



IAQ RADIO+

Show Number: 776 Blog

[Darrell Paulson](#)

Life and Times of a Restoration Icon and Serial Volunteer, Part 1

Good day and welcome to IAQ Radio+ episode 776 Blog. This week we presented another Life and Times show with Darrell Paulson. We named this one “The Life and Times of a Restoration Icon and Serial Volunteer”.

Darrell Paulson is an Honorary Board Member and the Shareholder Group Spokesperson for The Institute of Inspection, Cleaning and Restoration Certification (IICRC). He is also retired CEO of Advanced Restoration Specialists, Inc. of Southern, CA. Darrell has been an integral part of the IICRC since 1983 as a Chairman, BOD member, Shareholder and Committee Chair. In addition to being a tireless volunteer he is a well-known industry veteran and thoughtful speaker at industry conventions and events. His steady, relentless lifetime contributions to the restoration industry have been incalculable.

Nuggets mined from today’s interview:

The Boots on the Ground Era

- From Carpet Cleaning to Cleaning Science: Many in our audience started with a rotary floor scrubber or wand in their hand, back to your early days—what were the catalysts that pushed you into carpet cleaning and then disaster restoration? Prior to his purchase of a carpet cleaning machine at age 19 and convincing his mom to answer the phone; Darrell provided gardening services and worked in a restaurant. Darrell wore a bowtie while cleaning carpet and worked for housewives who became his raving fans. Darrell found water restoration the ideal diversification because he had the extraction equipment and did \$1M in water restoration in 1982.

-Technical training: When you began your carpet cleaning company business where did YOU acquire YOUR technical training through CCI (Carpet Cleaners Institute of California)? Darrell honed his textile cleaning skills through Ed York’s Fiber Cleaning Schools of America.

Ed York

-Chosen Inner Circle: Darrell, you and your brother Rod were among a small group of industry figures hand-chosen by Ed York to invest in and guide the IICUC. What was it about Ed that you saw? According to Darrell, it wasn't what he saw in Ed it was what Ed York saw in him. Ed was a showman, promoter and salesman. Darrell was a good public speaker with teaching skills. Ed saw Darrell as a doorway to get in front of people he could influence. Ed didn't ask Darrell to invest- he "gonna", "kinda' expected Darrell to do it. Darrell admits to being not good at saying no. Darrell wrote a book titled "Quality through sales" which Ed published. Darrell and Ed went on tour selling the book.

Ed York as a Contrarian Architect: Ed York was famously caustic; how did you navigate his intense personality both personally and professionally? Darrell recalls that Ed always had a big smile on his face. Darrell knew that Ed both liked and loved him. To distinguish Ed from his brother Rod, Ed would refer to Darrell as the "ugly one" or "bearded one". Ed published a newsletter called "Tips and Chats" in which he would periodically attack people, products and companies. Darrell jokingly referred to the publication as "Slips and Slaps". While Ed unabatingly [Z-Man- I was one of the people that Ed attacked in Tips and Chat and what was so frustrating about it was that as Ed controlled the publication. In my case, I had an exclusive agreement with Curtis Dyna Products the maker of fogging equipment, to replace the 9 GPH orifice in their fogging machine with a 7 GPH which would create smaller fog droplets more appropriate for indoor use. Ed claimed to have hired an engineer to inspect both the standard Golden Eagle fogger and our Thermo-Gen to determine any differences and claimed in Tips and Chat that there weren't any and publicly challenging me to prove him wrong. I called Ed, sent him a letter from the manufacturer, wrote him letters asking him to retract his untrue claims. Ed then wrote in the next issue of Tips and Chat something to the effect that I refused to provide evidence and then claimed-game, set, match, victory. I was enraged and there was nothing I could do about it other than to shun Ed. I wouldn't speak to him for over 15 years when I finally made peace with him at an ASCR event.] While Ed embarrassingly admitted to his own commercial interests, he despised others who were not transparent about theirs.

-Others: In addition to Ed York, were there any other people who you looked up to and influenced your career? Ron Toney, Tom Hill, and Lee Pemberton. Cliff Zlotnik

got Darrell's when he attended an AIDS convention where there was a crowd around Cliff's booth and his live pet skunk.

