



**NORTH AMERICAN POWER  
SWEEPING ASSOCIATION**

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March 23, 2011

Ranger Kidwell Ross, Publisher  
World Sweeper.com  
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Re: Best Practices Seminar Published on YouTube

It has come to the attention of the Board of Directors of North American Power Sweeping Association, NAPSA, that video of recordings of the Best Practices Seminar at the NPE in Nashville, TN have been published by Ranger on You Tube. Prior to this Seminar in 2010 and again in 2011 you were asked by Mark Carter and Gerry Kesselring respectively not to videotape any portion of the seminars. You were told that audio recordings for your own benefit as a reporter were allowed. Each year you agreed to these terms.

The Best Practices Seminar produced by NAPSA at NPE is a paid event. The attendees take time away from their businesses, travel to the event and even pay an additional fee to attend this specific workshop. Publishing video of this event on Worldsweeper.com and You Tube reduces the value of attending this event. Why attend the event if you can get it for free a few weeks later?

A greater concern is the posting of the individual speakers without their consent or permission in any way. The focus of this session is the candid exchange of ideas. In fact, one of the facilitators opening comment was that this is "bar talk without the hangover." Some of the ideas or opinions are not fully vetted or developed when repeating the re-cap. Often, the facilitator is repeating the ideas and thoughts of individuals that are not identified. By placing this information on the internet without authorization, you have opened NPE, NAPSA and some of the volunteers to unintended liability, not to mention embarrassment.

The speakers at this seminar are industry volunteers that are not reimbursed for their efforts or time. It is important that they are able to be open and giving without their thoughts being scrutinized by the general public. These individuals have devoted a great deal of time to the benefit of the industry and NAPSA and by publishing this information without consent has jeopardized this exchange. The speakers and participants assumed that they were speaking to those in the room. Having known that they would be subject to being viewed by their employees, customers and competitors the speakers would have limited, altered or declined to offer what participants paid to hear.

NAPSA is requesting that any video or audio coverage of the Best Practices Seminar be removed from Worldsweeper.com, YouTube and any other internet presence.

It is our understanding that NPE is adding verbiage to their speaker agreements to clearly spell out the steps needed to get permission for video or audio outside the venue. However, in this case you had agreed not to use this information other than for reporting purposes.

NAPSA views Worldsweeper.com as a valuable industry asset and we look forward to collaborating with you on future endeavors.

Thank you,

Kevin Kroeger  
President, North American Power Sweeping Association

cc: Allen Heydorn, Cygnus Business Media, National Pavement Expo



Mr. Kevin Kroeger, President  
NAPSA  
136 South Keowee Street.  
Dayton, OH 45402

March 24, 2011

Dear Kevin,

I regret any misunderstanding that may have occurred concerning the Worldsweeper.com coverage of NPE 2011. From your letter, in which you assert that I was requested to not audio or videotape this session except for my own reporter's notes, it is clear that the potential for misunderstanding between our two organizations is substantial.

If that were actually the case, why was no mention made of WorldSweeper.com providing audio transcriptions of the Best Practices seminar in previous years' coverage, including last year? I also do not understand why, when the video coverage was advertised and/or began this year, you or another Board member did not simply call me up and let me know that a miscommunication had apparently been made? Or send an informal e-mail?

After as many years as I have been involved in this industry, and considering the decades I have known a number of NAPSA Board members, I also find it astonishing that NAPSA's first contact on this issue was made with NPE's Allan Heydorn, instead of with me directly.

To avoid future communication issues, please request any coverage you wish to see of NAPSA events and activities at WorldSweeper.com in writing. Further, under the circumstances you have created both in this situation and the previously documented miscommunication with former president, Carl Barton, I regret that at this point I would prefer not being involved further with NAPSA activities.

This includes requests such as I received from NAPSA Board member, Ken Lindsey, last week to assist NAPSA's California Chapter in developing a strategy for dealing with CARB. As you no doubt are aware, I contributed several hours of non-compensated time to that effort.

I regret the friction that the NAPSA Board appears determined to create between our two organizations, which from my perspective has appeared to be ongoing since your organizational meeting with Association Headquarters in late 2008 identified WorldSweeper.com as NAPSA's "biggest threat."

I believe this apparently ongoing position to be both a short-sighted and inaccurate one to take on behalf of those you represent in the contract sweeping industry.

Sincerely,

Ranger Kidwell-Ross, Editor

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