CLEAN WEED

HVAC system cleaning plays a critical role in product safety and quality

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As I sit down to gather my thoughts about how to convey some sort of wisdom and entertaining dialog that will keep you hanging on every word of my first message in DucTales, I look back on the first 60 days — actually the only 60 days of serving as President of NADCA so far.

We came off an exciting and well-attended Annual Meeting in Coronado, California prior to the eventual “lock-down” of the world as we knew it. The coronavirus certainly began to change our lives socially, professionally and economically. Not even a week after we all arrived home from California, our industry was being challenged as to being considered an essential business but not my point.

The truth about our Industry is that we have been constantly challenged since the first person put a brush in a duct. In the earlier years, duct cleaning was an unimportant add-on for most companies and not performed properly by many, leading most end users to consider us a scam and unnecessary. Our duct cleaning forefathers realized this as the industry evolved and began to unite and create standards, specifications and certifications. Promoting source removal as the correct way to approach duct cleaning was, and still is, the most important message conveyed to the public. The perception of duct cleaning slowly began to change due to the efforts of these individuals.

Customers challenge us every day asking what the benefit of duct cleaning is. Does the EPA support duct cleaning, does it not? Why does it cost so much? We deal with “low-bidders” and our ever-present scammers. We are up against "low-bidders" and our ever-present scammers. We are up against

Some companies were fortunate enough to get the bridge loans and PPP loans and many not so lucky to receive a penny in assistance. A lot of our members are busier than ever and some are wondering if the phones will ever ring again.

Well there you have it. My first message to you. I stated the obvious but not my point.

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received a tri-fold brochure from our equipment supplier regarding the benefits of becoming a member of the association. We certainly could not afford a membership on top of our investment in equipment and superior marketing (rocket red 8.5 x 11 sheets of paper stuffed into a newspaper). I realized very quickly that using a cloth-bagged hand vacuum to remove nails and dirt from a floor vent may not be the best way to prepare a home for duct cleaning. Sure, it may have been the nails stuck in the wall behind me (who knew a vacuum could be a lethal projectile delivery system?). I am pretty sure it was the customers coughing as the duct whips pushed through the vents like a Sahara dust storm. Our company was not providing a solution, but causing a major problem due to lack of knowledge. We joined NADCA shortly after our first week in the business.

We have been challenged in so many ways the last 31 years as an association. Doubters, industry experts, government entities, customers, scammers and even our own lack of knowledge have placed hurdles along the way to our success. One thing I have learned from all of you is that our association is filled with people who have overcome so many major challenges and persevered. A recession, a stock market crash, 9/11 and other major world events have all made it challenging, and now we are dealing with COVID-19. We are duct cleaners. We are survivors. We are challenged every day in so many ways, but our industry certainly has risen above all and continues to overcome adversity. ●

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- **Chair:** Richard Lantz
When I began to write this letter, the headlines were all about the stimulus package and whether the $3 trillion, including $200 billion for essential workers in the form of hazard pay, would pass the Senate. Since then, the focus has turned to tragedy and the exposure and unraveling of more than a century of systemic racism.

2020 has brought us COVID-19; the quarantine; the rise and prominence of the Black Lives Matter movement; peaceful protests; riots and looting; a defeated police community who are sometimes being treated as all are guilty of these atrocities when we know that is not the reality; the exposure of hate groups and individuals who are losing their jobs due to racist behavior which has largely been exposed on social media; and of course not to be outdone, the murder hornet. As if global warming, civil unrest and a pandemic all in the first six months of the year weren’t enough, ladies and gentlemen, we bring you the murder hornet. This is our new reality.

As time does, it gets away from us as we churn through our to-do lists and pivot almost daily to ensure we are on top of the latest coronavirus updates, following the Governor’s orders, the CDC’s recommendations and protecting our family members and employees from this virus, which, in spite of the re-opening of states and the packed beaches, is still here and still deadly.

So, as you navigate today’s social and economic climates, are you prepared? Have you documented your company’s pandemic safety protocol now that you’re living through one? What about wellness checks and training for your technicians around cleaning of equipment and use of PPE? What does your marketing look like now? Have you been using the same sales messaging, or have you adjusted what and how you’re communicating to your customer? I know, it can be overwhelming, especially for our members who are small companies with the owner on a truck all day. Coming home after a long day of hard work, the last thing you want to think about is paperwork. But if you don’t, there could be lasting consequences.

The NADCA Board of Directors met earlier this month and approved the release of four papers that should help you get started on tackling some documentation that will not only protect your employees and your company but give your customers the confidence they need to allow you into their homes and their buildings. Confidence that your technicians are healthy, that your equipment is clean, and that you, the owner, are monitoring this daily.

The Pandemic Safety Program, the COVID Wellness Form, the COVID Tech Training, and finally the Re-Opening Readiness Guidelines are all tools available to NADCA members in the members only section at nadca.com. The pandemic safety, wellness form and tech training are all customizable, so you add your company name and you can edit to ensure that the document reflects your company policies and procedures.

