



IICRC eNews

Keeping certified
professionals informed

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Standards Update

Updates on the S500 and S520 Standards, including a special close-out pricing deal. To review and comment on the Standard, contact Mili Washington at mili@iicrc.org

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IICRC Reviewing Proposals for New Technical Journal

The IICRC is currently reviewing proposals for a new peer-reviewed journal, scheduled to publish in January 2014. The new journal will provide IICRC members with an ongoing resource of in-depth, technical articles focusing on hard surface cleaning, soft surface cleaning, disaster restoration and inspection.

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Meet IICRC's New Communications Consultant

The IICRC sat down with Greg Brooks of West Third



IICRC Spotlight

Scott McFadden, Master Certified Restorer and Owner

Group to talk about his new role as the organization's communications consultant.

So, who are you?

I'm a former journalist and long-time public relations pro. My career has centered on taking complex-but-important information and making it understandable and compelling. Which, when you think about it, is not too different from the IICRC's mission.

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of Mackay Carpetcare & Restoration Services and DRIH Technologies

What is your business?

Mackay Carpetcare & Restoration Services is the area's largest and longest running carpet cleaning company. We have had the business for 20 years and are growing each year.

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Chairman's Corner

January was a busy month for the IICRC Board of Directors. It held its second annual strategic planning meeting, winter board meeting and attended the Surfaces trade show. The new strategic plan will include immediate, future and long-term components that cover key aspects of the IICRC.

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IICRC on "Designing Spaces™" Video Now Available

In January, the IICRC was featured on an episode of "Designing Spaces™" on Lifetime Television. On the segment titled "Creating a Healthier Living Environment," Rachel Adams, President of Indoor Environment Management, Inc. and Word of Mouth Carpet Restoration, an IICRC certified firm, both represented the IICRC.

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Congratulations, Master Certifications

April 2013

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By the Numbers

There are more than 53,000 active IICRC-certified technicians and more than 6,000 certified firms globally.

There are more than 38,000 carpet cleaning businesses in the U.S. alone.

Of the 21.8 million people reported to have asthma in the United States, approximately 4.6 million cases are estimated to be attributed to dampness and mold exposure in the home.

The wood flooring of today comes in more than 50 species, which range in color, hardness and price.

International Updates

IICRC Oceania

In March, the Oceania office was busy representing the IICRC at the Ausclean Western Australia event in Freemantle. The event had a number of industry suppliers who now understand the role of the IICRC in the industry. It was a great opportunity to reach out to our registrants on the West Coast and spread the word about the IICRC.

New Agency Partners Set to Lead 2013 Marketing Plan

The IICRC has recently selected Mulberry Marketing Communications as its new marketing agency of record.

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New Marketing Toolkit

IICRC is currently working on a marketing kit to help firms better promote themselves. The toolkit will serve as an exclusive resource to help firms improve internal and external marketing, promotions and media inquiries. What would you like to see included in the toolkit? Please send any ideas to Andi Vance at avance@mulberrymc.com

IICRC Wants Your Suggestions for New e-Newsletter Title

Win complimentary admittance to the upcoming IICRCA conference and tradeshow – entries close April 30.

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proposals from its recent request for proposal (RFP) process, the IICRCA Board of Directors concluded that the planning expertise and successful track record of EPC would be the most helpful in meeting its high standards for the convention.

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