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POWERCLEAN® 2022

CETA's Annual Tradeshow and Educational Conference

October 12th – 15th, 2022

Rosen Shingle Creek Resort –Orlando, FL

We invite you to attend **POWERCLEAN® 2022**, which will be held at Rosen Shingle Creek Resort –Orlando, FL. Because CETA and PWNA are co-locating again this year, members of both associations will have access to expanded training, networking, and business-to-business links.

Bringing together manufacturers, suppliers, distributors, and contractors at a single venue will be a strong catalyst for advancing the entire industry. No other trade show offers such a wide range of industry-related resources under one roof, which makes **POWERCLEAN® - SECOND TO NONE**. (There will be outdoor demonstrations too.)

Come see what's new in equipment and products, network with peers, and participate in the full slate of activities. Sessions include education seminars, keynote speakers, annual business meeting, CETA's Opening Reception, Annual Gathering of the Women of CETA and the CETA Annual Golf Tournament.

POWERCLEAN® 2022 runs Thursday through Saturday this year and is a member-only-event. Your badge provides access to all CETA Events and Seminars. A crossover badge (\$75) is available for those who wish to attend PWNA Seminars.

We look forward to seeing you in Orlando!

Best regards,

The CETA Board of Directors and Staff



POWERCLEAN® 2022

IT'S AN INVESTMENT



OCTOBER 12-15, 2022
(Wednesday - Saturday)
Rosen Shingle Creek
Orlando, FL

2022 Schedule-at-a-Glance – (tentative schedule, subject to change)

Wednesday, October 12, 2022

- 8:00am – 8:00pm – Exhibitor Setup
- 8:00am – 5:00pm – Exhibitor and Attendee Registration

Thursday, October 13, 2022

- 7:00am – 7:30pm – Exhibitor and Attendee Registration
- 8:00am – 4:00pm – Exhibitor Setup
- 8:00am Shotgun Start – PowerClean Golf Tournament
- 11:00am – 1:30pm – Women of CETA
- 2:15pm – 3:00pm – DOT/HAZMAT Safety Class
- 3:15pm – 4:00pm – Pump Inlet Supply Systems Panel
 - Presented by: CETA Suppliers – Industry's Best Pump Manufacturers (AR North America, CAT Pumps, Comet Pumps, General Pump, and more!)
- 4:15pm – 5:30pm – KICKOFF KEYNOTE SPEAKER TED MA
- 5:30pm – 7:30pm – Cocktail Hour and Sneak Preview of Trade Show

Friday, October 14, 2022

- 7:00am – 4:00pm – Registration Open
- 8:00am – 8:45am – CETA University
- 9:00am – 9:45am – PWNA Speaker
- 10:00am – 10:50am – CETA Technical Update
- 11:00am – 11:45pm – Dr. Bart Basi – CETA Speaker
- 12:00pm – 1:00pm – POWERCLEAN Luncheon ***Ticket Required**
- 1:00pm – 4:00pm – Exhibits Open
- 4:15pm-5:00pm – PWNA 30th Celebration
- 6:00pm – 7:15pm – CETA Membership & Business Meeting
- 7:30pm – 9:30pm – CETA Opening Reception

Saturday, October 15, 2022

- 7:00am – 5:00pm – Registration Open
- 8:00am – 8:45am – David Avrin – CETA Speaker
- 9:00am – 9:50am – Unloader Panel
 - Presented by: CETA Suppliers – Industry's Best Unloader Manufacturers (PA Spa, Suttner, and more!)
- 10:00am – 11:50am – Industry Round Tables
- 12:00pm – 1:00pm – POWERCLEAN Luncheon ***Ticket Required**
- 1:00pm – 5:00pm – Exhibits Open
- 3:00pm – 5:00pm – Outdoor Demos
- 6:00pm-7:00pm – CETA/PWNA Closing
- 5:00pm – 10:00pm – Teardown for Exhibitors

CETA Host Hotel in 2022:

Rosen Shingle Creek | 9939 Universal Boulevard, Orlando, FL 32819 | TEL: 866-996-9939



PWNA 2022 CROSSOVER OPPORTUNITIES

Crossover Badge \$75 required

2022 PWNA Schedule-at-a-Glance – Subject to change or cancelation

Wednesday, October 12, 2022

- 8am–12pm House Washing Certification* – Bo Josetti
- 8am–1pm Fleet Washing Certification* – Paul Laramie
- 8am–12pm Environmental Certification* – Michael Draper
- 8am–5pm Gas Station Class* – Carlos Gonzales – Fee \$350 includes Lunch
- 1pm–3pm Becoming an Exterior Expert – Doug Apt
- 1pm–4pm Flatwork Certification* – Andy Reinsel

Thursday, October 13, 2022

- 8am–11:50pm House Washing Certification* – Jim Pasternak
- 8pm–2:50pm Wood Restoration* – J Nearon/E Abrams – (Break for Lunch 12-1pm - not included in fee)
- 8am–2:50pm Roof Cleaning Certification* – AC Lockyer – (Break for Lunch 12-1pm - not included in fee)
- 12pm–4pm Parking Garage Cleaning* – John Tornabene – Additional Fee required
- 1pm–2:50pm Joes to Pros – Tracy & Kimberlee Handl
- 1pm–1:50pm Rig Building and Maintenance - Jason Ayers
- 2pm–2:50pm The \$2-\$10 Million Jump - Company 119
- 3pm–3:50pm 3 People You Have to Hire to Build a \$1M Company – BergFlow
- 3pm–3:50pm 27 Year Old's Journey from \$0-\$300K per month - Wesley Bloeme