The Re-opening Readiness Guidelines can be provided to your customers to ensure they are informed and consider all of the potential issues that can arise from start up of a system that has been dormant for even a few days. Many commercial buildings have gone unoccupied throughout the quarantine and facility managers and building owners needs to be educated and reminded of steps to take to ensure safety of building occupants as these systems are turned on again.

We will continue to monitor the day-to-day changes with this pandemic and look forward to the day when this is behind us and we are finding our new normal, sans mask!
“As if global warming, civil unrest and a pandemic all in the first six months of the year weren’t enough, ladies and gentlemen, we bring you the murder hornet.”

Now on to the social environment and your responsibility as a business owner. The Equality Act (2010) provides legal protection from discrimination, harassment and victimization in the workplace. By way of good practice, employers should have clear policies in place to ensure unwanted conduct does not occur.

According to Karen Holden, founder of A City Law Firm, it is imperative that businesses understand what racial discrimination is, how it may be identified and what training can be put in place to help staff understand its severity. Employees should also be made aware of their rights and responsibilities through a company policy, outlining discrimination and providing important information. Furthermore, businesses should have grievance and disciplinary procedures in place, together with readily available guidance. This is a highly sensitive issue and one that should be taken seriously. Your policy should be documented and followed to protect your employees and your company.

Here’s to a summer of outdoor activity, sun and fun, and some compassion for all.
As coined by American Express back in the 90s, “Membership has its privileges.” Most NADCA members are familiar with the top-of-mind benefits that come with NADCA membership, such as the ability to bid on commercial projects that specify NADCA membership, discounts on certification and training, getting consumer leads from the Find a Professional Directory or taking advantage of the member mentor program. I would be willing to bet, however, that most members are not taking full advantage of every benefit that comes with their membership.

So, here’s a list of five member benefits you may not be taking advantage of, but should.

1. Multiple Employer Plan (MEP) 401k
If you attended the Annual Meeting & Exposition this year, you may have heard about the newest NADCA member benefit: the Multiple Employer Plan (MEP) for 401k investments. An MEP is a retirement plan for businesses with a common interest, but ones that are not commonly owned or affiliated. The MEP sponsor (that’s NADCA) maintains the master contract for the retirement plan. Being part of an MEP allows you to offer retirement savings to your employees in a way that can also benefit your bottom line. To learn more and take advantage of this excellent new member benefit, contact Michael Campione, Executive Director of Retirement Services Oppenheimer & Co. Inc. at Michael.Campione@opco.com.

2. Sunbelt Rentals Affinity Program
Sunbelt Rentals offers significantly discounted rates on equipment rental, emergency response for after-hours calls, online account management and much more for NADCA members. NADCA members may also be eligible to receive a rebate back from Sunbelt in addition to discounted rates on rentals. Log in to the “Members Only” section on www.nadca.com to access the Sunbelt Rentals Affinity Program and take advantage of the savings today.

3. Service First Electronic Payment Processing
Service First Processing (SFP) and the National Air Duct Cleaners Association (NADCA) have put together a special “members only program” with exclusive benefits that are designed to reduce your cost of credit card processing while improving your level of service and support. SFP will provide your company a savings proposal based on your business’s unique processing needs and our consultative analysis. If you decide to try the NADCA/SFP program, you will be provided with the necessary equipment and training as well as a 60-day trial period. In addition to your initial cost reduction, 15% of the net processing revenue that SFP generates from your account will be rebated back to you on an annual basis. NADCA members can call 855-632-9862 for more information.

4. Seminars on Demand
NADCA is committed to helping you grow your business and improve your life. That’s why we invested in this powerful online educational tool where you can watch or listen to more than 100 seminars featuring many of the greatest speakers in the world. Seminars on Demand offers videos on a wide variety of topics from leadership, to sales, marketing, productivity, entrepreneurship and more. Register now and take full advantage of this complimentary member benefit that is sure to inspire you. Sign up under the “Members Only” section of nadca.com.

5. Dell Discounts
NADCA has partnered with Dell to bring members savings (up to 40% off the everyday price) on a wide range of Dell branded hardware for business and personal use, including OptiPlex.
“I would be willing to bet, however, that most members are not taking full advantage of every benefit that comes with their membership.”

desktops, Latitude laptops, XPS and Inspiron laptops and desktops, PowerEdge servers, Precision workstations and the award-winning, best-selling line of Dell monitors. To shop, call (800) 757-8442 or visit DELL.com/NADCA. Mention you are a NADCA member and provide Member ID 530006930947 to get exclusive savings.

6. Airgas Affinity Partnership
Airgas partners with NADCA to offer excellent discounts on safety products, welding equipment, welding consumables and industrial gases. Airgas is committed to being an active Affinity Partner with NADCA by offering consistent discounting to all members on products purchased, and providing application expertise, safety training through our field engineering and Safety Specialists, and inventory management solutions. Log in to the “Members Only” section on nadca.com to access the Airgas Affinity Program and take advantage of the savings today.

7. Yoshki Logo Protection
Currently, NADCA members can utilize the Yoshki Logo Protection software, which allows them to set themselves apart and have the ability to very clearly identify themselves as NADCA members. By imbedding the Yoshki smart logo on your company website, customers will have the ability to verify your membership with one simple click. The Yoshki logo software can be downloaded under the logo files in the “Members Only” section of nadca.com.

