



AUGUST, 2006

FOUNDATION *news*

A Newsletter for the Waterproofing
and Structural Repair Industry

ASSOCIATION OFFICE GETS FLOODED WITH MORE THAN PHONE CALLS

Whenever it rains more than an inch, the office of the NAWSRC is flooded with phone calls. Most phone calls are from consumers looking for a referral for a waterproofing contractor.

The last week in June, 2006 brought over 13 inches of rain to the Baltimore area. The Association's headquarters are located in a one-story office complex just outside of Baltimore in White Marsh, MD. The complex is managed by Nottingham Properties.

In the same building, directly behind the Association office is an Allstate Insurance office. The only wall separating Allstate from Management Alliance, the managing team of the NAWSRC, is an aluminum stud wall with insulation and drywall on either side.

At 1:00 AM on June 28th, the 60' by 50' roof over the Allstate office collapsed, steel beams and all. When the roof and beams collapsed they also took out the 3" pipe supplying the sprinkler system. The outside shut off for the sprinkler system valve could not be located.

By the time that the fire department came to the site five to six hours later, the evidence of what could have caused the collapse had been removed. Within four hours, the gutter system, the roofing material, the roof pan, and the crushed beams had been removed from the site by Nottingham Properties. Meanwhile the 3" water pipe of the sprinkler system is still running full force.

The Allstate office suite was filled with 3-1/2' of water. The brick-facade front wall of their office was pushed out and the pressure blew out the glass doors and windows. And of course, the pressure also broke through the partition wall separating Management Alliance from Allstate.

The storm water, as well as the sprinkler system water rushed into our offices slamming filled lateral file cabinets across the room and filling the office with 14" of water.

The good news is that at 1:00 AM no one was in either office.

THE CLEANUP

Ron Sohn, President of Management Alliance, says that even though the fixtures and equipment in their office is a total loss, that it is all completely covered by their insurance. He says that they had the best insurance that you can buy, even better insurance than he knew. Everything will be replaced at replacement cost value, not depreciated value.

In the mean time, they have relocated to temporary offices in the same complex. All documents that were in lower file cabinet drawers have been removed to a secure location and freeze dried to dry and preserve the document and prevent any mold. Documents in upper drawers are in a sealed room and are being dried with mega dehumidifiers to remove any dampness.

The impact on the NAWSRC? No email or phone service. As this goes to press, Verizon who has been the biggest holdup, has restored phone service. The internet should be routed to the temporary office location before the end of July.

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A 'DEAR JOHN' LETTER

Dear John,

"I know that you're not accustomed to receiving letters of resignation, but I have some things I need to get off my chest before I leave, so here goes. I hope my letter gets your attention. If it does, maybe you won't lose too many more technicians.

"We've come a long way together. I still remember when you first hired me. Back then, I had to repeat 'righty tighty, lefty loosey' every time I grabbed a pipe wrench. That was when you were still working out of your garage. Sometimes we'd even get a home-cooked breakfast. Those were some good times all right!

"When the city finally made you move to a commercial location, I knew we had seen the end of home-cooked breakfasts. I figure that's just the price of growing up, but now that you have six service trucks on the road, there's no time to just kick back. It seems that you're constantly trying to swing some sort of deal or you're away at another seminar or who knows what, but I guess that's part of growing into a big businessman.

"I know you're trying to make this business grow, but I cringe every time you go off to a seminar. When you come back from one of those meetings, I already know what will happen. Besides another price increase, there will usually be some new piece of paperwork or a new procedure we'll have to keep up with. And we'll have a new way to figure our paychecks. I'm sure all these things are paying off some how or another, but I can tell you this — no matter how you figure it, my paycheck is more when I work like there's no tomorrow and it takes a hit when the phones don't ring. But sometimes it takes a hit just because of the price increase or the new procedure we have to do. In other words, when you go to a seminar, it usually costs me money or time or both.

"I've been growing, too. I've taken advantage of every training course you've offered, both sales and technical. But it seems that the more I know, the harder my job becomes. Do you remember last month when I took that manufacturer's certification course so I could handle more challenging problems? When I came home, my wife really let me have it. Do you know why? It's because the more skills I add to my bag of tricks, the more emergencies I'll get called out for. It's not that I mind being the 'go-to' guy, but she's tired of never being able to plan a weekend, or even a night out at the movies for that matter.