Friday, October 14, 2022

- 8pm–8:50am Online Marketing – Ken Tucker
- 8am–8:50am Husband/Wife/Father/Son Dual Roles – Round Table
- 8pm–8:50am Roof Top Safety – Michael Draper
- 8pm–8:50am IWCA Guide to Architectural Glass for Professional Window Cleaners Part 1
- 8pm–8:50am Understanding your Equipment (Paul Kassander)
- 10am–10:50am Trouble Shoot Pump Repair – Tracy Handl
- 10am–10:50am Here's Your Job as a CEO – Chuck Violand
- 10am–10:50am DOT Training – Scott Hendershott
- 10am–10:50am Un-Solicited Bidding - Ron Musgraves (UAMCC)
- 10am–10:50am Trouble Shoot Pump Repair - Tracy & Kimberlee Handl
- 10am–10:50am Professional Restoration, Cleaning & Maintenance – Jason Ayers

Saturday, October 15, 2022

- 9am–9:50am HOA Market Success – Bo Josetti
- 9am–9:50am Respirator Safety – Michael Draper
- 9am–9:50am How to Turn Your Phone into an ATM Machine – Michelle Jeppesen Jill's Office
- 9am–10:50am Triple Your Profits with Paver Sealing – DECO
- 9am–10:50am Business Finance – Marie Reinsel
- 10am–10:50am The Five Keys to Pattern Success- AC Lockyer
- 10am–10:50am Stepping Away from The Wand – Mike Dinger
- 10am–10:50am BOD Panel – "Ask the Experts"
- 11am–11:50am Refining your Sales Process – Curt Kempton
- 11am–11:50am LinkedIn Marketing – Marco Ramonda
- 11am–11:50am Transform Your Business-Lead Generating Machine – Jon Majak
- 11am–11:50am Accessories - Jud West UAMCC
- 11am–11:50am IWCA Guide to Architectural Glass for Professional Window Cleaners Part 2

* Allows CETA Member to attend – however, CETA Member will not receive Certification.

Select your Sponsorships for PowerClean® 2022:			Amount
<input type="checkbox"/>	Women of CETA	Recognition at the Women of CETA's 14th Annual Meeting. – Specify Amount.	\$
<input type="checkbox"/>	PC2022 GOLF Gift Bag Examples: Golf Balls, Hats, Tees, Water, Crackers, etc.	Sponsors will receive recognition at the Golf Tournament, all pre- and post-publicity on the CETA website, Newsletters, Cleaner Times magazine, honorable mention at CETA's Business Meeting.	\$ 500
<input type="checkbox"/>	PC2022 GOLF Outing Long Drive, Closest to Pin, Longest Putt.	Sponsors will receive recognition at the Golf Tournament, all pre- and post-publicity on the CETA website, Newsletters, Cleaner Times magazine, honorable mention at CETA's Business Meeting.	\$ 200
<input type="checkbox"/>	PC2022 GOLF Lunch	Sponsors will receive recognition at the Golf Tournament, all pre- and post-publicity on the CETA website, Newsletters, Cleaner Times magazine, honorable mention at CETA's Business Meeting.	\$ 1,000
<input type="checkbox"/>	PC2022 TEE BOX Sponsor	Sponsors will receive recognition at the Golf Tournament, all pre- and post-publicity on the CETA website, Newsletters, Cleaner Times magazine, honorable mention at CETA's Business Meeting. (Boxes assigned at random and CETA will provide sign with your company name. Your logo will need to be submitted.)	\$ 100
<input type="checkbox"/>	Seminar Refreshments	Sponsor will receive signage placed at the Refreshment Tables during CETA Seminars.	\$ 500
<input type="checkbox"/>	PowerClean® LUNCHEONS	Sponsors will receive customized signage at the event and in all publications. Recognition at the lunch given to each sponsor.	\$ 500
<input type="checkbox"/>	PowerClean® Refreshments	Sponsor will receive signage placed at the Refreshment Tables.	\$ 500
<input type="checkbox"/>	BRONZE	Sponsor will receive recognition at the Annual Business Meeting.	\$ 200
<input type="checkbox"/>	SILVER	Sponsor will receive Bronze above, plus recognition with signage at the Annual Convention.	\$ 500
<input type="checkbox"/>	GOLD	Sponsor will receive Bronze & Silver above, plus recognition in Cleaner Times Magazine.	\$ 1,000
<input type="checkbox"/>	PLATINUM	Sponsor will receive Bronze, Silver, & Gold above, plus your Company Logo* on the CETA Website Banner displayed through the end of the year. Signage at event. Promoted on Social Media	\$ 1,500
ANNUAL BUSINESS MEETING & OPENING RECEPTION SPONSORSHIPS:			
<input type="checkbox"/>	Business Meeting	Sponsor will receive Banner with Company Logo* the CETA Website, special recognition, and customized signage at the event and in all publications.	\$ 1,500
	KEYSTONE SPONSOR 	Keystone Sponsor will receive top billing in customized signage, along with CETA, for CETA's Annual Opening Reception, a Banner with Company Logo* on the CETA Website, and recognition in all publications. Promoted on Social Media.	Reserved \$ 9,500

*send current Company Logo with registration, in a transparent vector file

TOTAL SPONSORSHIP AMOUNT _____

Name: _____ Email: _____

Company: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

☐ Check Enclosed (Payable to CETA. Mail to the address below)

☐ Invoice me through QuickBooks (Pay by credit card on QuickBooks secure site)