8. Lunch & Learn Webinars
As a NADCA member, you have access to complimentary webinars designed to help you grow your business. The NADCA Lunch & Learn series was created to offer quick tips and tricks in only 30 minutes, making it easy for you to join during your lunch break. All webinar recordings are available for you to view on-demand in the “Members Only” section of the website and include topics such as, “15 Tips to Launch your HVAC Cleaning Business to the Next Level,” “Protecting Your Business Identity” and “A Guide to LinkedIn for Small Business Owners.”

9. Breathing Clean
Grab-and-Go Consumer Marketing Materials
Breathing Clean is a consumer-facing initiative dedicated to educating homeowners about the benefits of HVAC system cleaning and increasing awareness about the importance of hiring a NADCA-member company to perform HVAC and duct cleaning services. Established in support of NADCA’s Anti-Fraud Task Force, the Breathing Clean initiative launched in 2017 and has been gaining momentum ever since. NADCA members can access templates, grab-and-go social posts, videos, and more. Use these materials to promote your business and to be seen as the industry thought-leader to your local market. Don’t forget to follow Breathing Clean on Facebook, Twitter and Instagram and share the posts!

10. NADCA Mentor Program
We understand that being “the new guy” can be tough. As a way to help welcome and introduce new members to the NADCA community, we’ve created the Member Mentor Program, giving new members access to a mentor who can lend their knowledge, wisdom and experience as a seasoned professional in the industry. Having a mentor can help make sure you are getting the most out of your NADCA membership and taking advantage of all the tools NADCA has to offer. If you’re interested in being paired with a mentor, contact NADCA’s Membership Coordinator at membership@nadca.com.
IN BRIEF

NEW JERSEY
A growing number of hotel chains including Wyndham, Best Western and Sandals are updating their cleanliness measures due to the COVID-19 pandemic. Wyndham announced a new initiative called “Count on Us” for its 6,000 hotels in the U.S. The initiative includes updated cleaning and disinfection procedures for guest rooms and public spaces, including guest access to health essentials. Best Western has launched the “We Care Clean” program that has enhanced sanitization procedures at the front desk and lobby area, changed the grab-and-go breakfast offerings in most of its hotels and now includes more strict cleaning of public amenities like pools and fitness centers. Sandals and Beach Resorts’ Platinum Protocols of Cleanliness Program will have precautionary temperature checks, personal antibacterial hand towels and individual in-room hand sanitizer.

UNITED KINGDOM
According to Airthings, which makes air-quality monitors for home and businesses, while outdoor pollution levels in the United Kingdom have dropped, indoor pollution has increased due to more people staying inside during the COVID-19 pandemic. Carbon dioxide levels during working hours have jumped by 20% while levels of volatile organic compounds (VOCs) have risen by almost one-third. Culprits include personal hygiene products, packaging and furniture. An increase in cooking has also contributed to indoor air pollution with higher particulate levels. To combat this, use an extractor hood or open a window when cooking. For the cleanest air while cooking, use an electric or induction hob, keep the lid on pans and extractor fans on.

ONTARIO, CANADA
According to the Canadian Anti-Fraud Centre (CAFC) there have been nearly 800 reports of COVID-19 related fraud with 188 victims losing around $1.2 million. The fraudsters have posed as cleaning or heating companies offering duct cleaning services or selling air filters to protect from the virus, as well as posing as local and national health officials, and more. The CAFC is reminding the public that no legitimate agency will ask for sensitive information over the phone or in an email.

INDIA
The Punjab Government in India has issued new advisory information regarding the use of air-conditioning in residential, commercial and hospital settings due to the COVID-19 pandemic in the country. Under the new recommendations, rooms cooled by AC units must have an outdoor air intake, maintain a temperature between 24-27 degrees Celsius and relative humidity maintained between 40% and 70%. Evaporative cooler tanks must be cleaned and disinfected and the water drained and refilled frequently. In addition, guidance advises that commercial and industrial facilities should ventilate indoor environments with outdoor air as much as possible.
As people around the world adjust to a new normal, the health of our buildings – and how they influence personal health – is critically important. Carrier recently introduced its Healthy Buildings Program, an expanded suite of advanced solutions to help deliver healthy, safe, efficient and productive indoor environments across key verticals including commercial buildings, healthcare, hospitality, education, retail and marine.

“COVID-19 has reinforced the important role that buildings play in ensuring and protecting public health,” said Dave Gitlin, President and CEO of Carrier. “As people return to work, hotels greet guests, schools welcome back students and stores reopen, indoor air quality and safe buildings are of paramount importance. For the economy to successfully recover, people need to have trust in the safety of the buildings they are entering. New technologies like microscopic filtration systems and touchless building controls have gone from nice-to-have conveniences to must-have protections.”

As a founding member of both the U.S. Green Building Council and the International WELL Building Institute, Carrier has long been an industry leader in enhancing building health to promote personal health. Now, it’s essential that the world have the solutions and services that enable healthy environments.

Carrier’s Healthy Buildings Program will draw from the company’s suite of solutions and services they say are designed to help improve indoor air quality (IAQ), increase outside air ventilation and enable touchless interactions.

