the radio while I work. Sometimes I can lose myself in a play or appreciate some motivational music. Other times classic FM seems to sooth my soul.

Another way to motivate myself is to appreciate just what I have got rather than what I haven't. For example the way the working practices are going in the UK at least, where jobs are not as secure and with poor pay, it makes me appreciate just how good I have it now. Don't knock job security. It's very important to your success in the future. If you can consistently keep going and work at what you are doing as a window cleaner, then you will build yourself a good life. If you want more, then you have the option to take it to the next level and build a big business.

It's not going to be everyone's cup of tea but you do have that choice and nobody can stop you.

Yes if you look at yourself as unstoppable, then you might be surprised at how much more you can achieve. Much of what we encounter as too difficult is often in our heads. I know only too well about this. It's been the biggest single obstacle to my success of all.

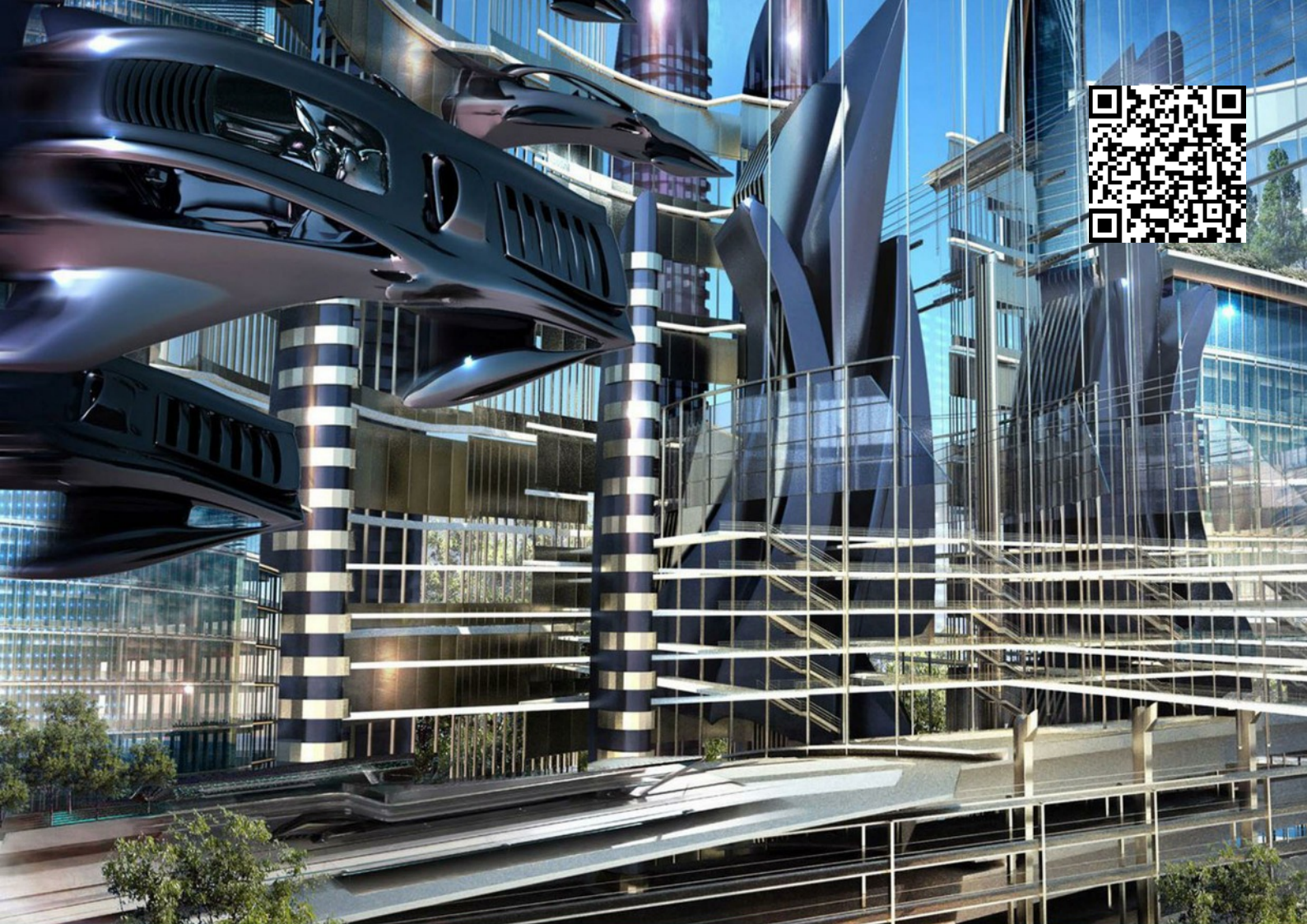
Always look at what you are good at and how well you are doing rather than all the negative aspects. If you can keep this up then it is possible to actually change your mindset for good.

Sustaining motivation is not always going to be easy. You can't get it on prescription but there are some ways that might help you climb out of a lethargic state:

1. Set some sort of goal with your window cleaning round and why you want to achieve it. Try to be as detailed as possible about what it is you want to get out of it. Even write it down with a pen (don't type it out) writing helps to connect the brain better.
2. Set some intermediate goals and break it down into small manageable bits first off. This is called "chunking" and will avoid the pitfalls of being overwhelmed. Remember all great things started with a small beginning. Think of the snooker player who wins break by break rather than the whole frame at once.
3. Devise a strategy but leave yourself some room to change course if it doesn't work. Don't see this as failure and don't ever give up - not ever. The route to success is to try just one more time.
4. Always get the help you need. Everything we ever learn is usually from someone else. If you need help just ask. The information is all out there. It's just a case of finding it and applying it to whatever suits your purpose.
5. Reward yourself even if you don't succeed as much as you thought you would. Don't be too hard on yourself. Every second Monday, my work takes me close to a certain fast food restaurant.....I have to admit it helps a bit!
6. Determine just how you will deal with flagging motivation. It's inevitable that this will happen from time to time. Always remember the old school saying "count your blessings" motivate the positive and eliminate the negative and let's get the "job done".







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