"Besides getting called out at odd hours, I keep getting calls from the junior techs. I love helping them out and believe



it's important to help them learn, but these calls eat into my productivity bonus. It's hard to get much work done with one hand on the cell phone. To add insult to injury, this guy Marcus that you hired about a year ago has become your

Continued on page 7

Changes?

Please inform NAWSRC Headquarters of any address changes or corrections.

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FOUNDATION^{news}

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Note: The opinions expressed by the authors of articles published in this journal are those of the author and not the National Association of Waterproofing and Structural Repair Contractors. The reader is strongly urged to confer with a professional before taking any action as a result of statements made in this publication.

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SAFETY FIRST

FIRST AID AND INFECTIOUS DISEASE

Construction workers are trained to work safely in order to prevent accidents and injuries on the job. However, the nature of waterproofing work makes it difficult to eliminate accidents altogether. Far too often, workers are injured on the job. Although you may not be trained to provide first aid, you could be the only one around when a co-worker is hurt, bleeding, and needs immediate help. You should be familiar with Universal Precautions so you can protect yourself from infectious disease while you assist a co-worker in an accident or medical emergency. You should also know what to do if you think you may have been exposed.

The term "Universal Precautions" is used to describe a prevention strategy or approach applied when dealing with a situation involving blood or other potentially infectious materials. This approach involves treating blood and all other bodily fluids **as if they were infected** with bloodborne pathogens. Universal Precautions are designed to prevent transmission of bloodborne pathogens such as HIV and hepatitis, which can be transmitted through contact with infected blood or saliva.

Contaminated blood can enter your body through cuts, scrapes, open sores, blisters, and any other broken skin. Bloodborne pathogens can

also be transmitted through the mucous membranes in your eyes, nose, or mouth. The best way to protect yourself from exposure to infectious disease is to create a protective barrier between you and the infectious material. You can do this by wearing the appropriate personal protective equipment (PPE) including latex gloves, gowns, face shields, eye protection, and disposable mouthpieces and resuscitation devices.



What to do if exposure occurs:

- Wash the exposed area with soap and water.
- Flush any splashes to the nose, mouth, or eyes with water.
- Report the exposure to your supervisor.
- Get advice and treatment from a healthcare professional.

When you follow Universal Precautions, you can save the day and still keep infection away. You can find information about Universal Precautions in OSHA's Bloodborne Pathogens Standard 29 CFR

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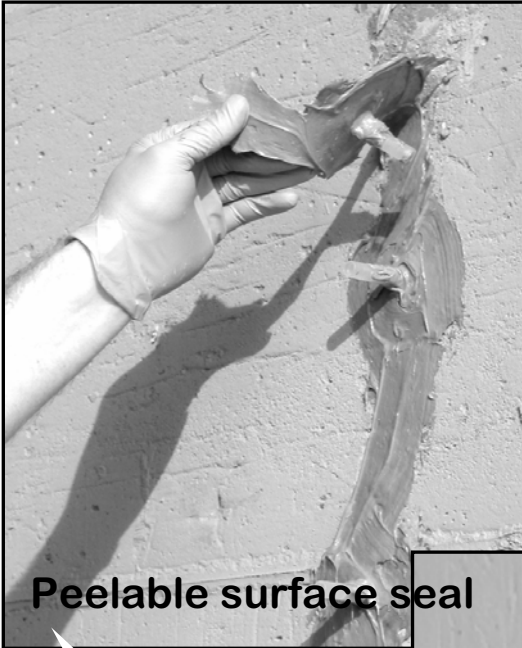
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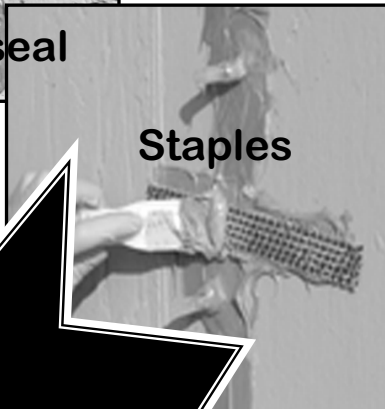
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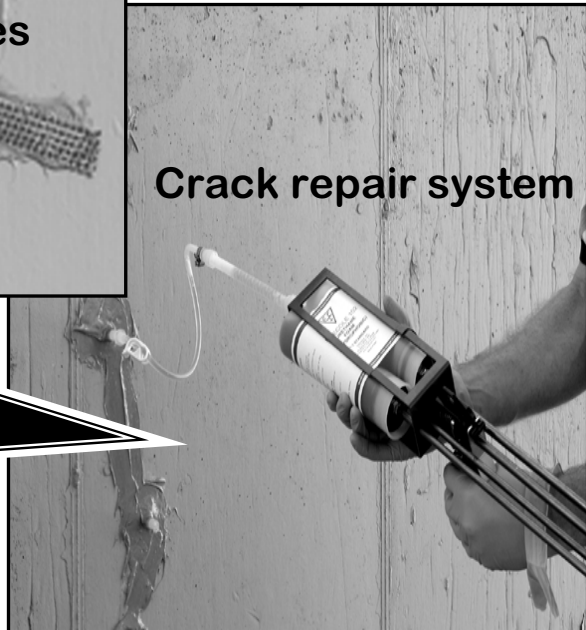
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Continued from page 2

