



THE ASHKIN GROUP, LLC

DESTINATION GREEN

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Tuesday, February 8, 2005

Issue 1

VOLUME 1 ISSUE 1

TOPICS

Welcome Message

Green Selling Tips

Implementing Green Cleaning

Green News

Green Success Stories

Green Group of the Month

Health & The Environment

The Ashkin Group News

Green Potpourri

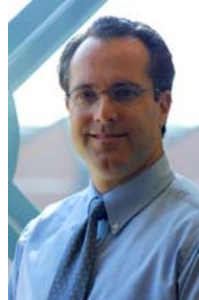
Stephen Ashkin's Event Calendar

Welcome to DestinationGreen

Welcome to DestinationGreen, the new monthly newsletter of the Ashkin Group.

Our primary goal with this newsletter is to help accelerate the adoption of Green Cleaning practices and products. Thus, each month we will provide "tips" on how to implement Green Cleaning programs, how to sell Green products, Green Cleaning news and events, and other information to help you succeed.

[FULL STORY]



Green Selling: Fish Where the Fish Are

If you want to succeed in selling "green," you've got to fish where the "green" fish are. Learn some great prospecting "tips" to help you identify organizations you can join, meetings, seminars, and conventions you can attend, where the "green" welcome mat has already been rolled out.

[FULL STORY]

Implementing Green Cleaning: Steps Toward a Healthier Facility

There are several steps managers and facility service providers can take to improve the indoor environmental quality of a facility and the health of those using it. This article identifies the common steps that have been identified to help implement a successful Green Cleaning program.

[FULL STORY]

Health & Environment: Stewardship, Cleaning, and IEQ

by Stephen Ashkin

Because the majority of Americans spend as much as 90 percent of their time indoors, our indoor environmental quality (IEQ) is of utmost importance and a major issue for the cleaning industry. A better understanding of the issues surrounding poor IEQ, and the use of Green Cleaning products, can go a long way in helping alleviate the problem.

[FULL STORY]

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INSTANT POLL

WHO'S GOING GREEN?

Which market or setting do you think is most interested in using environmentally preferable cleaning products?

- Education
- Medical
- Government
- Commercial Office Buildings
- Residential

[See Results](#)

ARCHIVE

Issue 9
October 12, 2005
Vol. 1 Issue 9

Issue 8
September 13, 2005
Vol. 1 Issue 8

Issue 7
August 17, 2005
Vol. 1 Issue 7

Issue 6
July 20, 2005

Green Success Stories: How Switching to Green Helps Local Communities

Here are just a few examples of how switching to environmentally preferable cleaning products and practicing sustainability has helped communities just like yours and mine.
[FULL STORY]

Green in the News: NYS Mandates Use of Green Cleaning Products and Other Newsworthy Events

New executive order mandates the use of Green cleaning chemicals in New York state agencies, and other Green stories in the news.
[FULL STORY]

Green Group of the Month: The Center for a New American Dream

Each month the Ashkin Group will recognize a group, organization, company, or association that has made an outstanding contribution to Green Cleaning, sustainability, and the promotion of healthier indoor environments.
[FULL STORY]

Vol. 1 Issue 6

Issue 5

June 15, 2005

Vol. 1 Issue 5

Issue 4

May 11, 2005

Vol. 1 Issue 4

Issue 3

April 13, 2005

Vol. 1 Issue 3

Issue 2

March 9, 2005

Vol. 1 Issue 2

WEB LINKS

[The Ashkin Group](#)

[US Green Building Council](#)

[The Center for a New American Dream](#)

[Health Care Without Harm](#)

[Hospitals for a Healthy Environment](#)

[Green Seal](#)

[Healthy Schools Campaign](#)

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Issue 1

VOLUME 1 ISSUE 1

MAIN PAGE

Welcome to DestinationGreen

TOPICS

Welcome Message

Green Selling Tips

Implementing Green Cleaning

Green News

Green Success Stories

Green Group of the Month

Health & The Environment

The Ashkin Group News

Green Potpourri

Stephen Ashkin's Event Calendar

The goal of [The Ashkin Group](#) is to serve as an agent for change -- a transformer focused on “greening” the cleaning industry. Putting aside for a moment all of the environmental, health, financial and other issues which will be addressed in various DestinationGreen articles, it is important that you understand that the intent of this newsletter is to accelerate the rate of adoption of Green Cleaning products and services.

