CETA's 2026 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

Jeffrey Burros

VP of Sales

Alkota Cleaning Systems

Submitted by Scott Hansen

It is my privilege to nominate Jeffrey Burros for the Distinguished Service Award in recognition of his exceptional contributions and lifelong dedication to the high-pressure cleaning industry.

Denise & Jeff Burros in Iceland

Jeff's career spans more than 44 years, marked by sustained leadership, innovation, and an unwavering commitment to excellence. After completing his studies in Electro Mechanical Engineering at El Camino College, Jeff began his professional journey in technical roles that quickly evolved into leadership positions within the high-pressure pump and cleaning systems industry.

His early experience at Greer Hydraulics and Zemarc Corporation laid a strong technical foundation, where he demonstrated expertise in testing, system development, and territory management. These formative roles positioned him for his next major achievement-serving as President of Aries Supply & Equipment Corp. from 1985 to 2001. During this time, Jeff successfully built and expanded the company into a nationally recognized manufacturer and distributor, while developing the well-known "All American" line of pressure washers.

Since joining Alkota Cleaning Systems in 2001, Jeff has continued to elevate the industry through a variety of leadership roles, including Northeastern Territory Manager, Southeastern Territory Manager, Export Territory Manager, and currently Vice President of Sales & Marketing. In these positions, he has played a critical role in driving growth, strengthening distributor networks, and building lasting relationships with customers and vendors. His strategic approach and deep industry knowledge have consistently contributed to Alkota's success and reputation.

Beyond his professional accomplishments, Jeff's character and commitment to service are evident in his long-standing involvement with organizations such as Shriners International, the Masons Lodge, and the Instrument Society of America. His dedication to both his industry and his community reflects the highest standards of leadership and integrity.

The Jeff Burros Family
Left to Right: Taylar (daughter), Jeffey (son), Suzy (daughter in law), Jeff, Denise, Danika (daughter in law), Baker (grandson), and Jon (son). Front row: Nevada and Blake (granddaughters) not present is Jersey (granddaughter, Baker's sister)

Jeff's impact extends far beyond measurable business success. He has served as a mentor, a relationship builder, and a steady leader through decades of industry evolution. His contributions have helped shape not only the organizations he has worked for but also the broader high-pressure cleaning industry.

For his enduring commitment, professional excellence, and meaningful contributions over more than four decades, Jeffrey Burros is highly deserving of the Distinguished Service Award.