Email Invoice to: _____

Authorized Signature: _____ Date: _____

Email to send receipt to (if different from above): _____



Registration POWERCLEAN 2022 Golf Tournament

Thursday, October 13th, 2022
8:00am Shot Gun Start



Shingle Creek Golf Club
9939 Universal Boulevard
Orlando, FL 32819

PRIZES

FIRST FLIGHT

Cash prize for 1st Place & 2nd Place Teams

SECOND FLIGHT

Cash prize for 1st Place & 2nd Place Teams

FLAG EVENTS - Longest Drive | Closest to the pin on a Par 3 | Longest putt

REGISTER NOW! – Deadline September 30, 2022

TEAM NAME _____

\$125 per player (*Does not include Club Rental)

Includes green fees, cart fee, pre-round range balls, **and lunch.**

*Rental Clubs are available through the Club House at price per set of \$50.00 plus 5% service charge and 6.5% sales tax (price includes two (2) sleeves of golf balls per set, payable at Course)

PLAYER #1 – Name: _____ *Club Rental-Select only if needed	<input type="checkbox"/> Club Rental \$50 (Payable @ ProShop)	<input type="checkbox"/> Left-Handed Set <input type="checkbox"/> Right-Handed Set	Company: _____ Email: _____
PLAYER #2 – Name: _____ *Club Rental-Select only if needed	<input type="checkbox"/> Club Rental \$50 (Payable @ ProShop)	<input type="checkbox"/> Left-Handed Set <input type="checkbox"/> Right-Handed Set	Company: _____ Email: _____
PLAYER #3 – Name: _____ *Club Rental-Select only if needed	<input type="checkbox"/> Club Rental \$50 (Payable @ ProShop)	<input type="checkbox"/> Left-Handed Set <input type="checkbox"/> Right-Handed Set	Company: _____ Email: _____
PLAYER #4 – Name: _____ *Club Rental-Select only if needed	<input type="checkbox"/> Club Rental \$50 (Payable @ ProShop)	<input type="checkbox"/> Left-Handed Set <input type="checkbox"/> Right-Handed Set	Company: _____ Email: _____

*Individuals registering with less than four players will be paired with other players to form a 4-person team.

PAYMENT OPTIONS

☐ CHECK ENCLOSED (REMIT IN US DOLLARS)

☐ CHARGE MY CREDIT CARD:

☐ MASTERCARD

☐ VISA

☐ AMERICAN EXPRESS

☐ Discover

AMOUNT _____

Card Number _____ Exp Date _____ V Code _____ Billing Zip Code _____
MO / YR

Print Card Holder's Name _____

Email Address to email receipt to _____

Signature _____

Date _____

PLEASE COMPLETE YOUR COMPANY INFORMATION

Company Name: _____ Contact: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

RETURN FORMS BY

EMAIL | info@ceta.org

MAIL | CETA PowerClean Golf | 409 S Central Expy | Suite 107-205 | Anna, TX 75409-4910



Sponsored By:



CHAPPELL™
SUPPLY AND EQUIPMENT

Presents two

Great Giveaways!

Contact the CETA Office to pre-order tickets:

Phone: (800) 441-0111 | Fax: (704) 635-7363 | info@ceta.org



**EACH GREAT
DIAMOND GIVEAWAY TICKET
IS \$100.⁰⁰**



**14k White Gold Double Row
Diamond Bracelet
Total 3.72ct
\$6,900 Value**



**14k White Gold Pave Top Soft
Bangle Diamond Bracelet
Total 0.72ct
\$2,150 Value**

THE GREAT RIFLE GIVEAWAY

**EACH GREAT
RIFLE GIVEAWAY TICKET
IS \$100.⁰⁰**



\$3,800.00 Value

**Henry rifles H011SD Silver Deluxe Engraved .44-40
Winchester Serial # 579-of-1,000 Limited Edition
Silver Masterpiece.**

The rifle is built on the Original Henry's specs, with a 24.5" octagon barrel and a full length 13 round magazine with external follower. It retains the period correct ladder sight and has a presentation grade American walnut stock.



\$1,295.00 Value

**Benelli Montefeltro 20 Gauge Semi-Automatic
Shotgun – Satin Blue with Walnut Stock.**

With a slim, graceful forend and a lightweight, anodized receiver, this shotgun is one of the lightest available. An Ultrareliable Inertia Driven™ system keeps your shots quick and accurate, for unmatched performance!

Winners must complete ATF form 4473 and NICS background check. Upon completion of required documentation and background checks the gun will be shipped to an FFL Dealer in your area for pickup.

**There will be a separate drawing for each Giveaway.
Tickets are ONLY \$100.⁰⁰ each.**

100% of all donations go to the CETA Scholarship Foundation to support the Scholarships and is tax deductible.

The Foundation is a 501c (3) Organization. Federal ID Number & Tax-Exempt letter are available upon request.



Jim O'Connell
Hotsy Pacific
Chairman

Gary Scott
Alkota
Treasurer

Theresa Rasmussen
Royce Industries
Secretary

Dennis Black
McHenry PCE
Trustee

Russ Hess
Alkota
Trustee

Mike Tonies
Hydra-Flex, Inc.
Trustee

The winners of the Great Diamond & the Great Rifle Giveaways will be drawn and announced on October 15th, 2022 at PowerClean®, in Orlando, FL.

Pre-order your tickets by contacting the CETA Office. Cash, checks, and credit cards will be accepted. Need not be present to win.

