

2025 Lifetime Achievement Award

CETA is pleased to announce a well deserving recipient for the

2025 Lifetime Achievement Award



Dave Wyett

President

Always Under Pressure

Submitted by R Calvin Rasmussen

Over the years, I've had the pleasure of working alongside many professionals in our industry, but few have left a mark as deep or as enduring as Dave Wyett. In preparing this nomination, I had the opportunity to sit down with Dave and reflect on his journey in the cleaning equipment world, a journey that spans five decades and continues to shape our industry today.

From Soap Sales to Steam Cleaners: The Beginning

Dave first found his way into the cleaning equipment business in 1975. At the time, he was selling janitorial supplies when a customer asked if he also sold steam cleaners. Without skipping a beat, Dave said yes, tracked down a small manufacturer in Tucson, and made the sale. That moment, his first steam cleaner/pressure washer sale was the spark that launched a career.

But truth be told, the spirit of entrepreneurship had always been in him. He had a paper route at 13, a lawn mowing business at 14, and by 15 was repairing washers, dryers, and air conditioners. At 16, he worked for a small residential HVAC company. Seeing how small family-run businesses operated sparked something in Dave. He decided then and there that he would own his own business by the time he was 30—and he made good on that promise.

Milestones that Shaped the Industry

While Dave's story is inspiring on a personal level, what makes him truly deserving of this award is how much he's contributed to the industry as a whole. One of the most pivotal moments came in 1988, when CEMA (Cleaning Equipment Manufacturers Association) first allowed distributors to attend their annual meeting—but only for one day. Dave was one of nine distributors who saw an opportunity and helped form the Association of Pressure Washer Distributors (APD), focusing on education and industry collaboration.

A couple of years later, CEMA and APD began discussing a merger. Dave, then Vice President of APD, (their President at the time was unavailable to attend) sat at the table with Tim Layden and Charlene Laymon, negotiating equal representation and a shared vision for the future. Out of that effort, CETA was born. They agreed on a new name, a new logo (merging elements from both organizations), and a twelve-member board with balanced representation: three manufacturers, three distributors, three suppliers, and three at-large members.

Education remained a cornerstone of Dave's mission. He helped organize annual training sessions at CETA events, led regional educational meetings, and eventually contributed to the formation of the CETA Education Foundation, which has since awarded thousands of dollars in scholarships to the children of CETA members.

Challenges, Innovations, and Industry Impact

One early challenge Dave tackled was the lack of consistency across brands when labeling equipment. Working through CETA, he helped develop standardized product descriptions that allowed end users to make better-informed comparisons, a huge step forward for transparency and professionalism.

Dave has also played an instrumental role in shaping environmental standards. In the early 1990s, he and Charlene Laymon—then friendly competitors in the San Francisco Bay Area—recognized the need for better water runoff practices. Together, they organized a local committee of distributors and mobile cleaners to create Best Management Practices (BMPs) for pressure washing. These became foundational documents, eventually influencing stormwater regulations across California and beyond.

CETA Involvement and Leadership

Dave served three full terms on the CETA board during the 1990s and early 2000s, consistently advocating for education, industry standards, and collaborative leadership. His role in founding the APD, shaping the merger with CEMA, and developing CETA's structure and mission cannot be overstated.

Entrepreneurial Spirit: From Garage to Growth

Dave sold his first machine in 1975 and officially launched Kleen Quip with his wife in 1979, right out of their garage in San Jose. Twenty-one years later, he purchased his competitor's dealership—Charlene Laymon's business—and combined the two under the name Always Under Pressure. It's a fitting name, not just for the equipment, but for the perseverance it took to build a successful business in such a competitive environment.

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Dave Wyett (Continued)

Throughout the years, Dave has held to one core principle: honesty. Whether with family, employees, customers, or partners, he has always believed in being straightforward and trustworthy. That value, more than anything, has been the secret to his company's success and his respected place in the industry.

Family, Faith, and Life Beyond Business

Dave's wife has been his business partner from day one, managing the finances and supporting the business behind the scenes. Their daughters, Tammy and Michelle, were filling and labeling soap buckets by the time they were ten, learning the value of work and contributing to the family business before going on to successful careers of their own.

When it came to balancing work and family, Dave was intentional. While some families took to the slopes for winter skiing, Dave chose water skiing, a hobby that kept everyone in the boat, together. That decision speaks volumes about the kind of father and husband he's been.

Outside of work, Dave enjoys hunting and fishing. He also spent four years—2006 to 2010—helping organize and oversee the construction of a 68,000-square-foot church facility in San Jose, a labor of love that blended his practical skills with his passion for serving others.

Looking Back—and Forward

Dave's legacy is one of innovation, integrity, and involvement. From co-creating www.pressurewasher.com to developing the Mobile Cleaner BMPs, from shaping the very structure of CETA to mentoring the next generation of leaders, he has never stopped giving back.

And perhaps there is no more fitting moment to honor that legacy than now.

This year marks the 35th anniversary of the creation of CETA, a milestone born from the very negotiations Dave helped lead as one of the association's original founders. His vision, advocacy, and steady leadership were foundational in transforming two separate groups into one united industry voice. That moment in 1990, when CEMA and APD came together to form CETA, was more than a merger, it was a blueprint for collaboration, innovation, and education, all of which remain at the core of CETA's mission today.

As we gather for PowerClean to celebrate this special anniversary, there's no better time to recognize one of the individuals who helped make it all possible. Honoring Dave Wyett with the CETA Lifetime Achievement Award at this year's convention would not only be timely, but it would also be profoundly well-deserved.

When I asked Dave what advice he'd give the next generation, his response was clear: If you're making a living from this industry, one of the best ways to ensure your future success is to actively participate in its future. Be part of CETA.

This year, as we reflect on 35 years of CETA, I can think of no better way to celebrate our past and inspire our future than by honoring one of the people who helped start it all.

Dave with his wife Marilyn and family.

