

Company: PuroClean, Tamarac, FL USA
Nomination Submitted by: Hemsworth Communications
Company Description: Known as the “Paramedics of Property Damage®,” PuroClean provides water damage remediation, flood water removal, fire and smoke damage remediation, mold removal, and biohazard cleanup to commercial and residential customers.
Nomination Category: Individual Categories
Nomination Sub Category: Ethical Leadership of the Year
Nomination Title: Steve White, President & COO: Ethical Leadership in Action



1. Provide an essay of up to 650 words describing the worthy activities and achievements of the nominated individual since the beginning of 2023:

Total 650 words used.

As President & COO of PuroClean, Steve White exemplifies ethical leadership through action, influence, and unwavering integrity. Since the beginning of 2024, his commitment to transparency, responsible decision-making, and moral clarity has been the foundation of a company-wide movement toward operational excellence, community service, and cultural unity.

A former U.S. Army Captain and military veteran, Steve continues to bring a principled, mission-driven approach to leadership. He fosters a culture grounded in PuroClean’s core values: Servant Leadership, Extreme Ownership, and Active Collaboration. These values are not slogans—they’re operating principles that guide daily decisions, communication, and growth strategies throughout the organization.

Under Steve’s leadership, PuroClean has fully embraced and upholds “The PuroClean Way,” a company-wide initiative designed to ensure every Franchise Owner, support team member, and leader delivers a commitment to Relentless Customer Service. This means delivering exceptional service in a business that deals with major property damage issues caused by water, fire and smoke, mold, and biohazard incidents. It also means holding the line on values when it would be easier to cut corners or scale at the cost of culture.

One of Steve’s most meaningful contributions has been his tireless work to elevate veterans in franchising. As Immediate Past Chair of the International Franchise Association’s (IFA) VetFran Committee and a Founding Member and President of the IFA Foundation’s Franchise Ascension Initiative, Steve has championed veterans’ causes at the highest levels. Having earlier launched the PuroVet Program, offering U.S. military veterans a 25% discount on franchise fees, access to special financing, supplier discounts, and tailored training. Today, as a result, 1 in 7 PuroClean franchises are now veteran-owned, strengthening the network with a culture of discipline, resilience, and integrity.

In 2024, Steve continued his advocacy by launching the PuroVet Forum—a new internal veterans’ Town Hall series aimed at providing mentorship, community, and a voice for veteran owners within the franchise system. His hands-on leadership ensures that the needs of these owners are not only heard but actively supported.

Steve leads a team-wide initiative to engage with and give back to the communities they serve, believing that ethical businesses have a responsibility to uplift those around them. Under his guidance, PuroClean has been recognized nationally for its social impact, winning the 2025 Culture of Good® Community Impact Award for Social Responsibility, earning inclusion in Franchise Business Review’s Culture100, and being featured in IFA’s Franchising Gives Back. Locally, PuroClean was named a South Florida Business Journal Business of the Year, reflecting Steve’s deep-rooted belief that doing good and doing well are not mutually exclusive.

Steve’s leadership team also established a “ONE TEAM” mindset that unifies Home Office support team members, Franchise Owners, and their teams under a single vision. His open-door policy allows open access for any member of the franchise network to connect with leadership, breaking down silos and encouraging transparent collaboration.

In 2024, Steve played a central role in one of PuroClean’s most ambitious partnerships yet, partnering with PuroClean’s sister company, Signal Restoration, in collaboration with Resilience Force and the U.S. Department of Labor to train and certify 1,000 workers in hurricane recovery. Hosting Acting Secretary of Labor Julie Su and several dignitaries, this initiative further cemented PuroClean’s reputation for ethical and forward-thinking leadership.

White's influence extends beyond PuroClean. As a member of the IFA Board’s Executive Committee and the 1st Vice Chairman for the IFA Foundation Board of Trustees, he actively participates in shaping the future of Responsible Franchising. He is a frequent keynote speaker and panelist at national industry conferences, podcasts, and advocacy summits. His insights on ethical franchising, veteran empowerment, corporate culture, and values-based leadership make him a sought-after expert, regularly representing PuroClean and the IFA on Capitol Hill and beyond.

Ultimately, Steve White’s ethical leadership is not about words—it’s about results, relationships, and doing what’s right. His humility, integrity, and clear moral compass continue to shape PuroClean into a World Class Brand.

2. In bullet-list form (up to 150 words), provide a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2023:

Total 151 words used. If the word count is more than 25 words over the limit, please deduct one (1) point from your score.

- a.Upholds unwavering expectations for living out PuroClean’s core values—Servant Leadership, Extreme Ownership, and Active Collaboration—while driving record-breaking revenue growth and fostering a fully engaged, ethically grounded culture across the network.
- b.Driving the integration of AI and other advanced technology to drive PuroClean’s marketing, website, operations, security systems, training, and service capabilities.
- c.Multiple awards received by the brand in 2024 and 2025 from distinguished companies: CNN Underscored, Entrepreneur, Forbes, Franchise Business Review, Franchise Direct, Franchise Times, Miami Herald, South Florida Business Journal, and more.
- d.Steve is repeatedly sought after as a keynote speaker, for interviews with local and national brands, for podcasts, workshops, and forums:
 - Featured speaker engagements in CNN Underscored, at IntrConnect/Cotality Annual Conference, IFA Convention, and the IFA World Franchise Show
 - Podcast interviews with Veterans Radio, R&R Ask the Expert, Franchise Today, and Leadership Loading
 - Featured articles in Franchising World Magazine and R&R’s Ask the Expert

Attachments/Videos/Links:

[Steve White, President & COO: Ethical Leadership in Action](#)



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