favorite because of his top sales numbers. While the rest of us are out there trying to take care of customers, he's cherry-picking jobs. I know he has to be selective about what he gets into because he only knows how to do three things: replace sump pumps, replace sump pumps and replace sump pumps. If it gets more complicated than that, one of us ends up on the job.

"Have you ever bothered to look at the work he does? And why does he get to show up late, skip meetings and turn in paperwork late while the rest of us are trying to follow the rules? I know one thing for certain — nobody bothers him for advice because he doesn't know much and is too arrogant to share it if he did know something. I know he turns in the highest sales numbers, but this guy makes me think that you don't care about quality at all. I think you've turned greedy on me. I just hope the TV newshounds don't catch him in a sting.

"If you're worried that I'm going over to Lickity Split Waterproofing, don't. They did offer me quite a bit more money, but it looks to me like they're going in the same direction you are. I would still be working my tail off, getting nothing more than a paycheck and a vacation. I'm only 40 years old and I'm already finding it harder to get these bones in motion in the mornings. What is it going to be like when I'm 50?

"So, what I've decided to do is to launch out on my own. Nobody knows more about waterproofing than I do, so I can do just about any work that comes along. I hate doing bookkeeping, but my wife will do that for me so I can concentrate on waterproofing. At least I'll be getting paid for all my extra effort. Maybe I can get an insurance plan and retirement program going for my family. Who knows, maybe in a few years I'll have technicians working for me so I can relax a little, just like you. It sure would be nice to know that relaxing doesn't mean the money stops coming in.

"The bottom line is that I no longer see myself having a future here. I hope there are no hard feelings. I'll see you around.

"Sincerely,
"Joe"

To the "Joes" who are reading this column: Could this be your letter? Does it seem like your company cares more about sales than professionalism? Do you feel like you're just another warm body? Do you see yourself in this same role a decade from now?

And to the business owners: What would "John" say to Joe's letter? Would he take it to heart and find ways to improve morale and opportunities for the people that make him successful, or would he simply hang out a "help wanted" sign in search of the next warm body?

Although I penned this letter from Joe's perspective, Joe may or may not have a clear picture of what's really going on. What would you tell Joe if you're John? What would you add if you were Joe?

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Installers Wanted

The Art of Service

Tips to help your business succeed



In today's highly competitive world, a business needs to stand out from the crowd. And when that business is all about service, this distinction is critical. Your customers will judge you by the service they receive from your team. You never get a second chance to make a first impression, so make sure the first one is your absolute best.

