



The Hopper

The Official Newsletter of the North American Power Sweeping Association

May - June 2018 | Vol. 2 | Issue 3

What's in The Hopper?

- 1 President's Message
- 2 Partner Member Profile
- 3 CSO Program Sees First Graduates
- 4 The Cost of Spring Weather
- 4 New Members
- 5 Coordinating Vacation Requests
- 6 1-800-Sweeper Announces Donation, Admin Change

NAPSA Partners

- Gold** Schwarze Industries
 TYMCO, Inc.
 Elgin Sweeper Company
 Johnston North America
 Nite-Hawk Sweepers
- Silver** Visual App
- Bronze** Crum & Foster
 United Rotary Brush Corp.
 Stewart-Amos Sweeper Co.
 1-800-SWEEPER
 Old Dominion Brush

Call for Content

THE HOPPER, the official newsletter for NAPSA, warmly welcomes article ideas, content, and photos submitted by members. Don't be shy. This is **your** newsletter. Send content, high-resolution pictures, and ideas to the attention of the editor at info@powersweeping.org.

President's Message

By Pete Phillips, Clean Sweep

What a great industry to be in. Power sweepers have got to be the best group of people you will ever meet in your life—and I get to be the president of the association. Lucky me! The volunteer members of this group never cease to amaze me. They have put in countless hours for projects and programs that will promote the industry and bring value to each and every member of this group.

From the standard being written for power sweeping to the next phase of the Certified Sweeper Operator program, this group has got game. Don't believe me? Well, we have completed the CSO for parking lots. It's online and getting thousands of people going to www.SweeperSchool.com to get training. We are also honing in on CSO for construction. Scott Duscher and his team meet weekly to develop that training. After that, we have CSO for municipalities on the radar.

By the time you read this, the day will be over. But as I write, the education team is preparing to meet to finalize the topics for the 2019 Best Practice session at National Pavement Expo. They have met over the past couple of weeks to hash out the free education sessions and keynote address that NAPSA members have the opportunity to see. Today more work continues. See what I mean by NAPSA members have got game?

So, what's tomorrow? Well, I don't know. We have to keep our

calendars updated to track all the work underway. But even if I can't recall which meeting is happening tomorrow, I know that the focus on the horizon is to improve the industry and the opportunities for NAPSA members. Let us know if there is something that you need help with.

NAPSA NEWS STAFF

President

Peter Phillips

Executive Director

Nancy Terry

Editor/Staff Writer

Karen M. Smith

ADVERTISING/CONTACT

Please inquire at:
 North American Power Sweeping Association
 P.O. Box 1166
 Lebanon, OH 45036
 (888) 757-0131
info@powersweeping.org
www.powersweeping.org/contact/

CIRCULATION

As of February 1, 2017, members of the North American Power Sweeping Association may receive THE HOPPER as a part of their paid membership. THE HOPPER is an official publication of the North American Power Sweeping Association and is published bi-monthly.

POSTMASTER: Send address changes to North American Power Sweeping Association, P.O. Box 1166, Lebanon, OH 45036, info@powersweeping.org.

© 2018 North American Power Sweeping Association

VISUAL APP

By Karen M. Smith

The story of Visual App begins with the tale of two men, Jeff Old and Steve Snyder. Old's career started in the advertising and print industry. That new internet thing in the 1990s captured his interest and soon inspired a switch from analog to digital. He worked for small advertising agencies, serving name brand clients such as Pizza Hut, Coca-Cola®, JCPenney, and ACE Cash Express as well as many regional and local companies. In 1999, he went into business for himself, working from his home to provide print, internet design, and marketing services.

A friend brought him into contact with industrial advertising salesman Steve Snyder, who worked for Thomas Register. Snyder hired Old to provide web design and marketing services for his clients. Old soon found himself working for Steve's clients as much as he did his own. The two men decided their skills complemented and, in 2003, launched Visual App together.

The company has grown each year since opening.

Visual App distinguishes itself with a customer focus on ongoing service. Old noted that many clients came to Visual App because other web design and marketing companies focused on the big project rather than the big picture. A large part of Visual App's business is based on marketing their clients' companies and maintaining their websites after the initial website project is complete. The value placed on ongoing service lends itself to a special appreciation for clients who want to be active partners in the processes of designing their websites

PartnerMember Profile



and marketing campaigns.

“Visual App can take that knowledge and convert it into actionable insight,” Old commented. “Their active participation yields stronger results.”

The focus on customer service is one trait that enables Visual App to claim an impressive roster of clients whom they have served since the company opened for business. Old added, “We have a great track record for assisting locally based service companies reach their target market and grow their business through online lead generation.”