We believe that this can happen when we make it easier for building managers and purchasing agents to identify, purchase and implement Green Cleaning programs in your buildings, while at the same time helping the sales people who call on these building managers and purchasing agents to sell more Green Cleaning products to replace the traditional ones that you or your competitors are currently selling.

Thus, if you are a building manager or purchasing agent trying to implement Green Cleaning programs, every month you can expect “tips” and short articles based on the past 15 years of our work on this subject that will make it easier to identify the most appropriate needs of your building or organization, and to help you meet your Green Cleaning goals.

This current and future editions of DestinationGreen will help you identify the most current Green Cleaning purchasing specifications, “best value” purchasing strategies, green auditing tips, tips to help you cost effectively manage areas with sensitive building occupants, strategies for meeting LEED requirements, and more.

And if you are a sales person working for a product manufacturer, distributor, building service contractor or rep agency, every month you can expect tips and short articles that will help you become a valued Greening Cleaning resource – and more importantly to help you sell more Green Cleaning products and services. This current and future editions of DestinationGreen will help you learn how to determine which green products are best suited for each individual customer, efficiently prospect for Green sales leads, conduct customer audits and become a green consultative sales person, strategies for selling different market segments from schools to healthcare to office



**Stephen Ashkin - President,
The Ashkin Group, LLC.**

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buildings, tips on how to create a complete bundle of green products to help meet your customers real needs, and more.

Please clearly understand that DestinationGreen is *not* about greed. Rather *it's* all about helping you "do well by doing good." Thus, it is not our goal to encourage or help you buy or sell unnecessary products or services. Rather, it is our goal help accelerate the transition to "greener" products and services that create real and sustainable value, and which reduce impacts on our product users, building occupants and the environment. If you do this, everybody wins!

DestinationGreen should be looked at as the best resource available that will help you succeed at Green Cleaning. And the sooner buildings buy Green products and services, and the sooner sales people sell Green products and services – then the better off everyone will be.

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Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Tuesday, February 8, 2005

Issue 1

VOLUME 1 ISSUE 1

MAIN PAGE

Green Selling: Fish Where the Fish Are

As a sales person you know that selling is a numbers game. The more calls you make, the more you sell. But what do you do if you are already working the maximum number of hours? You can't expand the hours in the day. And while you can spend time at night or on the weekends getting organized, writing reports, planning, doing expense reports, etc, but there is a limit to the hours you can work.

Thus one of the keys to improving your success is to become more efficient with the accounts you call on and to use one of my favorite sales expressions to "fish where the fish are."

Think about it. If you want to catch a giant blue-fin tuna you probably want to fish in the Atlantic Ocean east of Boston. If you want to catch a salmon you probably want to fish in a river in the Northwest. And if you want to catch a nice catfish dinner, well I prefer the rivers of the Midwest or Southeast.

The point I think is obvious. Just as each type of fish resides in different areas and requires different bait, different fishing line, etc., so does prospecting for business. If you want to catch some Green Cleaning business, the best place to fish is where there is a concentration of green building people.

And while Green Cleaning is an issue that at some point most buildings will be doing, for the best sales results go to the places where the building owners and managers already understand the value of green and the need for switching to green products. This is a lot better use of your time than having to educate the uneducated.

The following are some ideas where the fish are very concentrated, like you'll be able to "catch fish in a barrel":

- Join the local chapter of the US Green Building Council. Ever person you meet there is a qualified

TOPICS

Welcome Message

Green Selling Tips

Implementing Green Cleaning

Green News

Green Success Stories

Green Group of the Month

Health & The Environment

The Ashkin Group News

Green Potpourri

Stephen Ashkin's Event Calendar

LETTERS

There are no letters for this article. To post your own letter, click Post Letter.

prospect. And most need help with their Green Cleaning program. To find the nearest local USGBC Chapter, go to their website www.usgbc.org and click on the “chapters” button.

- Manufacturers, distributors and building service contractors can become a “champion” of Hospitals for a Healthy Environment if you want to sell green products into healthcare. This organization has had an enormous amount of success reducing mercury and other toxic materials in hospitals and would be very interested in implementing Green Cleaning programs. Their “partners” are the healthcare facilities already committed to going green. Check them out at www.h2e-online.org.