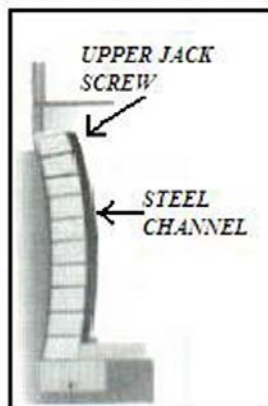
- ☐ Service providers are invited guests in their customers' homes. Act like one.
- ☐ Customers judge service quality based on the things they can see. Clean everything you touch.
- ☐ Customers don't understand the cost of service. An hourly rate, no matter how low, seems like a lot to them.
- ☐ A complete repair involves fixing a broken problem and fixing a broken customer.
- ☐ Customers aren't always right, but it's a mistake to attempt to persuade them otherwise.
- ☐ The impression formed by consumers when the phone is answered colors everything that occurs afterward.
- ☐ People judge technicians based on their human relations skills, not their technical skills.
- ☐ Fixed repair prices seem lower to most people than fixed material and variable labor prices.
- ☐ No one wants to hear that something can't be done. Give them alternatives.
- ☐ Companies that serve the customer's convenience can charge more than companies that inconvenience the customer.
- ☐ People like choices. Offering a single choice is an invitation for customers to call a competitor.

Any work that results in positive gross margin is better than sitting around the shop.

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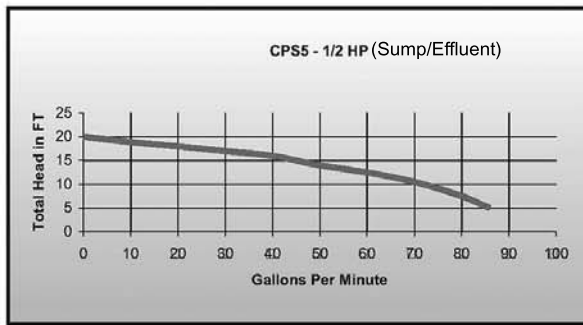
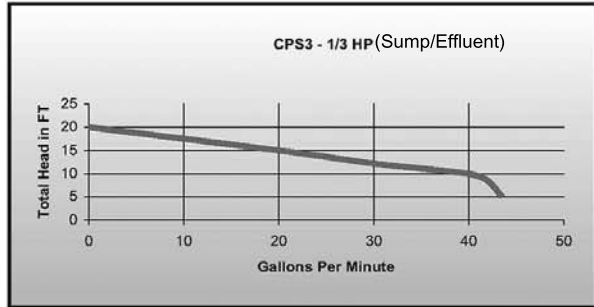
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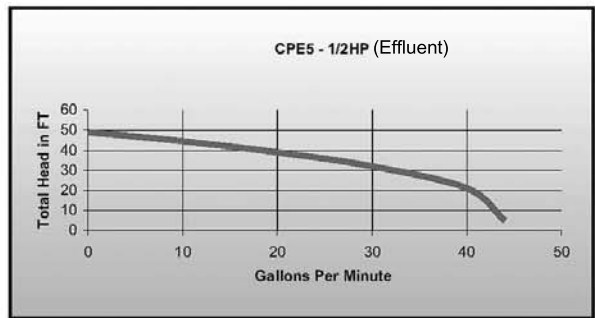
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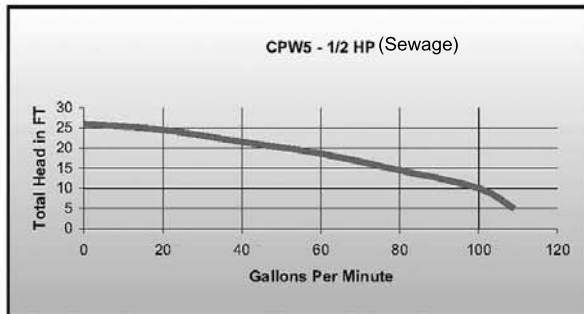
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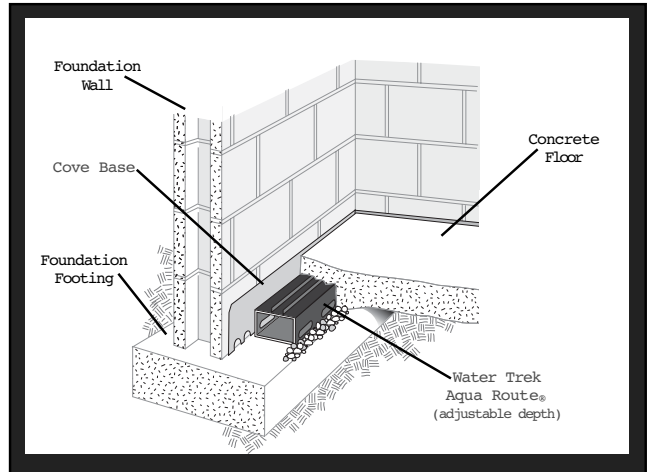
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TIPS FOR MASONRY CLEANING