Darrell credits Zig Ziglar as being a big positive influence on him. Darrell learned by listening to Zig's tapes while driving between his 11 offices. Darrell claims to have listened to Zig tapes many times: "There is no elevator to success, you have to take the stairs." – Zig Ziglar Darrell also cited Earl Nightingale, John Maxwell and Napoleon Hill

What Darrell said:

- "Learned much from ancient scripture."
- "He'd chase Moby Dick in a dinghy with tarter sauce."
- "He'd spend his last \$2 to buy a money clip."
- "Be careful with the words you use."
- "Study, pray, listen & obey."
- "Q-TIP" Quit, taking, it personally.
- "Happy as we make up our minds to be" Abe Lincoln
- "Think yourself healthy." Epoch Times

Accident, ER, Hospital, Thoughts, Prayer and Healing

In a dune buggy accident, Darrell broke his back in 5 places. He consulted 5 spine surgeons who all agreed that surgical intervention was necessary. Darrell prayed about it and decided that if surgery was needed it could be done later. Darrell made the right decision and is healing naturally.

In the hospital for 5 days, Darrell had the opportunity to ponder about hospitals and healthcare. He opines that healthcare should come first, not billing, collecting, or malpractice litigation avoidance. Darrell suggested that we: "Doctor our Lives."

-The Anti-Country club Philosophy: Ed York created the IICUC and the Society of Cleaning Technicians (SCT) as a counterweight to an existing organization. Do you opine the industry is more collaborative now and have we finally lost "US vs THEM" animosity and rivalry that made the early days so unproductive?

The opponents to collaboration are gone. RIA and IICRC are working well together. IICRC and RIA are developing career paths for registrants. RIA has created the "Industry Body of Knowledge". IICRC is administering RIA's pillars of education

programs. RIA has great events, conventions and tradeshow. IICRC has 167 instructors.

Darrell, an advocate for “hands-on” training that trade schools look forward to the trade schools teaching: cleaning, inspection, installation, surface preparation and maintenance, disaster restoration, etc.

Ed York established an independent certification organization.
Ed’s “Slips and Slaps” created widespread animosity.

IICRC

-Building the IICRC: You were a founding owner and influencer in the IICRC.

Looking back at those early days, what was the primary mission of the organization, and do you feel the industry has stayed true to their original vision?

The IICRC’s initial mission was certification, IICRC is approaching 50,000 registrants throughout the world.

- Changing lanes: Do you opine the IICRC should stay in their lane or expand into other industries? The IICRC should stay in their lanes and collaborate with allied industries.

-Global: Did you ever imagine it would become the global training and standard-setter it is today? Darrell: “Think big and be right.”

Standards:

-What was the trigger for the IICRC’s decision to create industry standards?

Darrell: There was wide agreement (insurance carriers, property owners, restorers, etc.) that a standard for water damage restoration was needed.

[Z-Man: The IICRC was advised by Dr. Michael Berry to either self-regulate by creating their own standards or have the government do it for them.]

How did diversification into standards change both the industry and the IICRC?

Darrell- Water damage restoration was the driver, the S-500 Water Damage Standard is about doing water damage right and safely.

Darrell: Need to remove “MUS” (Made-Up-Stuff) from IICRC courses. Information from the standard is the basis for technical course development.

Darrell: Then came: Mold Scare, Toxic Black Mold (*Stachybotrys chartarum*), Melinda Ballard case, Mold is the New Asbestos, Mold is Gold.

Darrell: Some discussions between IICRC, AIHA and ACGIH.

[Z-Man: Policy changes: limit on mold coverage and/or mold exclusions.]

[Z-Man: Subordination of restorer to 3rd party evaluators (IEP, IH, CIH, engineer, etc.)

Are you concerned about IICRC standards being weaponized against restorers?

While Darrell isn't surprised that the standards are being weaponized and that the IICRC anticipated it; he is concerned when IICRC standards are weaponized for financial self-interest. Darrell is an advocate for publishing both IICRC Standards and Reference Guides in the same book using colored pages to differentiate between the standard and reference information.

Personal Experience during recent Wildfire claims:

Darrell's homeowners' insurance increased from \$16K-\$32 annually (due to wind) and he didn't file a wildfire claim. Darrell owns many rental properties and performs his own mitigation and remediation on water damage and wildfire claims. Darrell, his wife and 3 people wearing appropriate PPE mitigated and using needed equipment and products remediated his large Pasadena home after recent wildfires.