409 S Central Expy | Suite 107-205 | Anna, TX 75409-4910 | Phone: (800) 441-0111 | Fax: (704) 635-7363 | info@ceta.org



Ted Ma - POWERCLEAN® 2022 Kickoff Keynote Speaker

Thursday, October 13th, 2022 | Time: 4:15 pm – 5:30 pm | Room TBA

“Mentorship Moments”: How Great Leaders Bring Out the Best in Others

We all have a leader who made an unforgettable impact on our careers. This person challenged how we see ourselves, how we show up in the world, and the way we lead. These difference-makers change our lives. They teach us that the best leaders are also great mentors who cause us to think and act differently.

Based on the groundbreaking national research study of over 1,000 professionals, this highly interactive program reveals a practical process to unlock the potential in others. Participants will be challenged to look at their leadership differently, change how they interact with their team, and learn how to bring out the best in the people around them.

Learning Objectives:

- Describe how to leverage mentorship to attract, develop and retain great employees.
- Identify the traits of great mentors and assess how you measure up.
- Create the Mentorship Moments that drive team performance and leadership growth.
- Apply the 3 simple steps to develop your next generation of leaders.

About the Speaker

Ted Ma is an international keynote speaker, author, and leadership expert who works with organizations to develop their next generation of leaders, so they will not lose their best employees. He was named one of the top 100 keynote speakers of 2019 by Databird Business Journal. He believes that increasing retention, engagement, and sales begins with building tomorrow's leaders today.

As a millennial, Ted has been leading teams and developing leaders for over 17 years. Unlike many leadership experts, he built an international sales team from 0 to over 6,000 independent agents and reached the top 1% in that company.

Ted has been featured in publications including USA Today Inc, Kiplinger, and the New York Times. He has delivered over 1,000 presentations to audiences as large as 10,000 and has shared the stage with speakers like John Maxwell, Jack Canfield, and Mel Robbins. He is a member of the National Speakers Association, the Global Speakers Federation, and Toastmasters International.

When he is not traveling the world speaking, you may find Ted hiking, cheering on the San Francisco 49ers, or ordering complicated coffee drinks.



Chuck Violand - PWNA Keynote Speaker

Friday, October 14th, 2022 | Time: 9:00 am – 9:45 am | Room TBA

“Sailboats, Yachts, & Tall-Masted Ships”

About the Speaker

Chuck founded Violand Management Associates in 1987 with the objective of helping owners of restoration and cleaning companies build profitable businesses for their long-term professional and personal success. As an author and popular keynote speaker, Chuck is a respected authority on entrepreneurial small businesses, having spent over thirty years as both a business consultant and an executive coach.



Dr. Bart Basi, Attorney/CPA - CETA Keynote Speaker

Friday, October 14th, 2022 | Time: 11:15 am – 12:00 pm | Room TBA

“Out With the Old and In With the New”

Subject: Business Succession Planning and the New Tax Laws

A discussion of the new tax laws and their impact on a company's cash flow including legal structures for businesses and ways to minimize tax liabilities.

New tax laws are impacting businesses across the country. And with these new laws a new discussion on company structures must be had. This Session will focus on a discussion of the new tax laws and how they impact the cash flow of your business. In addition, Dr. Basi will discuss what corporate structures now work best in this new economy in addition to touching on topics such as IRS Code Section 1202 which allows an owner to sell their company and pay nothing in tax.

Upon completion of this course, the participants will be able to:

- ✓ Understand the new tax laws and the impact they have on cash flow to a company.
- ✓ Know which legal structure is right for their company.
- ✓ Describe the alternatives for succession planning for the future of their company or Selling or transferring the Company, and;
- ✓ Become motivated to create a Business Succession Plan.

Areas of Expertise

Dr. Basi is a specialist in the areas of financial accounting, business succession, business valuation, mergers and acquisitions, retirement and estate planning, strategic planning, and tax aspects of business decisions for closely held and family businesses. He speaks nationwide, writes, and researches on all of these areas. He has written five loose-leaf bound books, fourteen workbooks, over 300 articles, and has worked with hundreds of businesses and associations. Journals that have published Dr. Basi's work include Money Matters, The American Journal of Small Business, The Journal of Family Law, The Journal of Estate Planning, The Tax Lawyer, Small Business Taxation, Taxation for Individuals, Taxation for Accountants, Taxation for Lawyers, The CPA Journal and The Tax Executive. Dr. Basi is the author of “The Tax Report,” a bi-monthly report on income and estate tax matters for closely-held businesses, “Accounting and Taxes,” a monthly column distributed to individuals and trade journals, and the “Tax Advisory,” a monthly tax advisory for closely-held and family business.



David Avrin - CETA Keynote Speaker

Saturday, October 15th, 2022 | Time: 8:00 am – 8:45 am | Room TBA

“Here is Winning the Customer 4.0 –”

Future-proofing your business by better responding to a new generation of wants, needs and expectations.

How, when and where we buy has changed dramatically in recent years. Winning today is often dictated by those who can deliver faster and are remarkably easy to do business with. In this revealing, thought-provoking and very entertaining presentation, popular Customer Experience expert David Avrin, CSP shines a light on the profound shift in customer expectation, while showing your team everyone's role in eliminating friction in the buying process, responding to prospects, and creating Customer Experiences worth sharing.

ABOUT THE SPEAKER

David Avrin – President – Highlands Ranch, Colorado

Biography

One of the most in-demand Customer Experience and Marketing speakers and consultants in the world today, David Avrin, CSP has shares his content-rich, very entertaining, and actionable presentations with enthusiastic audiences across North America and around the world including recent presentations in *Singapore, Bangkok, Melbourne, Brisbane, Antwerp, Buenos Aires, Bogota, Mumbai, Sri Lanka, Abu Dhabi, Manila, Rotterdam, Barcelona, Monte Carlo, London, New Delhi, Johannesburg and Dubai*. David helps organizations better understand and connect with their changing customers and clients to help future-proof their businesses.