1. Best temperature to do the cleaning is around 70-degrees Fahrenheit, with 40% humidity. Cooler temperature will reduce the cleaning power.
2. Test a spot 4-feet by 4-feet before overall application. Allow enough time for drying before determining results and adjust strength based on test.
3. Most cleaning application requires pre-wetting (pre-dampening).
4. If spraying, you should use low-pressure sprayer about 30 – 50 psi (stainless steel tank sprayer such as manufactured by “Hudson Manufacturing Co.” available through their dealers). But the most desirable method is the brush application that is soft fibered tampico brush.
5. You should give enough set time to the cleaner, but should not allow it to dry into the surface.
6. The thorough cleaning greatly depends upon the application of the rinse water and you should apply about 300 – 400 psi pressure with 4 – 6 gallons per minute. Always rinse from bottom up and keep the bottom wet at all times in order to avoid streaking.
7. Choosing the right spray tip is important. The most efficient spray is the fan type, dispersing a 25 to 50 degree fan spray.
8. Glazed and polished surfaces should be cleaned with very diluted acids.
9. New masonry should be cleaned 14 – 18 days after installation.
10. One of the main reasons of appearing metallic stain is excessive moisture.
11. Always add acid to the water, not vice-versa.

NOTES: As a general practice of normal or heavy-duty cleaning of all types of

masonry surfaces, rinsing operations should also be followed by a standard practice of neutralizing all washed areas to ensure complete and total deactivation of any residual acid—either trapped, absorbed or not totally removed during rinsing.

It is very important to know the composition of building materials before deciding on what type of cleaning product you should recommend to clean the surfaces of your client's buildings.

STONE

To best appreciate the physical characteristic of soiling or weathering stone, it helps to be aware of the reasons underlying its hardness and porosity (and, therefore, vulnerability). All stone falls into three basic generic groups: sedimentary, metamorphic and igneous.

Sedimentary: As the name implies, this class of stone begins as sediment, deposited by gravity, at the bottom of moving or still bodies of water. The most common sedimentary stones are limestone and sandstone.

- a. Limestone: One of the most common of all building materials, limestone is composed mainly of the calcium carbonate mineral named calcite. It was formed by the deposition of countless billions of shell-protected organisms that died in ancient shallow areas. These shells were moved around by currents, broken, crushed, and, finally, ground into very fine particles. The resulting shell granules were then compacted under tremendous pressure and cemented together with calcium carbonate.
- b. Sandstone: Mostly mechanical in origin, sandstone consists of



cemented particles or fragments of pre-existing rocks which were either deposited in place or transported by water. They generally have larger grains and a less tenacious structure than limestone. It is easy to understand how endless variations can and do occur in these porous and granular sedimentary stones. The size and composition of the original granules, and the nature and concentration of the cementing materials are responsible for uncounted diversity in hardness, porosity, texture and color.

NOTES: As you can see, the composition of sedimentary stone is mainly calcium carbonate (calcite). Calcite will react with acid products vigorously, especially inorganic acids, such as hydrofluoric, hydrochloric (muriatic), and phosphoric acid. In other words, acid will eat up the calcite. Therefore, in most cases you cannot recommend acid products to clean limestone or sandstone. That is why we must use an *alkaline* product to clean and prep the surface. Afterwards, we should use a limestone *finish* product (which is a weak *organic* acid). This is to neutralize and also by etching the surface slightly, the natural look of limestone will be exposed.

Metamorphic: Pre-existing sedimentary or igneous rocks that undergo additional alterations are called metamorphic. Great changes in chemical environment, pressure and/or temperature can cause stone to take on new color, texture and

Continued on page 13

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Continued from page 11

hardness. Sometimes, two or more completely different stones can be blended together by these influences. The most common examples of metamorphic stone are marble and slate.

a. Marble: Under great heat and pressure, sedimentary limestone re-crystallizes to form marble. This results in a denser and harder version of the original, but the basic chemical composition (carbonates) remains the same. The new, larger, crystalline structure is evident in the bright reflecting faces on a broken surface. Marble's variety of colors, veining and shadings result from the inclusion of minor amounts of impurities.

b. Slate: Most commonly used as a roofing material, slate is fine-grained crystalline stone that shows the very conspicuous parallel structure of its bedding planes. It was originally a sedimentary deposit of clay that formed rock-like shale. Under great heat and pressure it was transformed into the harder slate. The important constituents are white mica and quartz (silicone dioxide, SiO₂).

