

President

John Purswell, Sr.
Alklean Industries, Inc.
2111 Catalina Drive
Pasadena, TX 77503
281-479-5966
johnpsr@alklean.com

Senior Vice President

Roy Chappell
Chappell Supply
412 North Rockwell
Oklahoma City, OK 73127
405-495-1722
roy@chappellsupply.com

Vice President

Aaron Auger
Mi-T-M Corporation
P.O. Box 50
Peosta, IA 52068
563-543-4938, ext. 216
aauger@mitm.com

Treasurer

Dave Johnson
Steam Cleaners, Inc.
2655 South East Avenue
Fresno, CA 93706
559-233-2507
dave@steamcleanersinc.com

Secretary

Marlo Dean
Karcher North America
4275 NW Pacific Rim Blvd
Camas, WA 98607
360-833-1600 ext. 159
marlo.dean@c-techind.com

Director

Judy Bowers
RJ Bower Distributors Inc
2003 Harrison Ave
Rockford IL 61104
815-399-8839
jbowers@rjbowers.com

Director

Russ Meyer
Bens Cleaner Sales Inc
2221 4th Ave S
Seattle, WA 98134
206-622-4262
russm@benscleaner.com

Director

Dale Reed
Pressure Pro
7300 Commercial Circle
Fort Pierce FL 34591
772-461-4486
dale.reed@pressure-pro.com

Director

William Sommers
Pressure Systems, Inc.
1646 East Jefferson Street
Phoenix, AZ 85034
602-253-9579
bill@psi-mistair.com

Director

Charles Tibboles
R.W. Beckett Corporation
P.O. Box 1289
Elyria, OH 44036
800-645-2876
ctibboles@beckettcorp.com

Director

Tony Tranquill
Wayne Combustion Systems
A Scott Fetzer Company
801 Glasgow Avenue
Fort Wayne, IN 46803
260-425-9325
ttranquill@waynecs.com

Director

Robert Vint
Royal Custom Products
4844 Almond Drive
Dallas, TX 75247
800-275-0172
roberthvint@yahoo.com

Executive Director

Sherry Helms
CETA
P.O. Box 1710
Indian Trail, NC 28079
704-635-7362
sherry@ceta.org

August 3, 2010

To: CETA Members

From: CETA Board of Directors

Re: Election Ballot for CETA Board of Director
Term 2011 to 2013

Dear CETA Members:

We realize that the slate of candidates this year is limited but we must hold an election according to our by-laws. It is no secret that we are in challenging economic times and there is a large commitment both monetarily and in time to consider when agreeing to serve on the CETA board of Directors. The limited slate of candidates is due to exceptional prequalifying of our candidates in extraordinarily challenging times. Those candidates that are presented for your vote have shown the strength of their commitment to CETA and its success by agreeing to serve in the upcoming 3 years.

The board also wishes to convey that CETA is doing well and gaining strength. With our new Executive Director and the new programs we have added, our future has never looked brighter. Please mark your ballots and return them, even if it is a formality, it is necessary.

Thank you
CETA Board of Directors



P O BOX 1710 • Indian Trail NC 28079 • 704-635-7362 • 800-441-0111 • Fax: 704-635-7363

ELECTION BALLOT

CETA Board of Directors

TERM FOR 2011—2013

There is **Four (4) Vacancies** to be filled from the member groups as follows:

- | | |
|---------------------|--|
| Distributors | (Vote For One) |
| Supplier | (Vote For One) |
| Manufacturer | (Vote For One) |
| At Large | (Vote For One Additional Candidate
From Any One Of The Three Membership Groups) |

Vote for one candidate in each membership category (One Distributor, One Supplier and One Manufacturer)
- PLUS -

Vote for one "At Large" candidate from any one of the three Membership groups

Vote for a Total Of Four (4) Candidates Return By September 3, 2010

Vote by placing a check mark opposite the candidates' name. write in votes not permitted

MANUFACTURERS

Curtis Braber BE Pressure Inc Sumas, WA

SUPPLIERS

Mark Adams JRI Springfield, MO

Tony Tranquill Wayne Combustion Systems Fort Wayne, IN

DISTRIBUTORS

Michael Hinderliter Delux Cleaning Supply Fort Worth TX

Frank Jonkman Great Lakes Cleaning Systems Inc Grand Rapids, MI

Terry Murray Etowah Chemical Sales and Service Gadsden, AL

Your Name (Please Print) _____

Signed: _____

Company: _____

Address: _____ City: _____ State: _____ Zip: _____

**FAX, MAIL OR EMAIL YOUR COMPLETED BALLOTS TO THE CETA OFFICE
NO LATER THAN September 3, 2010 —CLOSE OF BUSINESS .
FAX: 704-635-7363 EMAIL: SHERRY@CETA.ORG**



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CANDIDATE PROFILES

DISTRIBUTORS

Frank Jonkman

Great Lakes Cleaning Systems Inc • 4812 Patterson Ave SE • Grand Rapids, MI 49512 • 616-455-5981

I have been in the pressure washer industry since 1983. In 1985 I purchased the company which wasn't much. Through the help of God, my family and great employees the company has become what it is today. Sally, my wife and best friend of 40 years (in January) has been by my side the whole time. We make a great team because she loves accounting and I don't. We have 4 kids and 7 grandchildren. Our kids have all worked in the business in one form or another and have learned a lot about how to run a business and hard work. I have been a member of CETA since the beginning and find it great source of information and support for my business. Meeting other people in the same business and talking things over with them is invaluable. I have been blessed in this industry so I feel I need to give back, that's why I am running.