David's business insights have been featured on thousands of media outlets around the world. He is also the author of five books including the acclaimed: *It's Not Who You Know, It's Who Knows You!*, *Visibility Marketing*, *Why Customers Leave (and How to Win Them Back)* and his newest book: *The Morning Huddle — Powerful Customer Experience Conversations to Wake You Up, Shake You Up and Win More Business*.



JOIN US!

TO CELEBRATE THE RETURN
OF OUR
ANNUAL MEETING

ROSEN SHINGLE CREEK
Meeting & Event Center
THURSDAY OCTOBER 13 2022
BUTLER HALL 11:00 AM-1:30 PM



Like the Florida sun that shines, we all have inner brightness to Shine...
*And ... We've Certainly Missed **Your Shine!***

If there's anything that we've realized during the pandemic, it's how important community is! The Women of CETA is just that... a vibrant community of women who gather in a casual relaxed atmosphere for a little fun and support in our common business interests.

This year we have some extra catching up to do! We'll gather for great fellowship with friends new and old. We'll play a few rounds of BUNCO and enjoy wonderful food and door prizes! We are all certain to **Shine** a little brighter after sharing this opportunity in beautiful Florida with a great community of ladies!

Sign Up Now & Let's Live Brightly Together!

☐ Yes, I Will Be Attending

Name: _____

Email address: _____

Cell phone: _____

☐ Yes, I Will Bring a Friend

Name: _____

Email address: _____

Cell phone: _____

☐ Yes, I will Sponsor the Event In the Amount of \$ _____

☐ Yes, I Would Like to Contribute A Door Prize.

If you choose to sponsor the CETA Office will be in contact with you.

You're invited to join us!

Friday, October 14th, 2022



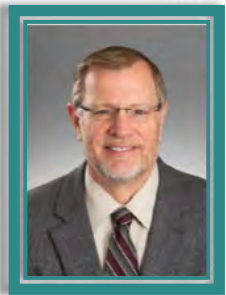
MAKE PLANS TO ATTEND

CETA's Annual Business & Membership Meeting

Friday, October 14th, 2022 | 6:00pm - 7:00pm

Rosen Shingle Creek | Room: TBD

The 2020, 2021, and 2022 CETA Lifetime Achievement, Distinguished Service, and Community Service Awards will be presented during the meeting. Be there for the CETA Annual Drawings of a free Membership and a two-night stay for the 2023 Annual Convention and Trade Show. (MUST BE PRESENT TO WIN)



Mr. Patrick Wingen
2020 Lifetime
Achievement Recipient



Mr. Sam Humphrey
2021 Lifetime
Achievement Recipient



FREE Two-night stay at PowerClean® 2023



Mr. Jack Hill
2021 Distinguished Service
Award Recipient

Following the *CETA Annual Business Meeting*, make plans to attend *CETA's Opening Reception*, ideal for those wanting to relax, socialize and just have fun. This is always **the event** that everyone looks forward to. Networking at its best!

The CETA Board of Directors and Staff invite you to attend the

CETA *Opening Reception*

Friday, October 14th, 2022 | 7:30pm - 9:30pm

Rosen Shingle Creek | Room: TBD

SPONSORED BY **CETA** AND GENERAL PUMP



GENERAL PUMP



THURSDAY, OCTOBER 13th, 2022

- 2:15pm–3:00pm – Room TBA

DOT/HAZMAT Safety Class

Presented by: **Billy Fields – Cougar Chemical**

Maybe you will never have a visit, but you should make sure your compliant. This session will review current and up to date requirements to help you stay in compliance. Certificate of registration, Training log, Testing, Proper Shipping Paper in Business Works, and Quick Books, etc.

- 3:15pm–4:00pm – Room TBA

Pump Inlet Supply Systems Panel-

Presented by: **CETA Pump Manufacturers**

(AR North America, CAT Pumps, Comet Pumps, General Pump, and more!)

Panel of Pump Manufactures will present proper pump inlet supply.

- 4:15pm–5:30pm – Room TBA

POWERCLEAN® 2022 Kickoff Keynote Speaker – Ted Ma

“Mentorship Moments” - How Great Leaders Bring Out the Best in Others

Presented by: **Ted Ma**

We all have a leader who made an unforgettable impact on our careers. This person challenged how we see ourselves, how we show up in the world, and the way we lead. These difference-makers change our lives. They teach us that the best leaders are also great mentors who cause us to think and act differently.

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- Describe how to leverage mentorship to attract, develop and retain great employees
- Identify the traits of great mentors and assess how you measure up
- Create the Mentorship Moments that drive team performance and leadership growth
- Apply the 3 simple steps to develop your next generation of leaders

FRIDAY, OCTOBER 14th, 2022

- 8:00am–8:45am – Room TBA

CETA University

Presented by: **Cherie Sparks, Chairman of the CETA U Committee**

Come explore one of the newest benefits available to all CETA members. CETA University has been relaunched as a digital education tool to support members with critical knowledge needed for their businesses. Available under the members only section of the CETA.org website, CETA U offers the latest training videos from Manufacturers, Suppliers and more. In this session, Cherie Sparks – CETA University Committee Chairman, will walk through the digital tool as well as solicit feedback and ideas for future content.