NOTES: Marble, as you see again, is calcite composition, but much denser and less porous than limestone, but still is considered porous. Again, you cannot use strong acids to clean marble and that is why I recommend a mild alkali marble restorer. But, in some instances, if you are to use acid products, say to remove rust off marble, it must be an effective blend of acids and inhibiting agents diluted with product manufacturer's prescribed diluted parts of water, in the form of poultice leaving on the surface for a few hours. But do not forget that cleaning polished marble is not an easy task; as a matter of fact, it is a tricky one. I would be very careful in doing a marble job. Since, if you dull the polished marble in the process of cleaning, *you are in big trouble*.

Igneous: This class of stones is formed by cooling and consolidation from a molten state (magma or lava). The most important and widespread building stone in this category is granite.

a. Granite: One of the hardest and least porous of the world's common building stones, granite is a coarse grained and consists mainly of quartz, orthoclase and mica. The composition, grain size and color vary according to its location and the forces that formed the deposit.

NOTES: Granite composition is mainly quartz. What is quartz? It is a silicone dioxide.

What is silicone dioxide? It is the same material that is being used in making glass. The only acid that attacks glass is hydrofluoric acid. This tells you how dense and non-porous is the granite. Therefore, even strong acid products will have a hard time to penetrate into granite. So, acid products are good candidates for cleaning granite. Again, polished granite is a different story.

b. Clay: A very fine-grained pre-stone deposit of material, which is plastic when wet. Clays can be divided into two basic types, residual and transported.

Transported clays originate in the decomposition of rock on the slopes and crests of high ground and slowly work their way into the valleys with the assistance of water. Residual clays are created by the disintegration of rock where it stands. Since the number and variety of sources for transported clays may be great, their chemistry tends to be more complex. The two most important clay-derived building products are brick and terra cotta.

c. Brick: The principal ingredients in most brick are silica, lime, magnesia and alumina. The raw brick clay is often tempered with fine quartz sand or coal screenings. It is then molded either by hand or under great pressure by machines. The final color, porosity

hardness and texture is influenced by the heat of the kiln and the position of the bricks in the kiln when they are fired, the chemical composition of the clay and the pressure under which the brick was formed.

d. Terra-cotta: Like brick, terra-cotta is baked clay. The principal differences are the tempering additives (in this case it is often crushed granules of already fired clay) and the temperature of the kiln (which in the case of terra-cotta is usually higher). This creates a very hard ceramic surface that is less porous than brick but more corrosion resistant and brittle.

NOTES: Again, clay's composition is silica, lime, magnesium and alumina in which all of them are non-reactive to acids, either organic or inorganic, excluding hydrofluoric acid which is reactive to some of the ingredients in clay. But, in order to avoid burning the brick face, always wet the surface first and dilute the acids. In case of terra-cotta, one should be more careful not to dull glazed surface by using weaker and more diluted products.

Always refer to your masonry cleaner guides either for general cleaning or historical restoration projects that require the most careful cleaning methods known to date, so as not to destroy original surfaces. Make it a point to have a manufacturer's representative present when conducting tests with their products on your client's buildings. A manufacturer's representative is knowledgeable in the chemical composition of their products and methods of application where they perform their best.

Submitted by:
Rafael A. Rivas, CAWS
Director and Above-Grade
Committee Chairman
Vice President

EMERGENCY POWER SUPPLY, Inc.