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COULD INDOOR AIR QUALITY BECOME PART OF THE POST-CORONAVIRUS PLAYBOOK?

By Joe Snyder
According to the Centers for Disease Control and Prevention (CDC), it is thought that the COVID-19 virus can spread “through respiratory droplets produced when an infected person coughs, sneezes or talks.” The National Institutes of Health reports that these respiratory droplets have been detectable in the air for as long as three hours.

As we navigate opening businesses, public facilities and offices back up for occupancy, considering ways we can promote safety for occupants becomes vital. Ventilation is an important aspect for the design of medical facilities, embraced to prevent the spread of airborne disease.

As engineer Gregory Hudson notes in his article “Ventilation Strategies for Healthcare Facilities,” “Appropriate ventilation, when properly applied and designed, can limit the spread of airborne pathogens throughout a healthcare facility.”

The question then becomes, if ventilation can help prevent the spread of airborne pathogens, and we work really hard at designing and implementing ventilation in medical facilities, might there not be strategies we could or should be implementing in other facilities that could be part of the many-pronged approach to limiting the spread of the coronavirus? The reality is that at some point we will reopen society, our economy and therefore our buildings, with the coronavirus still very much a highly contagious threat.

For the sake of this discussion, we will focus on commercial buildings because ventilation systems in residences can vary widely.

In most buildings, air comes into a space through some kind of a ventilation system. That air is usually a mix of recirculated air and fresh outdoor air. In most cases, that air is coming in cooled or heated as well and combines the functions of both conditioning and ventilating the space. Most commercial building codes require a minimum amount of outdoor air to be coming into different spaces in a building. The American Society of Heating, Refrigeration and Air Conditioning Engineers (ASHRAE) has a detailed standard that is the reference for many of us in the field (ASHRAE 62.1). This standard is updated regularly.

However, just because there is a minimum doesn’t mean that a space can’t exceed minimum code requirements. Based on the information about droplets and medical facility design, it is a logical step to look at the possibility that in non-medical buildings that must be occupied right now, it might be a good idea to circulate air more, add more fresh outdoor air if possible and increase filtration.

Another reason to ask ourselves what we can be doing to improve indoor air quality right now is because poor indoor air quality has known detrimental effects on the respiratory system, and it is well documented that people with compromised respiratory systems have worse outcomes than those whose respiratory systems are healthy. Many buildings designed in recent years according to the LEED or WELL building standards already adhere to higher thresholds of outdoor air flow and other strategies to improve indoor air quality for occupants.

The following are some best practices to discuss with building owners and facilities managers to enhance the indoor air quality of spaces where people need to be now, and/or prepare for when we will be together again. For currently unoccupied buildings, it makes sense to explore many of these strategies while a building is unoccupied so that....
everything is in the best working order when people return.

**Give the building a tune-up**

Just because a building was designed for proper airflow doesn’t mean it is still operating that way. Over time, systems can slip or people can do things such as close vents that are supposed to be left open.

The process of Testing, Adjusting and Balancing (TAB), during which airflows are evaluated against what airflows should be in those given areas and adjusted to ensure optimal airflow, is essentially a tune-up for the building’s ventilation system. This can help ensure all spaces are properly ventilated and, in the process, help a building operate more efficiently.

**Increase air circulation and outdoor air**

Based on how COVID-19 behaves, as noted earlier, and how we ventilate for pathogens in medical facilities, it seems logical that moving more air and providing more outdoor air would be beneficial. In fact, the CDC’s Interim Guidance for Businesses and Employers to Plan and Respond to Coronavirus Disease (COVID-19) specifically mentions “Increase ventilation rates” and “Increase percentage of outdoor air.”

Note, we are in cooling season in most parts of the country, so people concerned with energy consumption and green initiatives might wonder, “Won’t I use more energy having to condition more outdoor air?” In reality, green buildings are a balancing act, and not all about energy. Yes, energy is important, but the concept of “green building” includes healthy people as well.

**Use spaces designed for better ventilation**

Ventilation in a building is determined space by space. A corridor has less fresh air than a meeting room because people are not staying in that space for any measurable period of time. So in any building, there are likely to be better-ventilated spaces.

Where might those be in your building, and how might you consider what spaces to be in with that knowledge?

For example, we are working on a police facility. That facility has a crime lab that is negatively pressurized where all air in the room is exhausted (meaning none of it is recirculated). Perhaps that space would be a better space for a meeting for these first responders than the conference room, which has much less overall ventilation than the lab.

**Counsel customers on filtration**

Regular filter changing should be part of any building maintenance plan. Often this can get overlooked or slip on maintenance schedules.

Both the LEED rating systems and the WELL standard use MERV-13 (or better) as the guidance for top-level filtration. There can even be ways to add on things such as high-efficiency particulate air or HEPA filters or ultraviolet light for greater levels of filtration and decontamination.

**Is it time to replace an old unit?**

Many older buildings were not designed with ventilation systems that meet even today’s minimum standards. A new system retrofit can achieve that.

Also, if a building is unoccupied at the moment, it is a great time to be changing out equipment and not disrupting workflows. Getting the ventilation systems up to current standards before employees return could be helpful as we continue to combat the spread of this disease.

