

cause he worried that in doing so he would lose the ability to regulate costs and keep entry affordable to new members. Now, the MWC CoA has one of the lowest costs of any association in the industry; no small feat, says Jack, "Once members see what they get from the dues they pay."

One of the newer benefits that was added to the MWC CoA last year was a no-fee sign up with Service Magic (a savings of \$99 that more than pays for the first year of MWC CoA membership dues). Given the association's emphasis on providing information via the Web, it's no surprise that members also have access to resources that will help them build their own online presence. "We host their websites for free and offer web development resources," says Jack. "I would estimate that currently, about half of our members have their own website."

Because the MWC CoA is mainly geared toward residential cleaners, Jack doesn't believe that the economy has had too much of an impact on the association's member base. "I'm busier this year than I've ever been and for a lot of our members, business is definitely up," he says. "Residential customers are usually a wealthy demographic

and won't cut back as much on 'luxury' services like you'll see on the commercial side," he explains. The MWC CoA supports its members' advertising and marketing efforts by providing professionally-designed, customizable flyers that members can brand and print themselves.

Jack won't divulge all his strategies for recruiting new members, but does say that Internet searches and advertising play a large role. The MWC CoA also holds two seminars each year, one in the spring and one in the fall. The next seminar will take place October 8-9 in California, and is expected to be the biggest seminar that the organization has had to date. This year alone, the MWC CoA boasts 29 new members (putting total membership at approximately 300). When he does look back on where the association started just a few short years ago, Jack describes himself as "incredibly blessed."

"I am so fortunate to have had so many wonderful people supporting this idea that I had...when I first started out, I never could have envisioned that we'd be where we are today."

SUPPORT YOUR TRADE ASSOCIATIONS!

As the success of these groups goes to show, all of the industry's associations play an important role in representing the voice of window cleaners nationwide and advancing the interests of window cleaning professionals. Each association has its own vision and each has its own approach to serving the window cleaning community. We encourage readers to take a look at these groups and see what they have to offer.

UAMCC

www.uamcc.org
(800) 816-3240

Window Cleaning Network

www.window-cleaning-net.com

MWC CoA

www.mwcoa.com
(301) 707-9651

... **awc**

Introductions Are In Order...

Isn't it time you got to know

The UAMCC?

United Association of Mobile Contract Cleaners

It's an especially exciting time to become a member of the UAMCC!

Not only will you enjoy the benefits of our many networking, marketing and educational tools, you will also have the opportunity to attend the **1st Annual UAMCC Convention** in beautiful Orlando, Florida!

This convention promises to be like none other, complete with nationally renowned speakers, experts, vendors & seminars!

The 1st Annual UAMCC National Convention

Located at Orlando World Center Resort Marriott®

October 22nd-25th, 2009

For UAMCC membership information,
Convention details & discounted accommodations
Contact the UAMCC today TOLL FREE:

1-800-816-3240

Visit us online: www.uamcc.org

Email us: info@uamcc.org



Wash With Us™