

# PRESIDENT'S MESSAGE

To The Industry,

It is an honor to serve as President of the Power Washers of North America (PWNA). As President I recognize the responsibility that comes with this position, at this exciting and transitional time in our industry. We have long sought credibility for our trade. Negative public perception of contractors combined with being an "easy entry" business, it has placed a stigma on just how power washing is viewed overall. This has continued to improve over the years to a point where our industry related fields now find standards and regulations in environmental cleaning, kitchen exhaust cleaning, wood restoration, and more every day. This all leads to an increase in awareness and credibility for the whole industry. An increase in awareness and education of the end user will expand the need for professional, educated power washing companies. This ties into one of the main purposes of a non-profit association, to benefit the end user. Providing education, support, and member benefits to the industry will help build long-term successful contractors and companies that are hired by the end user. We are a unique association because we do not have a sole niche as is associated with occupations like plumbers or electricians. Our industry touches on many different areas of power washing like, kitchen exhaust cleaning, wood restoration, environmental compliance, building cleaning, flatwork cleaning, and much more. Many companies build an identity specializing in one particular area and others will offer multiple services.

This is where we see an opportunity and the need for our association. Because our industry touches on many areas it also touches other vocations like pool cleaning, painting, general contracting, landscaping, window cleaning, and more. All of this combines to equal tens of thousands of companies operating in this industry.

The direction of the PWNA will be to educate all of those who operate industry related equipment on what the PWNA is and what we represent. We will continue to participate in our own events as well as other industry events in an effort to market just who the PWNA is. These will include Roundtable Events, Local Chapters, and a dedicated effort to work with other associations. We will concentrate on educating the end user on the PWNA. How often do we hear "Who is the PWNA? "Is there really a power washing association?" The goal is to have folks say, "I received other estimates, are YOU a PWNA member?" We will continue to develop our contractor lead programs so that members will benefit when end users visit our website or contact our headquarters for member companies. We want to continue to develop programs where contractor members are buying and supporting vendor members and vice versa.

We will continue our efforts as an inclusive association. We recognize the obvious that with tens of thousands in the industry, we need a lot of help to continue our growth as both an association and an industry. We need leaders to step forward and be counted. We may be working on different pages at times but, we are all working from the same book! We all look to advance the industry in which we participate. To do this we need industry participants to get involved as Board Members, Committee Members, Advisory Board Members, and Developing Local Chapters and Meetings. We need the help of the community, Manufacturers, Suppliers, Distributors, Contractors, and Customers alike. For those that feel there are better ways, for those with fresh ideas, and for those with solutions I am asking you to get involved. There is a lot of excitement at our headquarters as Legacy Management has stepped in to be the anchor for our ship. We have seen a definitive upgrade in communication and response to our members. Communication has been a past weakness. New programs are being developed to better communicate with the membership and the industry at large. For those who have not visited the new website please do so at [www.thepwna.org](http://www.thepwna.org) Bookmark this site as you will continually see updates and communications on the PWNA and industry events. Let us know what you think as we welcome all input.

In regards to education, we will continue to seek out and expand this program. We have grown from an unacceptable 3 classes by the industry's association to now 8 classes and many vendors getting involved. We will continue to grow the curriculum to where it represents the entire industry. As we continue to develop the technical courses we will look to add business related course offerings that will help our

members grow successful companies. In an inclusive effort we need the help of many to provide the educational offerings that folks are seeking. We will constantly look to upgrade and seek out the best the industry has to offer. We want experts in their field to help with this process. Long-term it would be great if at some point we could provide this at a more local level through chapters. This is being done on a small scale but this is certainly another opportunity. The ultimate goal is that if you are seeking education and knowledge on industry related topics the PWNA is going to be the best resource.

There is a great amount of energy and excitement on the Board of Directors. I am fortunate to be working with such a talented, dedicated group. The efforts of volunteers can be very rewarding when great things are accomplished. As more and more members become involved I see even greater rewards. You will see new programs and fresh ideas. You will see a group that is not afraid to make mistakes but will learn from them and move on to a better place. We will always be moving in a forward direction that takes us to goals and levels we as an association have aspired to reach for many years. If you have any questions or want to get more involved with your industry's association, please contact me directly, a Board Member, or our headquarters.

Regards,

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