**What are occupants experiencing?**

It is easy for many of us in the building professions to forget that at the end of the day, it is the occupants for whom we are designing, constructing and maintaining buildings.

Another green building and efficiency tool is the use of a survey. A simple occupant comfort survey can help identify issues from poor airflow to major issues such as mold.

Again, as the building is unoccupied, it might be the ideal time to do a survey and explore or fix issues as there would be little disruption to workflow.

**Reduce toxic indoor contaminants**

Last, as we generally have become suddenly and acutely aware of respiratory health, we need to acknowledge the negative impact to respiratory health that so many materials and products used in our buildings can have.

Going forward, consider implementing policies for the use of greener cleaning products, integrated pest management programs that use fewer toxic chemicals and lower-emitting paints and sealants, all of which contribute to healthier indoor spaces.

The LEED and WELL building standards include these and many other strategies for improving the indoor air quality that so many of us sit in day after day that can have lasting impacts on our respiratory health.

It has become clear that COVID-19 won’t be defeated with any singular silver bullet, at least until we get to a vaccine. The indoor environments we provide can help with our health and spread of disease, not only now, but even in the future to help things such as basic colds, the flu or other health issues for people.

*This article originally appeared on Medium.*
Have a Plan for Covid-19

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✔ Protect your Business
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  • Service Contract language
  • Government Resources

✔ Know which tools can help your Customers
  • Cleaning
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The NFIB Research Center recently released a survey on the status of the small business loan programs. Among NFIB members, 80% applied for a Paycheck Protection Program (PPP) loan and almost 90% have received the loan. Most of the loans were deposited between mid-April and mid-May.

“Small businesses continue to face many challenges in operating their business in these difficult times,” said Holly Wade, NFIB Director of Research & Policy Analysis. “Congress and the Administration have the authority to further lighten the burden for many of their immediate concerns, especially in offering more flexibility for PPP loans.”

Key findings from the survey include:

THE MAJORITY OF SMALL BUSINESSES Expect their expenses to be forgiven.

- Over half (54%) of owners with a PPP loan are expecting all of their expenses to be forgiven.
- Twenty-seven percent of borrowers expect at least 75% or more of loan expenses to be forgiven.
- Very few PPP borrowers are interested in using the funds as a low interest, two-year loan.

COMPLYING WITH THE PPP LOAN AND LOAN FORGIVENESS TERMS AND CONDITIONS IS CHALLENGING FOR SMALL BUSINESSES.

- Twelve percent of borrowers report that spending the PPP loan within an 8-week forgiveness period is very difficult and 34% find the requirement somewhat difficult.
- Almost one-in-five borrowers find the forgiveness requirement that the borrower’s employee headcount match the pre-crisis employee headcount very difficult to reach since many businesses have already laid-off workers due to slower sales or suspended business activity.
- Another 28% find it somewhat difficult to maintain or return to their pre-crisis workforce level.
- The 75% payroll rule is difficult for 38% of small business borrowers to manage as 14% find it very difficult and 24% find it somewhat difficult.

OWNERS HAVE QUESTIONS ABOUT HOW TO SPEND THE FUNDS.

- Nearly three-fourths of small business borrowers find the terms and conditions of the PPP loan difficult to understand with 22% finding them very difficult.

ADDITIONAL FINANCIAL SUPPORT OVER THE NEXT 12 MONTHS MAY BE NEEDED FOR MANY SMALL BUSINESS OWNERS.

- Almost one-quarter of those who have taken out one or both loans anticipate that they will need additional support and another 54% do not know yet. Only 20% of borrowers do not anticipate needing additional support.

SOME SMALL BUSINESS OWNERS FIND THEMSELVES COMPETING WITH THE UNEMPLOYMENT BENEFITS OFFERED THROUGH THE CARES ACT.

- Eighteen percent of small business owners have had an employee decline a job offer because they wanted to stay on UI.
- Another 6% of owners have increased salaries to encourage a worker to come back to their job.
- Five percent of small business owners said that an employee has remained in their job because they also received supplemental UI benefits with reduced hours.

Your Business
With a pretty strong monopoly on what the analytics market (at least for what’s easily accessible and useable to most business leaders), Google Analytics has sat pretty on top of a kingdom of users who only have one king to look to for help.

But Facebook, never one to be outdone (no matter what you might think of them otherwise), has slowly worked to upgrade and improve their analytics tools to support their ad business and encourage people to reconsider where they look for the best audience and social media analytics.

So, which is best: Facebook Analytics or Google Analytics?

The answer: both. Let’s dig in to why.

**What is Facebook Analytics?**
Facebook Analytics was launched several years ago and has been developing and growing for quite some time. With Facebook Analytics you can:

- Track the customer journey across different channels: mobile/desktop, Facebook page, website, Facebook Ads, other platform ads, any apps you might run, even emails and links with UTM parameters.
- Gather aggregated demographic information about the people who interact with you and convert (or don’t convert).
- Create funnels to track behavior, conversions, and revenue and understand which customer journeys are most successful.
- Build custom audiences and learn from their specific behaviors.
- Set up event source groups, which you can create in your dashboard to segment and retarget people who follow a specific event path.
- Use some pretty cool and advanced machine learning capabilities to really added an extra level of audience data.
- Build custom audiences based on omnichannel insights. A study commissioned by Facebook showed that 77% of people with 3 or more devices start a task on one device and complete it on another.

