

ELECTION BALLOT

CETA Board of Directors

Term for 2025 through 2028

There are **Four (4) Vacancies** to be filled from the member groups as follows:

Distributors (Vote for One)
Supplier (Vote for One)
Manufacturer (Vote for One)
At Large (Vote for One Additional Candidate
From Any One Of The Three Membership Groups)

Vote for one candidate in each membership group (One Distributor, One Supplier and Two Manufacturer)
-PLUS-

Vote for one "At Large" candidate from any one of the three membership groups

Vote for a Total of Four (4) Candidates Return by April 11, 2025

Vote by placing a check mark next to the candidate's name. Write in votes not permitted.

MANUFACTURERS

- | | | |
|--|------------------------------|---------------------|
| ☐ Gary Ashurst | Karcher NA | Aurora, CO |
| ☐ Alexis Campbell | Pressure Systems Innovations | West Palm Beach, FL |

SUPPLIERS

- | | | |
|--|------------------|-------------------|
| ☐ Fred Hunt | RW Beckett Corp. | Elyria, OH |
| ☐ Maxwell Baldwin | Whisper Wash | St Petersburg, FL |

DISTRIBUTORS

- | | | |
|--|-----------------------|-------------|
| ☐ Michayla Thomas | Pacific Bay Equipment | Modesto, CA |
|--|-----------------------|-------------|

Your Name (Please Print) _____

Signed: _____

Company: _____ Street Address: _____

City: _____ State/Province: _____

Country: _____ Zip/Postal Code: _____

FAX OR EMAIL YOUR COMPLETED BALLOTS TO THE CETA OFFICE NO LATER THAN **MARCH 31st, 2025 — CLOSE OF BUSINESS**

FAX: 704-635-7363 | EMAIL: info@ceta.org

CANDIDATE PROFILES

MANUFACTURERS

GARY ASHURST

Kärcher North America – 6398 N. Kärcher Way, Aurora, CO 80019

Gary's current role as EVP Karcher Professional encompasses all of the Professional products manufactured by Karcher and affiliated brands, including Hotsy, Landa, Water Maze and Spraymart. He started with Karcher in March 2021 and is based out of their Aurora CO headquarters location. Prior to joining Karcher, he worked in Global General Management roles with CTS Corporation and ITT Cannon. Originally from the UK, he transferred to the US in 1997 and has worked with several manufacturing companies across the US. His background is Engineering, but he has worked in Product Management, Sales, and General Management over the course of his career. Currently living in Denver with his wife of 26 years, he enjoys many outdoor activities, including cycling, golf, hiking, and off-roading.

ALEXIS CAMPBELL

Pressure Systems Innovations – Investment Lane, Suite 4, West Palm Beach FL 33404

I am the National Sales Manager for Pressure Systems Innovations, bringing in over 23 years of experience in sales, marketing, and customer relations within the cleaning equipment industry. Having started as a customer service representative and growing into leadership roles I feel I have built a deep understanding of the market. I am enthusiastic about building relationships and helping find the right solutions to succeed. My leadership and industry expertise, as well as my commitment to innovations, makes me a strong advocate for strategic growth and collaboration with CETA.

SUPPLIERS

FRED HUNT

RW Beckett – 38251 Center Ridge Rd., N Ridgeville, OH 44039

Role: Director of Sales & Marketing. Fred is senior leader with global experience, growing sales and developing breakthrough products across consumer, commercial and industrial categories. Fred has served in roles of increasing responsibilities with Sherwin Williams, The Scotts Co., Rubbermaid, and John Deere. He believes the success of teams really lies with servant leadership at its core.

He is a retired USAF officer having served over 22 years, flying aircraft for over 10 years while on active duty.

Fred graduated from Texas Tech University with a Bachelor of Science in International Trade and earned his Master of Business Administration from the Meinders College of Business, Oklahoma City University, Oklahoma.

He is also a graduate of the NEFI Energy Leaders program at Dartmouth University.

CANDIDATE PROFILES

SUPPLIERS Continued

MAXWELL BALDWIN

Whisper Wash – 3000 Gandy Blvd, St Petersburg, FL 33702

Maxwell is the Director, and an Owner of Whisper Wash, a manufacturer of surface cleaners. He is married and currently has one son. He has a passion for motocross racing, skiing, and hunting. He strives for a dynamic family and a true team environment in everything he does. After multiple years in leadership positions and being a supervisor for teams of 400 plus people, Maxwell realized his passion for leadership. He started and ran his own Asphalt Sealcoating, striping, and pressure washing business for 8 years before deciding to sell it and purchase Whisper Wash. Through those years he was able to gain insight and understanding of the pressure washing industry.

DISTRIBUTORS

MICHAYLA THOMAS

Pacific Bay Equipment – 609 G Street, Modesto, CA 95354

My name is Michayla Thomas, and I am the Sales & Marketing Supervisor at Pacific Bay Equipment. I have a strong foundation in customer service, as I began my career at PBE in 2016 as a customer service representative, quickly advancing to the role of Customer Service Manager. Three years ago, I transitioned into Sales and Marketing where I have successfully contributed to driving growth. With a focus on building strong client relationships and developing impactful marketing strategies, I am committed to fostering collaboration and promoting diversity within the industry. Outside of my professional roles, I enjoy family time and a good glass of wine.