

CETA's 2025 Distinguished Service Award

CETA's Distinguished Service Award is awarded to someone who has strong personal and business ethics and dedicated to the future growth of the Power Cleaning Industry.

CETA is pleased to announce a well deserving recipient



Jeffery Theis

President/CEO

ProPulse, A Schieffer Company

Submitted by Erik Spurling

Jeff Theis's 40-year journey in the pressure cleaning industry began in 1981 at Mi-T-M, where he started as one of 10 employees. Over nine years, he transitioned from assembly line worker to a self-taught engineer,

taking on roles like service warranty manager, purchasing manager, and head of engineering as the company grew significantly.

In 1990, Jeff joined National Pride Company of Chicago, the U.S. distributor for Suttner GmbH & Co. KG, a German manufacturer of high-pressure valves. In 1992, he co-founded Suttner America Co. in Dubuque, IA, with Wolfgang Suttner. Two years later, Jeff launched J. Theis & Associates, representing Kärcher and selling private-label cleaning machinery to brands like Craftsman, Generac, and Porter Cable.

Concurrently, Jeff facilitated high-pressure hose sales for Schieffer GmbH & Co. KG. Recognizing growth potential, he co-founded Schieffer Co. International (now ProPulse, a Schieffer Company) in 1998, serving as President and CEO. Under his leadership, ProPulse became known for quality cleaning and hydraulic hoses, guided by values of integrity, flexibility, safety, growth, and service.

Jeff's industry impact extends beyond business. A servant leader, he has advised on committees for CETA and contributed to U.L. standards. He encourages staff involvement in CETA, with employees like Jamie Bell on the Technical Committee and me on the Scholarship Foundation Board.

Outside the industry, Jeff's community service is extensive. He presented for "Distinctively Dubuque" for a decade, served on non-profit boards, and is a member of Vistage and the Dubuque Shooting Society. He has chaired the Pastoral Council at St. Joseph Parish and volunteers as a pallbearer for the St. Vincent DePaul Society. Jeff and ProPulse support charities like the Dubuque Boys & Girls Club, United Way, and Junior Achievement. His contributions earned him induction into the Junior Achievement Hall of Fame and the Iowa Venture Award.

Jeff holds three U.S. utility patents, including one for ProPulse's UberFlex hose, known for flexibility and durability. His mentorship has inspired many:

- "Jeff's visionary leadership and ability to push people to exceed their potential have contributed to our success." – Dave Sabatos, ProPulse R&D Director
- "His dedication, innovation, and mentorship have driven ProPulse's growth." – James Haase, ProPulse Information Systems Manager
- "Jeff's integrity and commitment through tough times make me proud to work for him." – Kim Lohberg, ProPulse Controller (retired)

Personally, Jeff fosters trust and innovation, empowering staff with his open-door policy and guidance. ProPulse's recognition as an Iowa Top Workplace in 2023 and 2024, based on employee feedback, reflects his leadership.

Jeff's career of service, innovation, and mentorship makes him an exceptional candidate for the CETA Distinguished Service Award.



Jeff Theis - Working



**Jeff & Vickie Theis
& Family**