- Join the “Green” Hotels Association. If you go to their website at www.greenhotels.com you can click on their “member hotels” button and find a list by states of the hotels already committed to green. And if you click on the “speaking” button you’ll see numerous events where they are presenting, which are all opportunities to sell green products.

- Attend “green” conferences as either an exhibitor or attendee. A number of these are listed in this issue of [DestinationGreen](#) by clicking on the Calendar button back on the homepage.

- Get involved with other organizations focused on creating healthier buildings, such as the Healthy School Campaign in Illinois. You can visit their website at www.healthyschoolscampaign.org. Organizations like this exist in other areas of the country as well.

- There are also Green purchasing organizations, such as the Center for the New American Dream, which works primarily with government entities at the federal, state, and local levels. Visit their website at www.newdream.org.

- Finally, many professional organizations, such as the International Facility Managers Association (IFMA), are also developing a growing interest in Green Cleaning as are their members. Keep you eyes open – the fish are spawning everywhere.

So good luck selling green. We can’t change the industry until buildings start using Green Cleaning products. And as long as they have to buy them from someone, we hope they’ll buy them from you!

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Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Tuesday, February 8, 2005

Issue 1

VOLUME 1 ISSUE 1

MAIN PAGE

Implementing Green Cleaning: Steps Toward a Healthier Facility

TOPICS

Welcome Message

Green Selling Tips

Implementing Green Cleaning

Green News

Green Success Stories

Green Group of the Month

Health & The Environment

The Ashkin Group News

Green Potpourri

Stephen Ashkin's Event Calendar

Work from a written plan. An effective cleaning and maintenance plan addresses the unique requirements of the facility, taking into consideration individual occupants with known health conditions or sensitivities, geographical settings, building age, changes in season, etc.

Invest in cleaning. Many public and private facilities are quick to reduce cleaning budgets without realizing its impact on health and productivity. Cleaning should be viewed as an investment— not an expense—in the health and safety of an organization's visitors and staff, essential to maintaining productivity and quality which in turn, bolsters a company's bottom-line.

Maintain entryway systems. Because more than 80 percent of all dirt enters a building on people's feet, a well-designed and maintained (cleaned) entryway can have an enormous positive impact on people's health as well as cleaning costs.

Keep janitorial closets and chemical storage/mixing areas clean. Cleaning items left in storage can have a serious impact on indoor air quality if they off-gas during storage, mixing, or spills. These can then be circulated throughout a building if they enter the facility's HVAC system. To minimize this problem, make sure that janitorial closets and chemical storage areas are organized and that hazardous products are identified and segregated, especially those that are flammable or reactive.

Use a friendlier floor care system. The activity of maintaining, stripping, and refinishing floors can create several IEQ problems. However, many excellent, highly durable products now exist that are highly durable, contain no metals such as zinc, and are less toxic to the environment both in their use and disposal.

Use environmentally preferable cleaning products. Cleaning products have made important contributions to protecting public health, however many traditional cleaning products can contain toxic ingredients that can harm both health and damage the environment. Today, new technologies allow common cleaning tasks to be accomplished quickly and cost-effectively with products that reduce potentially negative

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impacts on health and the environment.

Use biobased/renewable cleaning products. Beginning in the early 1900s, petroleum became the ingredient of choice for the chemical industry. While it has numerous unique and beneficial properties, it is also a non renewable and limited resource. There are now very efficient solvents and surfactants (detergents) available from biobased/ rapidly renewable resources such as corn, soy, coconuts and citrus fruits.

Use environmentally preferable paper supplies. Billions of pounds of paper (e.g. toilet tissue and paper hand towels requiring the cutting of some 50 million trees) are used every year in restrooms. The impact on our forests is substantial as is the bleaching process, which contributes significant amounts of toxic materials, including mercury and dioxins into our environment. Our buildings can make an important contribution to environmental health by utilizing paper that contains 100 percent recycled content and a minimum of 30 percent post-consumer recycled content and are manufactured without the additional use of elemental chlorine or chlorine compounds.

