



## CM/Cleanfax Dream Team

**Here they are: Carpet cleaning's best of the best**

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[Selection committee](#)  
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*By Jeff Cross, Senior Editor and Adam Doling, Assistant Managing Editor*

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We asked, and you answered: CM/Cleanfax magazine readers responded to our invitation to nominate the "best of the best" in the carpet cleaning industry.

Here they are — the six new members of the 2004 CM/Cleanfax "Dream Team"!

Our 11-member selection committee endured the hard task of picking the six finalists from the 40 nominations received.

The nominations highlighted industry leaders who:

- Reached high levels of expertise
- Built solid reputations
- Rose to positions of leadership
- Made positive differences to the industry

A common question from the selection committee (see "Selection committee" on this page) was "how do I choose from this great list of names?" But choose they did, and now you can get to know six of the industry's best.

### **Rick Gelinas**

Rick Gelinas is a long-time cleaning veteran.

He was born in St. Petersburg, FL in 1960, and at the age of 21 had a good friend who owned a cleaning business.

Rick saw this as a type of business that could provide a flexible schedule and at the same time provide for his financial needs.

So Rick tossed his hat in the cleaning business. His friend agreed to show him the ropes.

He started out in March 1982, working from the trunk of a 20-year-old Ford Falcon with a second-hand Kirby vacuum cleaner, a few spray bottles and less than a few dollars.

He went from business to business and solicited his cleaning services.

In the first couple of years he would clean anything ... offices, windows, carpets, floors, you name it.

Then another friend asked Rick if he was interested in sub-contracting some commercial carpet cleaning.

He gave Rick some further direction to help him learn how to scrub and extract commercial carpets, and his carpet cleaning career was launched.

As the 1980s progressed, Rick moved into hard floor care, performing floor stripping, waxing and high-speed buffing.

Then in the 1990s, he gradually put more of an emphasis into the commercial carpet cleaning industry.

Now his company services commercial carpets along with occasional floor care.

"I can truthfully say after 21 years that I still love this business and this industry," Rick said.

During the past 21 years, he says he continually banged his head against the wall as he tried to find the best way to service his clients' commercial carpets.

And then in the past couple of years he discovered encapsulation cleaning, transforming his carpet cleaning business.

Rick shared what he learned with others, and in a short time "encapsulation" became a new industry buzz word — thanks to the Internet.

"It's been fun working along with others to put this new approach to commercial cleaning on the map."

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