



## OFFICERS

### **President**

Gus Alexander  
FNA Group  
Pleasant Prairie, WI 53158  
Phone: 847-348-1501  
[galexander@fna-group.com](mailto:galexander@fna-group.com)

### **Senior Vice President**

Scott Hansen  
Alkota Cleaning Systems  
Alcester, SD 57001  
Phone: 800-255-6823  
[shansen@alkota.com](mailto:shansen@alkota.com)

### **Vice President**

Greg Sprunk  
Superior Cleaning Equipment  
Phoenix, AZ 85034  
Phone: 602-257-8580  
[gregs@sclean.com](mailto:gregs@sclean.com)

### **Treasurer**

Raj Trivedi  
Comet Pump  
Bloomington, MN 55437  
Phone: 952-693-7674  
[rtrivedi@cometpump.com](mailto:rtrivedi@cometpump.com)

### **Secretary**

Chad Reiffer  
Hydra-Chem  
Caledonia, MI 49316  
Phone: 616-426-3524  
[chadr@hcs-clean.com](mailto:chadr@hcs-clean.com)

### **Past President**

Karl Loeffelholz  
Mi-T-M Corporation  
Peosta, IA 52608  
Phone: 800-367-6486 Ext 225  
[kloeff@mitm.com](mailto:kloeff@mitm.com)

### **Advisor**

R. Calvin Rasmussen  
Royce Industries L.C.  
North Las Vegas, NV 89030  
Phone: 702-633-6500  
[calvnr@buroyce.com](mailto:calvnr@buroyce.com)

## DIRECTORS

Delany Johnson  
Wayne Combustion  
Fort Wayne, IN 46803  
Phone: 260-425-9327  
[delanyjohnson@waynecombustion.com](mailto:delanyjohnson@waynecombustion.com)

Tim Mendoza  
H2O Power Equipment  
Commerce City, CO 80022  
Phone 303-287-7561  
[tim@h2opowerequipment.com](mailto:tim@h2opowerequipment.com)

Phil Petty  
Williams Cleaning  
Bakersfield, CA 93308  
Phone: 661-588-9274  
[ppetty@williams-cleaning.com](mailto:ppetty@williams-cleaning.com)

Gary Ashurst  
Kärcher North America  
Aurora, CO 80019  
Phone: 303-783-7973  
[gary.ashurst@karcher.com](mailto:gary.ashurst@karcher.com)

Maxwell Baldwin  
Whisper Wash  
St. Petersburg, FL 33702  
Phone: 727-577-1292  
[maxwell.whisperwash@gmail.com](mailto:maxwell.whisperwash@gmail.com)

Fred Hunt  
RW Beckett  
North Ridgeville, OH 44039  
Phone: 440-327-1060  
[fhunt@beckettcorp.com](mailto:fhunt@beckettcorp.com)

Michayla Thomas  
PacificBay Equipment  
Modesto, CA 95354  
Phone: 209-578-3925  
[mthomas@pacificbayequipment.com](mailto:mthomas@pacificbayequipment.com)

### CETA Staff:

Debbie Murray – Managing Director  
[debbie@ceta.org](mailto:debbie@ceta.org)

Tracy Wagoner – Asst.  
[tracy@ceta.org](mailto:tracy@ceta.org)

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Dear **CETA** Manufacturer and Supplier,

**BIG NEWS: CETA Innovation Awards** Just Got Bigger! **Will You Lead the Industry?**

This is your moment. This is your stage. This is your opportunity to lead.

The **CETA Manufacturers Innovation Award** is continuing at **POWERCLEAN® 2026** Orlando, Florida, and this year, we are turning up the energy in a big way.

For the first time ever, we are expanding the competition to shine a spotlight on innovation across the entire spectrum of our industry in three categories which are.

- Complete Pressure washer and Softwash Systems
- Pressure Washer and Softwash Components
- Pressure Washer and Softwash Accessories

No matter where your innovation lives either inside the machine or at the point of use it deserves recognition. If you introduced a breakthrough product in 2026, or you are preparing to unveil something **game-changing in 2026**, this is your chance to put it in front of the people who matter most. Your entry will be evaluated by our Distributor members at the show on what truly defines industry leadership in Innovation, Sustainability, Performance & Efficiency and User Experience.

**Here is where it gets exciting...**

Your innovation will not just be judged; it will be seen at **POWERCLEAN®**.

Featured directly at your booth during **POWERCLEAN® 2026**, your product becomes part of the conversation, the buzz, and the future of the industry. Here is why it matters: You will command attention on the show floor. In doing so you position your company as a true industry innovator while building credibility with distributors, peers, and customers. Be part of **CETA** history during and after **POWERCLEAN® 2026**. This is not just an award it is a statement. A statement that your company is pushing boundaries. A statement that you are shaping what comes next.

More details, submission guidelines, and deadlines are coming soon.

Let's make **POWERCLEAN® 2026** unforgettable.

Best regards,  
CETA Board of Directors