Use efficient janitorial equipment. Janitorial equipment can substantially affect IEQ. Vacuum cleaners should be capable of capturing 95 percent of particulates 0.3 microns in size. Carpet extraction equipment should heat the solution to reduce the amount of water and chemicals necessary to do the job. This also allows carpets to dry faster, minimizing the potential for mold growth. Equipment for hard floor maintenance, such as buffers and burnishers, should be equipped with active dust control systems, including skirts, vacuums, guards and other devices for capturing fine particles.

Implement an integrated pest management (IPM) program. Pests, bugs, rodents, vermin, and other unwanted creatures can seriously affect the health of building occupants. Yet, ridding a building of these unwanted pests using pesticides can cause serious health concerns. An effective IPM removes the food, moisture, nesting, and entry opportunities that allow pests to flourish in a building, thereby reducing or eliminating the need for pesticides.

Summary Since the 1970s when IEQ problems first materialized, there has been significant progress in identifying the sources of pollutants and removing or reducing their impact. Buildings have been redesigned to improve ventilation, and the products used in buildings, such as new carpeting and matting, are now manufactured to emit fewer gases into the environment. More building professionals, managers, and occupants are now working together to improve the health of the facilities they work in, and cleaning is recognized as a major contributor to good health.

Green Cleaning is the next step in this evolution. Although traditional cleaning chemicals have played a vital role in our health and well-being, many are unnecessarily toxic and have a sizeable impact on our habitats and ecosystems. They often use manufacturing processes that result in toxic compounds

blanketing the earth. Using environmentally preferable cleaning products and systems improves IEQ and help reduce cleaning's impact on our health and the environment.

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Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Tuesday, February 8, 2005

Issue 1

VOLUME 1 ISSUE 1

MAIN PAGE

TOPICS

Welcome Message

Green Selling Tips

Implementing Green Cleaning

Green News

Green Success Stories

Green Group of the Month

Health & The Environment

The Ashkin Group News

Green Potpourri

Stephen Ashkin's Event Calendar

Green in the News: NYS Mandates Use of Green Cleaning Products and Other Newsworthy Events

New York State Governor George Pataki announced in his 2005 State of the State Address on Wednesday that he has signed an executive order mandating state agencies and authorities to use only non-toxic cleaning supplies, and that legislation is currently being created for a similar mandate concerning all New York State schools.

Jennifer Meicht, spokesperson for Governor Pataki, said that the executive order regarding state agencies goes into effect immediately, but it will likely take the agencies close to six months to use their remaining bulk cleaning supplies and ensure proper training for the use of green cleaning products.

The executive order states that, "All State Agencies shall procure and use cleaning products having properties that minimize potential impacts to human health and the environment consistent with maintenance of the effectiveness of these products for the protection of public health and safety."

Meicht said that the cleaning products will conform to guidelines set forth by the U.S. Environmental Protection Agency (EPA) for environmentally-preferable purchasing.

In addition, the New York State Office of General Services (OGS), which is leading the effort, will "work to create a centralized contract where state agencies could buy the products through the contracts that OGS sets up," Meicht said.

"OGS is the lead agency on this because we do all the procurements for the state," said Jennifer Morris, spokesperson, OGS. "We will procure the products, put them on the contract, and then assist state agencies as they need assistance."

Morris said that there are currently some green cleaning products on state contract, but that number will now drastically increase.

In regards to how the contract situation works, the agencies have a choice of what products they can purchase off the state contract, said Morris.

"We do the behind the scenes contracting, and then put the

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products on the contract, and the agencies are free to purchase what they wish," Morris said. "It's basically an already pre-approved product list, so it saves time and money for the agencies."

Morris said that the switch to using all green cleaning products will not create additional costs for the state.

"When we put a product on contract, we have found the best price for that product," said Morris. "We leverage the state's buying power, so if a product is on state contract we obviously get the best price because they know it is going to be bought in bulk."

The executive order states that, "Within one year of the effective date hereof (January 5, 2005), the chief executive of each State Agency shall prepare or cause to be prepared an assessment, which shall be retained as a document available to employees and the general public, of the efforts undertaken by such State Agency to comply with this Order."

Source: Adam Doling, Cleaning & Maintenance Magazine

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Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Tuesday, February 8, 2005

Issue 1

VOLUME 1 ISSUE 1

MAIN PAGE

Office Depot Nearly Doubles Green Products in New Catalog

TOPICS

Welcome Message

Green Selling Tips

Implementing Green Cleaning

Green News

Green Success Stories

Green Group of the Month

Health & The Environment

The Ashkin Group News

Green Potpourri

Stephen Ashkin's Event Calendar

With the launch of its 2005 Green Book catalog, Office Depot is banking that its business customers will be placing many more orders for environmentally preferable products in the new year.