- 9:00am–9:45am – Room TBA

PWNA 2022 Speaker – Chuck Violand

“Sailboats, Yachts, and Tall-Masted Ships”

Presented by: **Chuck Violand**

- 10:00am–11:00am – Room TBA

CETA Technical Update & Industry Trends

Presented by: **The CETA Technical Committee – Jimmy Welch-Chairperson**

This year's session will cover the most recent THC 335H safety standards work including continuation of UL 1776 as well as UL 60335-2-79 as the group continues harmonization towards the binational UL/CSA 60335-2-79. NEC 2020 GFCI code verbiage changes and reminder of other electrical safety issues. EPA and CARB evaporative and emission requirements as well as CDC and CPSC CO (Carbon Monoxide) warnings. Reminder of OPEI “Use E10 10% Ethanol or Less” as well as Biodiesel (Engines & Oil Burners). Industry trends including the “NEW CLEAN” from disinfectants, sprayers, misters, foggers, dry steamers, soft wash as well as the continuation of DYI (Do it yourself > building product). Encourage all our manufacturers to continue providing CPC 100 Performance Standard product and distributors to promote these products to end-users.

You are encouraged to attend and participate as these issues affect all our members (Suppliers, Manufacturers, Distributors, & End-users).

- 11:15am–12:00pm – Room TBA

CETA 2022 Keynote Speaker – Dr. Bart Basi

“Out with the old and in with the New”

Subject: Business Succession Planning and the New Tax Laws

Presented by: **Dr. Bart Basi, Attorney/CPA**

A discussion of the new tax laws and their impact on a company's cash flow including legal structures for businesses and ways to minimize tax liabilities.

New tax laws are impacting businesses across the country. And with these new laws a new discussion on company structures must be had. This Session will focus on a discussion of the new tax laws and how they impact the cash flow of your business. In addition, Dr. Basi will discuss what corporate structures now work best in this new economy in addition to touching on topics such as IRS Code Section 1202 which allows an owner to sell their company and pay nothing in tax.

FRIDAY, OCTOBER 14th, 2022 (Continued)

- 12:00pm–1:00pm – Room TBA

POWERCLEAN® LUNCHEON

Enjoy lunch and network with PowerClean exhibitors and attendees. ***Ticket required.**

SATURDAY, OCTOBER 15th, 2022

- 8:00am–8:45am – Room TBA

CETA 2022 Keynote Speaker – David Avrin

“Here is Winning the Customer 4.0”

Future-proofing your business by better responding to a new generation of wants, needs and expectations.

Presented by: **David Avrin**

How, when and where we buy has changed dramatically in recent years. Winning today is often dictated by those who can deliver faster and are remarkably easy to do business with. In this revealing, thought-provoking and very entertaining presentation, popular Customer Experience expert David Avrin, CSP shines a light on the profound shift in customer expectation, while showing your team everyone’s role in eliminating friction in the buying process, responding to prospects, and creating Customer Experiences worth sharing.

- 9:00am–9:45am – Room TBA

Uploader Panel

Presented by: **CETA Pump Manufacturers**
(PA Spa, Suttner American, and more!)

Panel will present proper pump inlet supply information.

- 10:00am–11:45am – Room TBA

ROUND TABLE DISCUSSIONS – 30-minute discussions

Participants can choose any table they want.

Topics include:

1. Fraud & Theft Prevention
2. Best Rental Practices
3. Advertising Online
4. Sales Tools/Best Practices
5. Benefits of Benchmarking
6. How to make your Service Department more profitable
7. Do’s and Don’ts on Selling your Business

- 12:00pm–1:00pm – Room TBA

POWERCLEAN LUNCHEON

Enjoy lunch and network with PowerClean exhibitors and attendees. ***Ticket required.**

ATTENDEE REGISTRATION

POWERCLEAN® 2022

OCTOBER 12TH–15TH, 2022

ROSEN SHINGLE CREEK RESORT-ORLANDO, FL

EXHIBIT DAYS: THURSDAY-FRIDAY-SATURDAY

REGISTRATION PREFERRED BY: SEPT. 19TH, 2022



WAYS TO REGISTER!

FAX this form & payment to 704-635-7363

EMAIL This form & payment to info@ceta.org

MAIL This form & payment to:

409 S Central Expy, Suite 107-205

Anna, TX 75409-4910

REGISTRATION INFORMATION (Photocopy for additional registrants)