**Facebook Page Insights and Facebook Audience Insights**
Facebook has two main tools in their Analytics platform. Page Insights and Audience Insights.

Facebook Page Insights gives you detailed data around the activities and interaction on your Facebook Page. This allows you to see best and understand how people interact with your content.

Facebook Audience Insights provides insight into your Facebook audience. This allows you to better understand who you are talking to, better target ads and create more relevant content.
What Problem Does Facebook Analytics Solve?
Facebook Analytics were developed to solve the problem of not being able to see the full picture of what influences a conversion decision.

For example, your user might see a Facebook ad, click on it, but not convert (whether that goal conversion is to provide an email, buy a product or something else). Then, a few days later, they click a to your blog where they click on a call to action and convert. Currently, neither Facebook Analytics or Google Analytics can give the full picture of the customer lifecycle and track a customer through an interaction as described here. They both provide important pieces of the puzzle, but they can’t show you EXACTLY how it was done.

Facebook Analytics is working to change that. And that lifecycle problem is one of the biggest points of differentiation for Facebook in the Facebook Analytics vs Google Analytics face-off.

Facebook Analytics vs. Facebook Ads Manager
To be clear, Facebook Analytics isn’t the same as Facebook Ad Manager or Facebook Insights.

Facebook Analytics looks at all of your data: pixel, Facebook page, Facebook Messenger and Bots, website, any apps you might have, and other platform ads to create a total picture. It allows you to see how almost all of your efforts and different campaigns (organic and paid) influence a customer journey.

Facebook Ads Manager allows you to see data around your specific ads campaigns but doesn’t look at those as part of the complete journey. It gives specific detail around specific campaigns.

As Facebook says:
Facebook Analytics allows you to learn about the types of people using your product, how they got there and what actions they are taking.
Facebook Ads Manager is designed to help you create, manage, and measure your Facebook ads.

The Ultimate Question: Facebook Analytics vs. Google Analytics
Currently, the answer to this question isn’t “either-or,” it’s “yes, and…”

How you use each one depends on what questions you are trying to answer. I recommend you use each one separately, and together, to answer those questions.

Google Analytics is still the most robust platform. It offers more data, more conversion tracking and an overall larger view. You must use Google Analytics to complete the picture of how Facebook traffic drives your business goals, not to mention to give context to how your Facebook strategies work together with the rest of your shared media work and your entire marketing communications program.

Facebook Analytics is currently better at tracking user journey through multiple sources, or as they say “omnichannel.”

Because you can connect your pixels, Facebook page, Messenger, apps, and even things such as Google UTM parameters, you can connect the pieces in a way Google doesn’t allow yet. It also addresses a bunch of the “dark social” tracking problems we see more and more frequently.

Facebook also says they offer “user-based tracking” vs the Google “cookie-based tracking. This isn’t exactly true because Google does provide some user-based data; it’s just nowhere near as robust and detailed as Facebook. Facebook is built on a currency of all of our data, so I would hope their user-based data was more robust or what have they been doing with their lives?

Where Should I Start?
Start by figuring out what questions you want to answer. Then go to Facebook Analytics with that data.

To help you through your exploration of this tool, Facebook offers a useful Q&A. I also find their Success Stories section particularly helpful for seeing capabilities in context.

Laura Petrolino is chief marketing officer for Spin Sucks, an integrated marketing communications firm that provides strategic counsel and professional development for in-house and agency communications teams. She is a weekly contributor for their award-winning blog of the same name.
DucTales is seeking submissions from members and industry experts for publication in future issues of the magazine.

ARTICLES MAY BE ABOUT:
- An experience in the field
- How you’ve grown your business
- Tips for other business owners
- Practical tips, tricks and guides for other indoor air quality professionals
- Technology reviews
- Training opportunities
- … and more!

FOR SUBMISSION GUIDELINES, DEADLINES AND OTHER INFORMATION, PLEASE CONTACT Sarah Black, DucTales Editor, at sblack@ahint.com.
After legal recreational marijuana sales started in Colorado in 2012, the industry has sprinted ahead to reach from coast to coast. Currently, 11 states and Washington, D.C. have legalized recreational marijuana, and another 22 states have legalized it for medical use.

As the industry grows, so do profits and employment: According to “Marijuana Business Factbook,” the industry is expected to reach profits of $77 billion by 2022, while another study has found that the industry could have a workforce of around 330,000 by the same year.

All that growth brings with it the healthy competition any free market will experience. Cannabis cultivators vie for the clout of producing a superior product under standards designed to set the top-tier cultivators apart from those producing a lower-quality product. Those standards include stringent air quality controls both in and around cannabis grow facilities, in which air duct cleaning plays an integral role.
Critical Environmental Control

Cannabis may be grown outdoors or hydroponically indoors in environmentally controlled growth rooms and greenhouses. Factors such as humidity greatly affect the growth, yield and quality of cannabis grown in indoor facilities. In addition, plant pathogens such as mold are prone to these environments and infect marijuana plants. Mold infections reduce growth of the crop by affecting the roots, crown and leaves, and can have serious effects on the overall yield of a crop. Beyond destroying the crop, mold can infect plants during development or after harvest, reducing product quality. One key way the spread of these pathogens is controlled in a cannabis grow facility is through effective ventilation and HVAC system cleaning.