Sent to nearly 40,000 organizations, the Green Book contains nearly 2,500 environmentally preferable products -- an 84% increase over last year's catalog -- including paper, pens, energy efficient computer displays, printers and light bulbs, toner cartridges, biodegradable packing materials and cleaning supplies. These products are billed as equal in performance to standard items, but save raw materials, conserve energy, or reduce or prevent the emissions of toxic chemicals.

The Green Book provides detailed information on the environmental benefits of products, offers Top-10 Tips for greening the work environment, and cross references these tips to specific case studies, products, and short articles throughout the catalog. The company hopes these extra features will provide customers with tangible examples, identifying products that are likely to generate the greatest environmental benefits for the buyer.

During the first few months of 2004, Office Depot was able to help its customers transition nearly \$1 million of their office supply spend to environmentally preferable products. One success story involved Johns Hopkins University, the largest private employer in Maryland.

Last spring, JHU's Students for Environmental Action (SEA) carried out a campaign to increase the amount of recycled paper bought by departments at the university. The school was interested to see how the Green Book could help it achieve its environmental goals, as well as possibly help its bottom line. By the fall of 2004, working closely with the SEA and Office Depot, the university was able to convert 25 departments to begin using 35% post-consumer content recycled paper, as well as to consider even more environmental options in the year to come.

"Johns Hopkins spends more than \$300,000 per year on environmentally-friendly office products," said David Marvin, President of the JHU Students for Environmental Action. "We

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met with Office Depot and JHU representatives last year to work towards increasing the percentage of green office products purchased each year. We were pleasantly surprised that Office Depot offers a catalog dedicated to eco-friendly products. The Green Book is exactly what we are looking for; a convenient, environmentally-friendly way to help make the University's green purchasing decisions easier."

Beyond containing nearly 2,500 environmentally preferable products, Office Depot's Green Book catalog itself is an example of the environmental benefits companies can achieve by using post-consumer waste recycled-content paper. "Using recycled rather than virgin paper conserves wood, water and energy, and helps reduce pollution and waste," said Victoria Mills, project manager at Environmental Defense.

"Our customers view us as more than a provider of office supplies and services -- we are their business partner," said Tyler Elm, Office Depot's director of environmental affairs. "And as their partner, we help them to achieve their business goals, including those related to the environment."

The Green Book is distributed to Fortune 500 companies, as well as governmental and nonprofit organizations and educational institutions.

Source: *GreenBiz.com*

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Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Tuesday, February 8, 2005

Issue 1

VOLUME 1 ISSUE 1

MAIN PAGE

H2E Has Record Growth

H2E Welcomes 20 new partners from 12 state in Dec and January.

TOPICS

Welcome Message

Green Selling Tips

Implementing Green Cleaning

Green News

Green Success Stories

Green Group of the Month

Health & The Environment

The Ashkin Group News

Green Potpourri

Stephen Ashkin's Event Calendar

Arkansas:

North Arkansas Regional Medical Center, Harrison Colorado

Kaiser Permanente - CO Region, Aurora

Connecticut:

New Britain General Hospital, New Britain Kansas

Saint John Hospital, Kansas City

Massachusetts:

Covenant Health Systems, Lexington

New Hampshire:

Lakes Region General Hospital, Laconia

New Jersey:

Robert Wood Johnson University Hospital at Hamilton,

Hamilton New York:

Montefiore Medical Center, Bronx

St. John's Episcopal Hospital South Shore, Far Rockaway

St. Mary's Hospital for Children, Bayside Ohio

Fairfield Medical Center, Lancaster

Wayne Hospital, Greenville

LETTERS

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[POST LETTER]

Trinity Health System, Steubenville

South Carolina:

William Jennings Bryan Dorn VAMC, Columbia Virginia

Central Health- Virginia Baptist Hospital, Lynchburg

Community Memorial Health Center, South Hill

Halifax Regional Hospital, South Boston

Memorial Hospital of Martinsville, Martinsville

Patient First, Glen Allen

Washington:

Children's Hospital & Regional Medical Center, Seattle

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Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Tuesday, February 8, 2005