The concept of a close working partnership with clients echoes inside the office walls. Visual App strongly emphasizes team building and social interaction among the employees. Old explained that they all have different interests, but staff share common ground, too. Activities includes a regular lunchtime excursion on Fridays with the choice of restaurant destination rotated among the close-knit staff. Fantasy football also shines as a favorite staff activity: “We all love football,” Old commented. Other excursions like bowling and watching movies boost the

fellowship of a good team – and involve shutting down the office for a few hours so everyone can focus on the fun and strengthen those interpersonal relationships.

“When the new *Star Wars* movie came out, we closed the office for the afternoon and headed to the cinema,” Old said.

And a good time was had by all.

Visual App became involved with NAPSA through the recommendation of their client, TYMCO. Jeff credits winning the bid to serve NAPSA to the strength of the company's commitment to ongoing customer service and marketing. Acceptance of the bid entailed association with NAPSA as a silver partner, an arrangement that continues to yield positive outcomes for both the company and the association. Their work with NAPSA and its contractor members has helped those power sweeping clients reach their target markets and grow their businesses through online lead generation.

Rather than showcase new products, Visual App touts internal improvements that benefit clients. The company recently moved into

(Continued on next page)

CSO Program Sees First Graduates

By Karen M. Smith

Four years ago, members of NAPSA saw the need for a more standardized training for sweeper operators. Many companies had training but there were holes in areas that made it inconsistent and ineffective. NAPSA began working on an encompassing training tool that would result in certification of the professional who operated power sweeping equipment. While manufacturers and distributors often offer training and certification programs pursuant to their specific machines, such education, nothing created a baseline for parking lot sweeping. In short, there was no

VISUAL APP (From page 2)

new office that Old mentioned was larger and better designed for the business. The company welcomes visitors to the new office: "Our doors are always open." They are implementing new project management software that will increase the efficiency of service provided to clients. And they're expanding their staff to add skills and fresh ideas as well as to share the increasingly busy workload of continued growth.

The relationship between Visual App and NAPSA promises to be long and fruitful. Old stated, "Some of our most recent accomplishments as a company are within the power sweeping industry." These include the success of the NAPSA search engine optimization strategies and the expansion of the contractor directory's online presence which has witnessed exponential visitor growth over the past two years. This results in more leads for NAPSA contractors.

national standard for operator training and competence. To answer that critical need, NAPSA's leaders formed a committee who set about the long, arduous process of developing a baseline training program for power sweeper operator and the result is the Certified Sweeper Operator (CSO) program.

Although the current training is focused on parking lot, NAPSA is working on construction, and municipal training as well. Certification requires more than simply sitting through the online lectures. It requires passing each module through online testing, a passing score on an oral examination, and completion of at least 1,000 hours of accident and injury-free sweeper operation. Modules cover: an overview of the CSO program; health issues; sweeper basics; vehicle pre-start; safe driving; accidents; paperwork and recordkeeping; sweeper operation; blowers and blowing tools; noise and dust issues; specifics related to the course's focus; and, dumping and washing. The rigorous requirements of the certification program convey meaning to sweepers, their employers, and their clients.

Launched at the National Pavement Expo, the Certified Sweeper Operator certification program met with interest and enthusiasm. Well received by the power sweeping community, the program runs through 18 modules followed by rigorous testing to ensure students understand the material. Although available to the public, the program offers a 50 percent discount to NAPSA



members who obtain a special code from the national office.

Since the launch of the CSO program, more than 1100 training sessions have been undertaken. Many are still in process however NAPSA is proud to announce the names of those who have, to date, graduated and earned certification as Certified Sweeper Operators. Congratulations!

- Darwin Barnum, *All Care Sweeping*
- Nicholas Brooks, *Clean Sweep (TN)*
- Mark Carter, *Peloton Sweeping*
- Grayson Carter, *Peloton Sweeping*
- Chris Dick, *Katsam Enterprises*
- Scott Duscher, *Agua Trucks*
- Reggie Holt, *Katsam Enterprises*
- Debbie Jacketta, *Jacketta Sweeping*
- Gerry Kesselring, *Contract Sweepers*
- Jason Lucht, *Progressive Sweeping*
- Josh Main, *Agua Trucks*
- David McCaskill, *Accusweep*
- Steve Merriell, *Reilly Sweeping*
- Kyle Nast, *Katsam Enterprises*
- Pete Phillips, *Clean Sweep*
- Jay Presutti, *East Coast Industrial*
- Sylvia Richards, *Asphalt Enterprises*
- Latrecia Seals, *AC Sweepers & Maintenance*
- Gene Stacy, *CSS*
- Vince Terrell, *Progressive Sweeping*

Learn more about the CSO program on the NAPSA website: <http://www.SweeperSchool.com>.

The Costs of Spring Weather

By Karen M. Smith

Power sweeper operators are, first and foremost, drivers. As such, they ply their trade in all types of weather. During spring, rapidly shifting weather conditions make for treacherous driving conditions, veering from mild, sunny weather to snow overnight. Spring's unpredictability necessitates being prepared for every type of weather condition.