“Certainly, you talk to any cultivator and they will tell you that the environmental controls in their grow are really the number one concern, particularly when you’re talking about indoor or greenhouse production,” said Ben Gelt, Board Chair of the Cannabis Certification Council. Cannabis cultivators who are serious about their product receive guidance from the Cannabis Certification Council, a nonprofit standard-holding body focused on providing consumer and industry education, transparency and choice in the cannabis industry.

In a study called “State of the Growing Environment,” 78% of participants said that performance and efficiency were important aspects when they investigated purchasing HVAC systems. In the same study, 67% of participants expressed that “target growing humidity” was key to purchasing an HVAC system.

Gelt said that during his time in the cannabis industry, HVAC contractors have become a big part of grow houses. “I can’t tell you how many different business owners and cultivators over the years tell me that their HVAC guy is their best friend, so I think it’s a core and critical part of the picture for any cultivation,” said Gelt.

According to the Resource Innovation Institute, a nonprofit that establishes industry standards and facilitates best practices to drive resource efficiency, regular maintenance of an HVAC system and lighting system could reduce grow house operating costs up to 30%.

Bill Lundquist, ASCS, CVI, founder of Monster Vac and former NADCA (The National Air Duct Cleaners Association) president, explained how keeping HVAC systems maintained and properly cleaned can prevent problems and help them to run more smoothly.

“Standard maintenance and cleaning of an HVAC system is important for any building to maintain the performance level of it,” Lundquist said. “It’s even more so in growth facilities because the particulate floating in the air will clog up the HVAC systems.”

When it comes to controlling outside pathogens, each business has their own variation of control. “Every business does it differently,” said Gelt. Some facilities have an open-door policy and welcome visitors to tour the space and learn about their cultivation. Many other facilities more tightly regulate visitors and access to the growing space and have strict protocols for their employees. “In extreme cases, you have people with really significant things like doors to keep things blocked and filtered,” said Gelt.

An Inside Problem

Tight controls on visitors and movement through growing rooms is to avoid introducing pathogens into the growing space, elevating the quality and ensuring the safety of the product. However, one particularly problematic element doesn’t come from outside: resin.

“The issues I run into in grow facilities are that system performance has been compromised due to the resin that’s in the air,” said Lundquist. “It gets on the components, on the coils, restricts airflow, hurts the heat exchange and keeps the systems from performing the way they were designed.”

The resin produced cannot be cleaned using normal duct cleaning processes, like using a vacuum or any kind of dry cleaning technique, as the duct and air handler contamination is too sticky. Lundquist also explained that from his experience, cleaning techniques will most likely change to a wet cleaning process instead of a dry cleaning one. Lundquist suggested that even though there is currently no standard for grow houses and HVAC, NADCA cleaners should stick to the current Assessment, Cleaning and Restoration (ACR) Standard when servicing grow house clients.

Bringing in a NADCA Pro

Beyond the challenges of cleaning resin, air duct cleaners working with cannabis growing facilities may encounter other types of issues plaguing HVAC systems. “You may discover a microbial problem and air quality issues having to do with fuzzy mildews and other forms of microbial contaminates,” Lundquist said. “But that’s more of a geographic thing. Some parts of the country may have more of an issue with that than other parts of the country.”
Lundquist advises NADCA members to bring in a certified IAQ professional for microbial contamination sampling. “Let the IAQ professional take the sampling and have them make the recommendation on what should be done if microbial contamination is present,” he said.

However, there are HVAC performance measurements that a NADCA contractor should take, including airflow, pressure drop across a coil, temperature and humidity measurements. “These are the kind of things that are within the NADCA contractor’s skill set and should be done,” said Lundquist. “All of these measurements are affected by the tremendous amounts of resin that floats around in the air, collects on the HVAC equipment and restricts air flow.” This restricted air flow will result in compromised system performance and, possibly, a lower-quality product for the customer.

With the cannabis industry in an upward projection for many years to come, if you aren’t looking at cannabis grow houses as a potential client, it may be time to reach out and see what you can do for them.

Sources
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https://www.cannabisbusinesstimes.com/article/research-march-2020/
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NADCA has partnered with Service First Processing (SFP) and put together a special program designed with our members in mind, to reduce your costs of credit card processing while improving your level of service and support. To get started, SFP will develop a savings proposal based on your business’s unique processing needs and their consultative analysis. From there, if you decide the program is right for you, you will be able to participate in a 60-day trial. Members will have the opportunity to enjoy:

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To learn more, visit sfprocessing.com/nadca.

NADCA Working for You

NADCA’s Committees have been working hard to provide members with tools they can use to be successful and get the most out of their NADCA membership.