Issue 1

VOLUME 1 ISSUE 1

MAIN PAGE

UNICCO Service Announces Green Services Initiative

LETTERS

TOPICS

Welcome Message

Green Selling Tips

Implementing Green Cleaning

Green News

Green Success Stories

Green Group of the Month

Health & The Environment

The Ashkin Group News

Green Potpourri

Stephen Ashkin's Event Calendar

UNICCO Service Co., one of the largest integrated facilities services outsourcing companies, announced that it is launching a comprehensive Green services initiative, beginning with its GreenClean program, that will bring environmentally sensitive practices to the marketplace. The program was unveiled at the International Facility Management Association (IFMA) World Workplace Conference and Exposition.

The program will help company customers achieve their Green goals by creating a healthier environment for their tenants and employees. The program will also help customers work toward LEED certification. Enlisting the guidelines set forth from organizations such as the USGBC with its LEED Rating System, UNICCO will deploy its best practices while proactively seeking to guide the industry to be more environmentally friendly.

The company's approach is built on intensive retraining of operational staff and constant auditing, using advanced technologies, to monitor, report and adjust cleaning programs where desired

The company is sponsoring a new Web site, which is a resource on everything Green as it relates to building services.

Source: *School Construction News*

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TELL A FRIEND

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Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Tuesday, February 8, 2005

Issue 1

VOLUME 1 ISSUE 1

MAIN PAGE

Green Success Stories: How Switching to Green Helps Local Communities

TOPICS

- Welcome Message
- Green Selling Tips
- Implementing Green Cleaning
- Green News
- Green Success Stories**
- Green Group of the Month
- Health & The Environment
- The Ashkin Group News
- Green Potpourri
- Stephen Ashkin's Event Calendar

- **Richmond, CA:** Janitorial contractors expect the switch to more environmentally preferable cleaning products to reduce janitorial worker compensation claims by reducing the number, severity, and cost of accidents; reduce hazardous materials needing disposal; and improve City employee productivity. The City estimates that this change will eliminate 3,000 lbs of hazardous waste each year. They also anticipate worker compensation insurance costs to decrease, because insurance premiums are based on the number and severity of claims. A study done by a City consultant revealed that the average cost per cleaning chemical accident that required medical treatment was \$615, this amount excluded long-term disability costs.

- **Santa Monica, CA:** Traditional cleaning products were replaced with more environmentally preferable alternatives in 15 of 17 categories which eliminated approximately 3,200 lbs annually of hazardous materials in products purchased, reduced spending on janitorial products by 5 percent, and increased custodians morale because they appreciated the City's concern for their health and working conditions and the opportunity to participate in making decisions about their work.

- **Santa Monica, CA:** An Integrated Pest Management (IPM) system was implemented which reduced the cost of pest control services by 30 percent. This drastically reduced pesticide use while continually eliminating pests, in fact, pest complaints have decreased.

- **Seattle, WA:** In order to reduce its waste disposal costs, The Swedish Medical Center examined its purchasing practices and implemented a program to focus on buying recyclable and reusable products. Swedish has seen significant savings. Supply expenses used to account for 23 percent of the Center's annual net revenue. Today these costs account for only 17.2 percent - a difference of \$16 million!

Source: Florida Department of Environmental Protection

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Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Tuesday, February 8, 2005

Issue 1

VOLUME 1 ISSUE 1

MAIN PAGE

Does Recycling Pay?

TOPICS

Welcome Message

Green Selling Tips

Implementing Green Cleaning

Green News

Green Success Stories

Green Group of the Month

Health & The Environment

The Ashkin Group News

Green Potpourri

Stephen Ashkin's Event Calendar

By using recycled materials instead of trees, metal ores, minerals, oil, and other raw materials harvested from the earth, recycling-based manufacturing conserves the world's scarce natural resources. This conservation reduces pressure to expand forest cutting and mining operations.

In the process, recycling **creates new jobs and new industries**, benefiting our economy as it promotes sustainability.

Savings from General Recycling:

* In a lifetime, the average American will throw away 600 times his or her adult weight in garbage. This means that each adult will leave a legacy of 90,000 lbs. of trash for his or her children.

* Recycling all of your home's waste newsprint, cardboard, glass, and metal can reduce carbon dioxide emissions by 850 pounds a year.