BADGE/Registrant #				BADGE/Registrant #			
First Name:		Last Name:		First Name:		Last Name:	
Title:		Cell Phone:		Title:		Cell Phone:	
Email (required for badge confirmation):				Email (required for badge confirmation):			
CETA BADGES INCLUDE CETA SEMINARS, ANNUAL BUSINESS MEETING, & OPENING RECEPTION				CETA BADGES INCLUDE CETA SEMINARS, ANNUAL BUSINESS MEETING, & OPENING RECEPTION			
REGISTRATION FEES		Member's		REGISTRATION FEES		Member's	
For this Registrant:		First Badge		For this Registrant:		First Badge	
Convention Badge		<input type="checkbox"/> \$339		Convention Badge		<input type="checkbox"/> \$339	
Lunches Friday		<input type="checkbox"/> \$25		Lunches Friday		<input type="checkbox"/> \$25	
Saturday		<input type="checkbox"/> \$25		Saturday		<input type="checkbox"/> \$25	
Crossover Badge - PWNA Events (Selection Sheet will be emailed)		<input type="checkbox"/> \$75		Crossover Badge - PWNA Events (Selection Sheet will be emailed)		<input type="checkbox"/> \$75	
EVENT SELECTIONS: (event times subject to change)				EVENT SELECTIONS: (event times subject to change)			
Thursday, October 13, 2022 - I will be attending:				Thursday, October 13, 2022 - I will be attending:			
8:00am to 2:00pm <input type="checkbox"/> Golf Tournament* @ Shingle Creek GC - Orlando				8:00am to 2:00pm <input type="checkbox"/> Golf Tournament* @ Shingle Creek GC - Orlando			
*Separate Golf Registration Form Required & Fees Apply (form will be sent to the email above)				*Separate Golf Registration Form Required & Fees Apply (form will be sent to the email above)			
11:00am to 1:30pm <input type="checkbox"/> Women of CETA				11:00am to 1:30pm <input type="checkbox"/> Women of CETA			
2:15pm to 3:00pm <input type="checkbox"/> DOT/HAZMAT Safety Class				2:15pm to 3:00pm <input type="checkbox"/> DOT/HAZMAT Safety Class			
3:15pm to 4:00pm <input type="checkbox"/> Pump Inlet Supply Systems Panel				3:15pm to 4:00pm <input type="checkbox"/> Pump Inlet Supply Systems Panel			
4:15pm to 5:30pm <input type="checkbox"/> Joint Kickoff/Speaker - Ted Ma - "Mentorship Moments"				4:15pm to 5:30pm <input type="checkbox"/> Joint Kickoff/Speaker - Ted Ma - "Mentorship Moments"			
Friday, October 14, 2022 - I will be attending:				Friday, October 14, 2022 - I will be attending:			
8:00am to 8:45am <input type="checkbox"/> CETA University				8:00am to 8:45am <input type="checkbox"/> CETA University			
9:00am to 9:45am <input type="checkbox"/> Speaker - Chuck Violand - PWNA Speaker				9:00am to 9:45am <input type="checkbox"/> Speaker - Chuck Violand - PWNA Speaker			
Topic: "Sailboats, Yachts, and Tall-Masted Ships"				Topic: "Sailboats, Yachts, and Tall-Masted Ships"			
10:00am to 11:00am <input type="checkbox"/> Seminar - CETA Technical Update				10:00am to 11:00am <input type="checkbox"/> Seminar - CETA Technical Update			
11:15am to 12:00pm <input type="checkbox"/> Speaker - Dr. Bart Basi: "Out with the Old and In with the New"				11:15am to 12:00pm <input type="checkbox"/> Speaker - Dr. Bart Basi: "Out with the Old and In with the New"			
6:00pm to 7:00pm <input type="checkbox"/> CETA Annual Membership & Business Meeting				6:00pm to 7:00pm <input type="checkbox"/> CETA Annual Membership & Business Meeting			
7:30pm to 9:30pm <input type="checkbox"/> CETA Opening Reception				7:30pm to 9:30pm <input type="checkbox"/> CETA Opening Reception			
Saturday, October 15, 2022 - I will be attending:				Saturday, October 15, 2022 - I will be attending:			
8:00am to 8:45am <input type="checkbox"/> Speaker - David Avrin - "Here is Winning the Customer 4.0"				8:00am to 8:45am <input type="checkbox"/> Speaker - David Avrin - "Here is Winning the Customer 4.0"			
9:00am to 9:45am <input type="checkbox"/> Unloader Panel				9:00am to 9:45am <input type="checkbox"/> Unloader Panel			
10:00am to 11:45am <input type="checkbox"/> Seminar - Industry Round Tables				10:00am to 11:45am <input type="checkbox"/> Seminar - Industry Round Tables			

Company Information

Company: _____

Address: _____

City/ST/Zip: _____

Phone/Fax: _____

Website: _____

Payment Information

-Incomplete registration forms will not be processed.

-Payment method selection must be accompanied with registration form.

-CETA Manufacturer & Supplier Members not Exhibiting **must** include the onetime fee of \$2,180 to register Attendees.

- Replacement Badge = \$339 (see rules on page 2)

Conditions of Participation (see page 2)

I hereby certify that all listed registrants are paid employees of our firm and agree to fully abide by the Conditions of Participation shown of page 2.

Signature _____

Printed Name _____

Date _____

Sub-Total of Charges above

CETA Mfg./Supplier Non-exhibiting Member Fee of \$2,180 _____

TOTAL PAYMENT AMOUNT

Payment Methods:

☐ Check enclosed (payable to CETA)

☐ Invoice – CETA will send invoice to the following contact, where payment can be made by credit card on a secure site.

Contact Name: _____

Email Address: _____

ATTENDEE REGISTRATION

POWERCLEAN® 2022

OCTOBER 12TH–15TH, 2022

ROSEN SHINGLE CREEK RESORT-ORLANDO, FL

EXHIBIT DAYS: THURSDAY-FRIDAY-SATURDAY

REGISTRATION DEADLINE: SEPTEMBER 30, 2022



WAYS TO REGISTER!

FAX this form & payment to **704-635-7363**

EMAIL This form & payment to info@ceta.org

MAIL This form & payment to:

409 S Central Expy, Suite 107-205

Anna, TX 75409-4910

Company Profile: (it is important to complete this section for CETA to best serve you)

A. Member Type: ☐ Manufacturer ☐ Supplier ☐ Distributor ☐ Associate

B. How did you hear about CETA Annual Convention? (Check any that apply)

☐ CETA Newsletter

☐ CleanerTimes-Belly Band/Ad

☐ PW News Magazine Ad

☐ CETAWebsite

☐ AWCMagazineAd

☐ Word of Mouth

☐ Other: _____

Hotel Information:

CETA's Host Hotel for the 2022 Annual Convention and PowerClean® is the Rosen Shingle Creek Resort – Orlando, FL, located at 9939 Universal Blvd, Orlando, FL, 32819.