MEMBERSHIP COMMITTEE

Led by Jim Castellano, ASCS, CVI, the Membership Committee is charged with researching and identifying new, valuable benefits for our members. In the last year and a half, the committee has introduced several new member benefits:

- Multiple Employer Plan (MEP) for 401k
- Seminars On-Demand Learning
- Service First Processing (SFP) Affinity Program

These benefits offer discounted — and sometimes complimentary — rates to NADCA members and are designed to make doing business easier and more efficient. To take advantage of all of your NADCA member benefits and discover those you may be missing, visit nadca.com/nadca-member/benefits-nadca-membership.

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An INTERVIEW with Robbie Carlisle, Owner
How did the company get started?
Ever since I was a little kid I wanted to start my own business but had gotten sidetracked going down different career paths. In December 2017 I was on a deployment working for the government in radar and automation for the Federal Aviation Administration and I finally got to a point where I said, “I need to do this now or I’m not going to do it.” I got started by purchasing Duct Armor, the rubberized lining for encapsulating transit ductwork. A year into that, I realized that I needed to get into duct cleaning because it was a natural progression. I was already subbing it out and I felt like I could do a better job.

I got a Hypervac and had the opportunity to shadow another company in Ohio. I put my spin on how I thought my company should be, joined NADCA and completed the next available tech training. I had an opportunity through Duct Armor to move to Pennsylvania and realized that the requirements here are different from Michigan, where I originally got started. Where I am now, there’s a handful of NADCA member companies in the area who do things correctly. I feel like in Michigan I can throw a rock and hit four duct cleaners. Here in Pennsylvania, there might be four NADCA member companies in this entire county of 600,000 people.

After relocating, how has marketing your certifications affected your business?
I think a lot of it is educating consumers on what the certifications are and what they mean. They often don’t realize that there is an industry standard and professionals that adhere to those standards. Especially in Pennsylvania, where anybody can get into the industry. It’s affected the overall reputation of the industry.

I personally believe in NADCA, and I have to show other people why I personally believe in it. That ends up being a conversation about standards, quality of work and integrity. I would hope that we’re all operating with the same level of integrity and trying to inform people because it’s just going to benefit us as an entire industry in the long run.

I’ve had a handful of customers ask, “Do you use negative air?” or “Are you NADCA certified?” When I’m asked that, I’m almost positive it’s because they’re calling around and getting prices and somebody gave him the same speech that I give to prospects.

What’s one thing you think will affect the future of the air duct cleaning industry?
Marketing via consumer education is really critical for this industry. I need to do a better job of that, myself. When
people find you online, you have a few seconds to interest them enough to say, “I’m willing to look further,” and just a few more seconds to get them to a point where they say, “I’m cool with doing business with this guy.” So, inside of that, you’ve got to express what NADCA certifications are and why they matter.

There are people who are definitely aware, but it’s either because they’ve had work done properly in the past and were educated, or because they had a very bad experience. In Pennsylvania, I can walk around with a five-gallon shopvac and knock on people’s doors and charge them $1,000 to clean their ductwork. We don’t even charge that to show up with our truck and work for four or five hours! But the customers don’t know. That’s what we need to do as an industry: educate the consumer.

How has the COVID-19 pandemic affected business? People aren’t calling for COVID-19 specifically, but I think in the last two weeks, the calls started picking up to where we went from no calls for the first couple weeks to now I’m booked for the next two weeks. Interestingly, it’s not, “We want you to remove everything and use a fog virucide,” it’s “We realize that we’ve been inside a lot and it’s dirty, will you come clean it?”

However, we’ve kind of adapted by doing some decontamination jobs with some restoration companies where we go in hazmat suits, but that’s not a long-term goal for us. People find us in Google searches and they’re not looking for air duct cleaning specifically, but somebody got sick and they need us to come in and disinfect it.

What’s your long-term vision for the company going forward? Long-term, our goal is to position ourselves with a reputation of doing quality work at an honest price. Eventually, I think after this, people are going to start looking at other potential opportunities to improve their health. My goal is helping people bridge the reality that efficiency and health are connected. Instead of just calling an efficiency consultant or a cleaning company to come in and clean something, I would like to bridge those two with varying services and become a holistic solution for the home.

Ideally, that would become our largest volume of work and help us have a better impact on the community.

How has NADCA membership and certification been helpful to your business, especially as a newer business? I think it’s a sense of community. I was with IBEW for six years and I was in the military for 10 years. So, it’s a sense of quality that we stand above. It gives me confidence that I’ve been doing things the right way. You don’t know something until you’ve experienced it, right? It’s one thing to read it in a book, but to be around other guys and have the ability to give them a call and ask questions—to have that community—is everything when you’re first starting out.

That mentorship and guidance is really important, because if one of us does a bad job, they collectively hurt all of us. On the flip side, if we’re able to pool our knowledge and experience, it’s going to benefit all of us. I really appreciate that about NADCA membership.
## NEW MEMBERS

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<td>Phoenix Restoration Disaster Services</td>
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<td>Acadiana Clean Air</td>
<td>Kaplan, LA USA</td>
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## NEW ASCSs

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<td>Owen Sound, ON CAN</td>
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<td>Sabrina Bolduc</td>
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<td>Dylan Krueger</td>
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<td>Bob Ference</td>
<td>Duct Diagnostics, LLC</td>
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