Takeaways:

- Restoration firms are ready when you need us.
- Using Proven Time-Tested Restoration Principles.
- Mitigate>Remediate>Repair>Move-in
- Protect IAQ during dust generation. with proper containments, air filtration devices, and negative pressure ventilation.
- Testing causes undue delays and expenses.
- Visual and olfactory clearance are sufficient in many situations.

RoundUp

Pete Consigli- Global Restoration Watchdog and Industry Historian

The Historian corrects the record:

- SCT Monitor was also weaponized by Ed York for "Slips and Slaps".
- Everyone has self-interest. Machiavellian "Anyone who works for an organization to the exclusion of their own self-interest can't be trusted." It's about transparency and disclosure.
- Ed felt entitled too and was transparent about being the recipient of a little compensation for everything he touched.

- IICUC preceded IICRC
- Z-Man's acknowledgement of the lesson you taught him about using AND not BUT is likely based on a concept in Built to Last. "Genius of the AND is a concept developed in the book Built to Last. Builders of greatness reject the "Tyranny of the OR" and embrace the "Genius of the AND." They embrace both extremes across a number of dimensions at the same time—purpose AND profit, continuity AND change, freedom AND responsibility, discipline AND creativity, humility AND will, empirical analysis AND decisive action, etc." Jim Collins.com
- BIBLE: Basic, Instruction, Before Leaving, Earth.
- EGO: Edging God Out
- PRIDE is the first deadly sin.
- Pride, Ego & Money > Prevent Consensus
- Zig Ziglar emphasized that to achieve your own goals, you must first help others achieve theirs. He believed that serving others is a fundamental principle for personal and professional success.
- They aren't yelling, both Pete and Darrell are naturally loud.
- IICRC's first standard was the S-100 Carpet Cleaning Standard. The standard developers wanted to conduct testing of different carpet cleaning methods. A manufacturer of a "dry carpet cleaning product" disagreed with the testing, threatened to sue and held up the process.
- Sewage White Paper was written in 1989- Sewage Backup Clean-up Procedures & Standards - InspectAPedia

Berry, Michael A., Jeff Bishop, Claude Blackburn, Eugene C. Cole, William G. Ewald, Terry Smith, Nathan Suazo, Steve Swan, and Mr. William G. Ewald. "Suggested guidelines for remediation of damage from sewage backflow into buildings." *Journal of Environmental Health* 57, no. 3 (1994): 9-15.

- Mold is Gold- Late 1990s
- The first S-520 Mold Standard wasn't done through ANSI. The revised S-520 was done through ANSI.
- Originally it was estimated that 20% of mold remediation projects would need sampling and analysis.
- Both Marty King and Cliff Zlotnik while known for fire damage expertise were both very knowledgeable about water damage. Cliff Zlotnik advocated proper antimicrobial usage and adherence to product label instructions with Microban® in the early 1980s, Marty King was technical consultant on the script for the ASCR video: Water Damage Risk, Diagnosis and Repair.

- Weaponization started with the white pages in S-500. It took too long to develop and revise the documents providing opportunities for the document to be weaponized. The blue pages were the standard and the white pages were taken out of context and weaponized as being part of the standard.
- Post standard consensus, ground truthing. [“Ground truth is information that is known to be real or true, provided by direct observation and measurement (i.e. empirical evidence) as opposed to information provided by inference.”] Wiki
- Darrell who truly does the work unselfishly truly deserved the IICRC Darrell Paulson Leadership Award, that was named after him. [Darrell disclosed that he had nominated Pete Consigli for the award]
- Darrell has always been there for IICRC cleanups on aisle 6.
- Pete, Darrell and Cliff are contemporaries who want to pass on what they know as long as others care and we can provide value.

Darrell Paulson’s Final Comments

- Common sense is uncommon
- Collaborate when appropriate.
- Ed York Legacy, protect the IICRC by carefully selecting nominees and mentoring new board members.
- Darrell acknowledged the watchdogs: Pete Consigli, John Downey and Cliff Zlotnik
- Darrell admits to speaking 200 words a minute with gusts of 300 and even higher when excited.
- Darrell wishes that others will learn from his experiences, strengths and learn from the past to improve the future.
- DISCLAIMER: The thoughts expressed were Darrell’s and his alone. This was a live interview, and Darrell’s thoughts and word choices would have been more precise in a scripted prerecorded interview.

Z-Man signing off

TRIVIA-

How many current shareholder associations does the IICRC have?

Answer:

17

Correctly answered by Don Weeks, Ottawa Ontario Canada