EPS SUMP PUMP GUARDIAN® And The EPS SUMP PUMP GUARDIAN PLUS® BACKUP POWER SUPPLY UNITS



Actual size: 17.5" x 5.5" x 7.1" and 62 pounds – pictured with two optional add-on batteries

- **Easy to install, self contained unit with rechargeable, long life 48v batteries**
- **Will automatically operate your sump pump hundreds of times**
- **UL LISTED with advanced electronic engineering**
- **Finally, a backup power supply for sump pumps that works!**
- **Outstanding range of start up and run amps for 1/3HP, 1/2HP and 3/4HP pumps**

HOURS OF ENERGY BACKUP FOR SUMP PUMPS

- Up to 5.7KW of stored power

EPS SUMP PUMP GUARDIAN® for 1/3HP and 1/2HP pumps

- **1320W output – 20 run amps – 40 start up amps capacity**

EPS SUMP PUMP GUARDIAN PLUS®

For 1/3Hp, 1/2HP and 3/4HP pumps

- **1820W output - 40 run amps and 80 start up amp capacity**
- **will operate two 1/2HP sump pumps – indicated for all**

**Contact us today to get started with a great product
for you and your customers!**

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BOARD ADOPTS CHANGES TO ADVERTISING STANDARDS OF NAWSRC STANDARDS OF PRACTICE

On April 19, 2006 the Board of Directors of the NAWSRC adopted the following changes (in bold/italics) to Part I (B), of the Standards of Practice of the National Association of Waterproofing and Structural Repair Contractors. These changes will be published for three months to allow all members time to adopt any necessary changes into their advertising programs. The complete Standards of Practice and Canon of Ethics is available online at www.nawsrc.org. Choose Standards and then Practice in the leftmost column. You must enter your name and email address to obtain this download. August is the third and final month that these changes will be published.

NAWSRC Standards and Ethics Part I (B)

1. No advertising claim or sales representation shall be made which states or implies that a waterproofing or structural repair contractor or the products or services offered are in any way approved, certified, recommended or accepted by a government agency, ***independent trade association, product provider, or franchiser, unless, in fact, such approval, certification, etc., has been issued*** (i.e. "FHA APPROVAL," "GOVERNMENT AFFILIATED," "VA APPROVED", "NAWSRC CERTIFIED").

2. ***No advertising claim or sales representation shall be made which states or implies that a waterproofing or structural repair contractor or the products and services offered are certified without prominently disclosing the source of the certification (i.e., if a contractor is certified by a particular manufacturer or product provider, instead of a governmental body or independent trade association, the advertisement shall clearly disclose the manufacturer's name and product name, if applicable).***

3. ***A waterproofing or structural repair contractor or company holding certifications from multiple sources shall state in advertising, in such a way as to be clear to the consumer, the source of each certification, and the number of personnel certified by each source, separately and distinctly, not as the total number of certifications from multiple sources.***

4. No advertising claim or sales representation shall be made which states or implies that a contractor's product or services comply with a government agency standard or specification unless such is the fact.

5. No salespersons shall imply that their company is government affiliated.

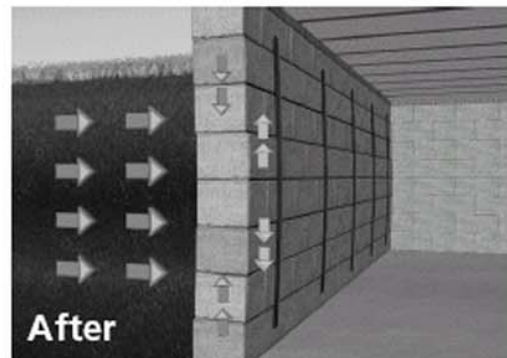
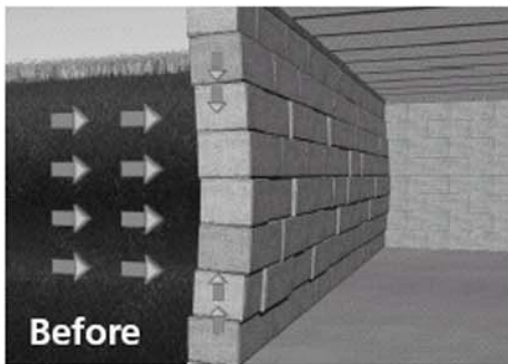
6. Only those specific company locations that are members of the National Association of Waterproofing and Structural Repair Contractors shall be represented as members, including the use of the NAWSRC logo.

7. Only those specific company locations with a specialist on staff who has successfully completed the NAWSRC Certification exam and maintained certification shall be represented as having a Certified Specialist on staff, including the use of the NAWSRC Certified Specialist on Staff logo.

NAWSRC HEADQUARTERS
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The Original Patented Carbon Fiber System





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 Messy Concrete

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