The Federal Highway Administration (FHWA) lists a plethora of road weather challenges: air temperature and humidity, wind speed, precipitation, fog, pavement temperature, pavement conditions, and water level. The agency records an average of 5,748,000 vehicle crashes each year with approximately 22 percent being weather-related. The FHWA also notes that 73 percent of these weather-related accidents occur on wet pavement, with 46 percent happening during rainfall. In such weather-related crashes, the 10-year averages (2005 - 2014) for vehicle injuries and deaths were 445,303 injured and 5,897 killed.

When operating a power sweeper during inclement weather, drivers should know that they must employ extra precautions to keep themselves and others safe. Strong winds can push vehicles out of their lanes. Precipitation causes issues with traction. Fog diminishes visibility. Pavement temperature contributes to damage of the infrastructure: i.e., potholes, cracks, etc. Poor pavement condition can result in damage to a vehicle's undercarriage or drivers suddenly swerving to avoid a pothole. Roadways submerged in water pose threats for vehicle damage and stalled engines and just four inches of running water can sweep a vehicle off the road.

Weather impacts productivity and the time people spend behind the wheel, too. The FHWA estimates that snow, ice, and fog harvest an estimated 544 million vehicle-hours of delay per year. Additional hours due to rain eclipses them all. Following the "three second rule," which allows for a minimum of 1.5 car lengths between vehicles, enhances chances of avoiding accidents. Inclement weather causes

traffic congestion in metropolitan areas, which results in trucking companies and commercial vehicle operators losing an estimated 32.6 billion vehicle hours annually. Adverse weather also delays emergency vehicles and increases the cost of vehicle and infrastructure maintenance: "Winter road maintenance accounts for roughly 20 percent of state DOT maintenance budgets." Those who live in the USA's northern states know well the problems posed by winter weather that just won't yield to spring.

It behooves power sweeping contracts to ensure their equipment operators understand and master the techniques needed to operate safely in a season of unpredictable weather. It is also imperative that operators perform their pre-and post-trip inspections to assist in finding equipment issues before they are on the road. Make sure that your logs and paperwork are complete and timely as well as clearly written and legible. Taking a few minutes to investigate the vehicle is better than a Department of Transportation fine!

New Members NAPSA warmly welcomes the following new members who joined in March and April.

Custom Lawn Care
Genea Arrasmith
Mt. Sterling, KY
(859) 498-0935

Sweep Clean, Inc.
Brandan Williams
Bloomington, IN
(812) 825-9952

**Dolly's Professional
Cleaning and
Sweeping**
Ross Rester
Edmonton, OK
(405) 788-1657

**Industrial Disposal
Supply Company
(TYMCO Dealer)**
Darryl Fischbeck
San Antonio, TX
(800) 777-3441

Certified Sweeping Company NAPSA congratulates those who have earned certification or recertification in March and April.

**Newly Certified
Sweeping Company**
Cannon Pacific Service
(dba Pacific Sweeping)
Lee Miller
San Marcos, CA

**Recertified Sweeping
Company**
Cantel Sweeping
Michael Wagoner
Gresham, OR
Since 2009



**Property Maintenance
Services, Inc.**
George Kryston
Bridgeport, OH
Since 2012

Coordinating Vacation Requests

By Karen M. Smith

Every company with more than one employee must learn to coordinate planned time off for its staff to ensure business doesn't slam to a halt. For those businesses that don't require their employees to submit their requests for vacation or paid time off at the beginning of the calendar year, May begins the first season popular with requests for leave.

The reasons are pretty simple: this is the season for milestones and holidays. In the USA, Mother's Day on the second Sunday in May leads to Memorial Day at the end of May followed by Father's Day in June, and Independence Day on July 4. Seniors graduate from high school and college and children begin their annual long summer break. June remains the most popular month for weddings. And don't forget about summer vacation plans, taking time to spend with family and going on adventures that might

take place in the back yard or exotic locations. Additionally, people like to combine their vacation days with national holidays to extend their time off work.

Before approving a leave of absence, the employer must know the state and federal laws pertaining to paid and unpaid leave. The Society for Human Resource Management reminds managers that statutes affecting paid and unpaid absences have different applications with regard to illness or injury, vacation, family expansion, bereavement, personal time, etc. Laws also differ depending upon the number of employees in a company. Company policies must not conflict with federal and state laws.

The SHRM advises human resources professionals responsible for coordinating leaves of absence to "keep on top of things." That means not only being diligent with administration, but

also recognizing that the reasons for requested leave can change. For instance, an employee's vacation can turn horribly tragic if someone becomes ill or is seriously injured during those days off work. Such cases demand both compassion and privacy.