CETA events, including the Annual Golf Tournament, Women of CETA, CETA Education Seminars, CETA's Annual Business/Membership Meeting, and the Opening Reception will be held at Rosen Shingle Creek Resort.

Visit [Rosen Shingle Creek Resort](#) to view rates and make reservations.

Please beware of Housing "Pirates" and "Poachers". All arrangements should be made using the official housing link above.

Registration Acceptance:

Note: Registration for the CETA Annual Convention is at the sole discretion of CETA show management. We reserve the right to accept or reject registrations and cancel any previously accepted registration at any time.

Name Changes/Registration Cancellation Policy:

- Name changes and replacement of lost badges will be available for a \$339 fee.
- Cancellation requests must be received in writing to CETA by August 1st, 2022, to receive a full credit.
- A credit will be issued at the close of the trade show.
- Please fax requests to 704-635-7363, or email to info@ceta.org.

Conditions of Participation:

- This signed registration form is an offer. CETA reserves the right to accept or reject the offer based on the registrant's eligibility.
- Live-Streaming is prohibited unless approved by CETA management.
- Manufacturer & Supplier CETA Members Not Exhibiting must include a one-time fee of \$2,180 to register Attendees, plus price per Badge.
- Replacement Badges for lost badges = \$339.
- Registration of individuals may only include a Company's employee.
- The minimum age for admittance on the trade show floor is 12 years old.

Friendly Reminders:

- Registration preferred by September 19th, 2022. However, you can register on-site, although you may have to wait in line.
- Visit www.ceta.org for the most current information.

FREQUENTLY ASKED QUESTIONS

POWERCLEAN® 2022

October 12th thru 15th, 2022 (Wednesday-Saturday)

Rosen Shingle Creek Resort - Orlando, FL

Exhibit Dates – October 13–15 (Thursday-Saturday)

General Trade Show Questions:

- Where is POWERCLEAN® 2022, co-locating with PWNA, being held?
- Do I have to be a member of CETA or PWNA to attend?
- How much does it cost to register?
- How can I register?
- If I lose my badge at the show, can I have one re-printed?
- Do I have to register with a company, to attend?
- Can I register someone from a different company under my company name?
- Is there a deadline to register for the trade show or seminars?
- What are the registration hours?
- What are the trade show hours?
- How do I make hotel arrangements?

Answers:

Q. Where is POWERCLEAN® 2022, co-locating with PWNA, being held?

A. POWERCLEAN® 2022, co-locating with PWNA, will be held in Orlando, Florida, October 12th thru October 15th, 2022. Seminars and Trade Show will be held at Rosen Shingle Creek Resort, 9939 Universal Blvd., Orlando, FL 32819.

Q. Do I have to be a member of CETA or PWNA to attend?

A. Yes. You must be a member of CETA or PWNA to attend. To learn more about a CETA membership, please visit for CETA ceta.org or call 800-441-0111.

Q. How much does it cost to register?

A. Trade Show Badge Rates:

Member Badges:	\$339 for a Convention Badge
	\$239 for each Additional Convention Badge
	\$149 for a Spouse Badge

All Convention badges include entry to Exhibit Floor, CETA Seminars, Annual Business Meeting, and Opening Reception.

Q. How can I register?

A. You can register four ways, online at ceta.org/annual-convention or email info@ceta.org, call the CETA office at 800-441-0111, or fax your form to 704-635-7363. You can also register on-site in Orlando, but please note that you may have to wait in line.

Q. If I lose my badge at the show, can I have a new badge reprinted?

A. Yes. A replacement badge will be at the same price as a new badge.

FREQUENTLY ASKED QUESTIONS

POWERCLEAN® 2022

October 12th thru 15th, 2022 (Wednesday-Saturday)

Rosen Shingle Creek Resort - Orlando, FL

Exhibit Dates – October 13–15 (Thursday-Saturday)

Answers, continued:

Q. Do I have to register with a company to attend?

A. Yes. **POWERCLEAN® 2022** co-locating with PWNA is an industry trade show for the power cleaning industry. It is not open to the public.

Q. Can I register someone from a different company under my own company name?

A. No. All attendees must be a full-time employee of the company they are representing.

Q. Is there a deadline to register for the trade show or seminars?

A. No, there is not a deadline for CETA members. You can register on-site, although you may have to wait in line.

Q. What are the registration hours?

A.

Wednesday, October 12, 2022

- 8:00am – 5:00pm – Registration Open

Thursday, October 13, 2022

- 7:00am – 7:30pm - Exhibitor & Attendee Registration Open

Friday, October 14, 2022

- 7:00am – 5:30pm - Exhibitor & Attendee Registration Open

Saturday, October 15, 2022

- 7:00am – 5:30pm - Attendee Registration Open

Q. What are the Trade Show hours?

A.

Thursday, October 13, 2022

- 5:30pm-7:30pm - Cocktail Hour and Sneak Preview of Trade Show

Friday, October 14, 2022

- 1:00pm – 4:00pm - Exhibit Hall Opens

Saturday, October 15, 2022

- 1:00pm – 5:00pm - Exhibit Hall Opens
- 3:00pm – 5:00pm - Outdoor Demos

Q. How do I make hotel arrangements?

A. CETA's host hotel is the Rosen Shingle Creek Resort, 9939 Universal Blvd., Orlando, FL 32819. Hotel arrangements can be made by going to: [Rosen Shingle Creek Resort](https://www.rosenshinglecreekresort.com).

Didn't find the answers you were looking for? Contact CETA at info@ceta.org or 800-441-0111.