

# Cleaner Times

## CONTENTS

September 2010 VOL. 22 NO. 9



## COVER STORY

### 6 CETA Heads to Charleston



Cover design by  
Chris Ragan

**Publisher:**  
Charlene Yarbrough  
charlene@adpub.com

**Editor:**  
Jim McMurry  
jim@adpub.com

**Managing Editor:**  
Terry McMurry  
terry@adpub.com

**Technical Editor:**  
Gary Weidner  
garyw@adpub.com

**Assignment Editor:**  
Megan McMurry  
megan@adpub.com

**Contributing Writer:**  
Steve Stephens  
steve@adpub.com

**Sales:**  
Chuck Prieur  
chuckp@adpub.com

Tanya Smith  
tanya@adpub.com

**Systems Administrator:**  
Tim Ware  
tware@adpub.com

**Art Director:**  
Chris Ragan  
chris@adpub.com

**Graphic Designer:**  
Joey Phelps  
joey@adpub.com

**Accounting/Circulation:**  
Gerry Puls  
gpuls@adpub.com

## FEATURES

- 12** CETA PowerClean Floor Plan and Exhibitor List, Sponsors, and Schedule of Events



- 14** A Closer Look at Charleston  
**24** CETA: A Progressive Future with a Powerful Past  
**36** Highlights of the Past 20 PowerClean Shows  
**42** Testimonies and Memories of CETA



- 48** Ben Benefield: Honored for a Lifetime  
**64** Pipe Cleaning

## DEPARTMENTS

- 4** Editor's Note/Industry Calendar  
**20** Industry News  
**22** Product News  
**54** Women in the Industry  
Sherry Helms  
**58** Service Technician Training  
Oil Heat, Pt. 8: Ignition  
**62** Service Center Directory  
**70** PWNA Today  
When the Going Gets Tough...  
The Tough Keep Marketing  
**74** Products & Services Directory  
**76** Advertiser's Index/RSC

Cleaner Times (ISSN #1073-9602) is published monthly by:

**Advantage Publishing Co., Inc.**  
1000 Nix Road  
Little Rock, Arkansas 72211-3235  
Phone: 800-525-7038  
501-280-0007  
Fax: 501-280-9233  
www.cleanertimes.com  
Copyright 1990.

The publisher and editor(s) of this magazine do not accept responsibility for the content of any advertisement, including statements made by advertisers herein, or for the opinions expressed by authors of by-lined articles.

The intent of this publication is to provide general information only and is not intended to provide specific advice or recommendations. Appropriate legal, financial or engineering advice or other expert assistance should always be sought from professionals.

#### POSTMASTER:

Send address corrections to:  
Cleaner Times  
1000 Nix Road, Little Rock, Arkansas 72211-3235  
<http://www.adpub.com>

**Subscription Rates:** One Year, \$18 U.S. and \$75 Canada. Back issues are available for \$8.00 each. Reproductions of any part of this publication without the written consent of the publisher is prohibited.