Evidence show that people and business benefit from "downtime." Employees who come back from vacation refreshed bring a renewed level of focus and energy to their jobs. It's important that management not send signals, subtle or otherwise, discouraging employees from taking advantage of their entitled vacation days. Therefore, no employee should be irreplaceable or incapable of delegating his or her work. Cross-training staff to perform the tasks of absent employees keeps the business running and clients happy.

When scheduling vacations, keep the process transparent. Don't judge how people spend their time time: what you find exhausting or boring might re-energize another person. Over those holidays when just about everybody wants time off, consider a company-wide shutdown. Manufacturing plant and European companies use this tactic with great success. Other experts suggest setting deadlines for time-off requests and implementing a first come, first served system, and/or instituting a rotating schedule for leave. If your policies allow for employees with seniority to get first pick for their vacation requests, be sure that all understand the policy and execute it with fairness. When I Work advises that managers avoid "constant arbitrary managerial discretion. It reeks of favoritism, particularly if there is no specific reason for your decision as to who gets time off and who doesn't." You may also want to consider updating policies to allow employees to swap shifts or trade vacation days.

Effective management of employee leave involves a layered strategy of policies and practices that allow for emergencies and avoid favoritism.



WORD SEARCH

The Schwarze Word Search is a word game that consists of the letters of words placed in a grid. The objective of this puzzle is to find and mark all the words hidden inside the box. The words may be placed from left to right or right to left, either horizontally, vertically, or diagonally.

P	E	E	M	G	Y	S	Y	S	S	E	J	A	I	M
O	C	N	O	M	D	T	T	C	I	S	P	S	P	
W	S	L	V	R	E	I	I	N	S	S	L	I	N	I
E	D	R	A	I	F	M	E	R	O	E	L	V	E	H
R	M	W	O	E	R	T	B	C	G	A	N	D	E	S
S	A	E	N	T	E	O	I	E	N	E	U	O	E	R
W	B	E	E	P	C	A	N	O	R	C	T	R	H	E
E	B	R	M	T	T	A	I	M	A	S	V	N	T	N
E	U	O	O	I	I	S	R	T	E	I	H	H	I	T
P	C	F	O	N	S	N	I	T	C	N	I	I	W	R
I	B	N	L	E	Z	O	G	E	N	C	T	Q	P	A
N	N	N	F	S	N	E	S	S	S	O	C	A	X	P
G	N	O	I	T	A	L	U	C	R	I	C	K	L	F
H	R	C	E	R	T	I	F	I	C	A	T	I	O	N
P	E	X	C	E	L	L	E	N	C	E	N	L	X	H

- NAPSA
- ASSOCIATION
- AWARDS
- BENEFITS
- BRONZE
- CERTIFICATION
- CIRCULATION
- COMPETENCE
- CONTRACTORS
- EDUCATION
- ENVIRONMENTAL
- ETHICS
- EXCELLENCE
- GOLD
- HONESTY
- INTEGRITY
- MEETINGS
- MEMBERSHIP
- NONPROFIT
- PARTNERSHIP
- POWERSWEEPING
- PROFESSIONALISM
- QUALITY
- SERVICES
- SILVER
- TRAINING
- VOLUNTEERS



NAPSA

NORTH AMERICAN POWER SWEEPING ASSOCIATION

P.O. Box 1166

Lebanon, OH 45036

1-800-Sweeper Announces Donation, Admin Change

MEMBERS

In the News

In two separate press releases hitting the wires within days of each other, the 1-800-SWEEPER Foundation made two important announcements. The first reported on the Foundation's generosity during NAPSA's Sweepers' Night Out, held on February 7 at that 2018 National Pavement Expo in Cleveland, Ohio. The Foundation donated \$5,000 to the Red Cross, which will direct the money toward restoring homes, businesses, and lives following the 2017 hurricanes in the southern states and Puerto Rico.

The Foundation joined forces with NAPSA partner Schwarze

Industries to sponsor a hurricane recovery raffle to aid in disaster relief from the devastating hurricanes in 2017. The raffle offered a grand prize of a Schwarze Supervac Updraft power sweeper. Tickets will remain available until the Foundation's goal of raising \$100,000 is reached.

A week after that announcement, the Foundation informed the public of the promotion of a new executive director, Ben Steyer. Bringing a strong background in finance, accounting, and organization, Steyer "will be focused on creating a strategic

growth path to increase serving footprint of the 1-800-SWEEPER organization, market share for the partner companies and vendors while advancing the sweeping industry in general," says the press release. Steyer formerly served the Foundation as the vice president of sales and marketing. His work in that role included strategic plans that resulted in nearly tripling sales revenue with six years. Founding Member and President Mike Lucht expressed confidence in Steyer's ability to improve the organization's branding and performance.