Michael Hinderliter

Delux Cleaning Supply • 2513 Warfield Street • Fort Worth TX 76106 • 1-888-42-DELUX

You might say power washing is in Michael Hinderliter's blood. Michael held his first pressure washing wand at the tender age of 12, working summers and weekends for his father, Robert Hinderliter, president of what is now Delux Cleaning Supply of Forth Worth. Michael began by repairing and building pressure washers, and by the time he was a senior in high school, he had started his own power washing business - Steamaway Mobile Power Wash - putting away money for college. Pressure washing has been good to Michael. The revenue he generated from Steamaway paid his college tuition and living expenses, and paid for his first home and vehicles.

As a recognized leader in the industry, Michael is a well-respected power wash contractor and instructor. Among his many accomplishments are his term as the President of the non-profit trade association, Power Washers of North America (PWNA) and having served on the board for fifteen years. As owner of Delux Cleaning Supply, Michael has brought the company to the forefront of the power and pressure washing industry, providing top-of-the-line pressure washers and pressure washing equipment, cleaning chemicals, training, and consulting services.

CANDIDATE PROFILES

SUPPLIERS

Mark Adams

JRI Industries • 1339 North Cedar Brook • Springfield MO 65803 • 503-913-5678

Hello my name is Mark Adams and I am running for the CETA Board of Directors. I have been in the water cleaning industry for 30 years and have worked on both the retail and manufacturing side of the industry. Experienced in many market segments, including pressure washers, automatic parts washers, water jetting, and waste water treatment portions of the industry. I am employed by JRI Industries of Springfield MO. as Western Regional Sales Manager. JRI manufactures a complete line of aqueous parts washers.

In 1995 and in 2003 I had the honor of being elected to the board; served on several committees and was elected to Vice President. I was one of the four founders of the CETA Educational Foundation and was awarded the CETA Distinguished Service Award. Married with two dogs and two cats, my hobbies include riding and racing motorcycles, snowmobiling, SCUBA diving and home improvements. The most important asset I would bring to the Board of Directors is my experience and understanding of both sides of the industry distributor/retail sales and that of equipment suppliers. I am asking for your support to serve our industry once again

Tony Tranquill

Wayne Combustion Systems Inc • 801 Glasgow Ave • Fort Wayne IN 46803 • 260-425-9200

“Hello. I joined Wayne Combustion Systems as General Manager in April 2007. I have gained a solid background in manufacturing, engineering and product development while working full time to earn my degree in Industrial and Systems Engineering from Auburn University. I have worked in manufacturing for 23 years with over ten years of sales, marketing and product management experience in the atmospheric gas burner industry, including five years as the General Manager of a growth business.

I’ve been married to my wife Shannon for 17 years and we have five wonderful children. I enjoy golfing, fishing, and all sports activities including coaching my children’s sports teams.

I have had the privilege of serving on the Board for the past year. I have seen many changes in our association during this time with a major focus on programs to support members within our industry such as Benchmarking, Flat Rate Billing, and CETA University. These programs coupled with information on new industry regulations and D.O.T. requirements remain my focus and commitment to serving on the Board and providing each member with the tools needed to compete in our changing economy. If elected to the CETA Board of Directors, the membership has my commitment and the commitment of Wayne Combustion Systems to work diligently for the betterment of the association and the industry.”

CANDIDATE PROFILES

DISTRIBUTORS

Terry Murray

Etowah Chemical Sales and Service • P O Box 4416 • Gadsden Al 35904 • 256-547-7527

Terry learned his people skills and love of competition from having 5 siblings, one being his twin brother. He graduated from Emma Samson High School in 1971 and then obtained a degree in Broadcasting from Gadsden State.

Terry's first job was with Beaver Sales and Service in Gadsden on June 4, 1974 where his first job there was in delivery. One year later he was moved up to the Service Department and then finally into Sales where he worked until the company was sold to Quaker State.

In 1980, Terry and Mike Turner started a little company called Etowah Chemical. Etowah Chemical has since expanded to six offices all across the South East. Terry was on the first distributor council for Alkota Cleaning and also for Karcher. He currently sits on the board for Council of Aging for Etowah County. Terry Sponsors a entertainment group "Queens of Entertainment" and co-sponsor for Ms Senior Attalla, who went on to win Ms. Senior Alabama. Terry was the Master of Ceremonies for the Ms Senior Etowah County pageant for 5 years. However, he just doesn't concentrate his spare time only on seniors, he also is very active and sponsors Rainbow City Pack 777 Boy Scouts of America.

Terry is a collector of anything John Wayne, Sports, Coins and many other items. He is an active member of Daystar Christian Center. He loves to travel with his wife Debbie, but home to them is spent between their home in Rainbow City and Fairhope on the Gulf Coast.

Terry is a business man with a fair attitude to all, and has pride in what he has accomplished.

MANUFACTURERS

Curtis Braber

BE Pressure Washers • P O Box 721 • Sumas WA 98295 • 604-850-6662

I have been involved in the pressure washer industry for 19 years. Growing up in a family run manufacturing business, I have been able to watch both my own business as well as the industry mature since 1991. For the past 12 years I have been actively travelling the US focusing on the distribution of our pressure washers. I have been able to meet many of the CETA member either through travel or at the Powerclean shows, I have also had the privilege in the past to have served a term on the CETA board of directors from 2002 until 2005. I look forward to the opportunity to join the current board, as the industry has seen many recent changes and I could not think of a better time to be able to offer my support to my fellow industry members.