* Each of us generates on average 4.4 pounds of waste per day per person.

* It is projected that Americans will throw away over 1 million tons of aluminum cans and foil, more than 11 million tons of glass bottles and jars, over 4 and a half million tons of office paper and nearly 10 million tons of newspaper. Almost all of this material could be recycled.

Reduce and Reuse:

* We fill 63,000 garbage trucks every day in this country-lined up they would stretch 400 miles.

* The United States generates more than 208 million tons of municipal solid waste-an average of 4.3 pounds of waste per person per day.

* There were more than 10 million copiers in operation in the U.S. These copiers produce nearly 400 billion copies per year (almost 750,000 copies a minute).

LETTERS

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* One out of every 10 dollars we spend at stores is for packaging. Packaging is 1/3 of our waste by weight or 1/2 by volume.

* If every household in the U.S. reused a paper grocery bag for one shopping trip, about 60,000 trees would be saved.

Paper:

* One ton of recycled paper saves 3,700 pounds of lumber and 24,000 gallons of water.

* One ton of recycled paper uses: 64% less energy, 50% less water, 74% less air pollution, saves 17 trees and creates 5 times more jobs than one ton of paper products from virgin wood pulp.

* Recycling 1 ton of paper saves 17 trees (35' tall), 2 barrels of oil (enough fuel to run the average car for 1260 miles or from Dallas to Los Angeles), 4100 kilowatts of energy (enough power for the average home for 6 months), 3.2 cubic yards of landfill space (one family size pick-up truck) and 60 pounds of air pollution.

* It takes one 15-year old tree to produce half a box of paper. Use both sides of all paper.

* Recycled paper saves 60% energy vs. virgin paper

* Every year enough paper is thrown away to make a 12' wall from New York to California

* Everyday Americans buy 62 million newspapers and throw out 44 million. That's the equivalent of dumping 500,000 trees into a landfill every week.

* If everyone in the U.S. recycled just 1/10 of their newsprint, we would save the estimated equivalent of about 25 million trees a year.

* It takes 75,000 trees to print a Sunday Edition of the New York Times.

* If we recycled all of the newspapers for one Sunday, we would save 550,000 trees or about 26 millions trees per year.

Glass, plastic & metals:

* Recycled aluminum saves 95% energy vs. virgin aluminum; recycling one aluminum can saves enough energy to run a TV for 3 hours

* Recycled aluminum reduces pollution by 95%

* Enough aluminum is thrown away to rebuild our commercial

air fleet every 3 months.

* You can make 20 recycled aluminum cans with the energy it takes to make one new aluminum can from bauxite ore.

* Recycled glass saves 50% energy vs. virgin glass

* Recycling one glass container saves enough energy to light a 100-watt bulb for 4 hours (EPA)

* Recycled glass generates 20% less air pollution and 50% less water pollution

* Glass can be reused an infinite number of times; over 41 billion glass containers are made each year

* We use enough plastic wrap to wrap all of Texas every year

* Five recycled soft drink bottles make enough fiberfill for a man's ski jacket. Thirty-six recycled bottles can make one square yard of carpet.

* Annually, enough energy is saved by recycling steel to supply Los Angeles with electricity for almost 10 years.

Source: University of Colorado at Boulder

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Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Tuesday, February 8, 2005

Issue 1

VOLUME 1 ISSUE 1

MAIN PAGE

Green Group of the Month: The Center for a New American Dream

TOPICS

Welcome Message

Green Selling Tips

Implementing Green Cleaning

Green News

Green Success Stories

Green Group of the Month

Health & The Environment

The Ashkin Group News

Green Potpourri

Stephen Ashkin's Event Calendar

The Center for a New American Dream is a leading driver of the Green movement for federal, state, and local government agencies. The center educates consumers on ways to reduce consumption and choose products that are better for the environment. The center targets all sectors of consumption, including agriculture and food, money, community, and government.

Some of the Center for the New American Dream's recent accomplishments include:

- Releasing an award-winning book *What Kids Really Want That Money Can't Buy*.
- Persuading the American Automobile Association to re-evaluate its ties with the highway industry lobby.
- Launching their *Conscious Consumer* Web site to help consumers find greener, more socially responsible products.
- Helping government offices in Massachusetts, Minnesota, and Santa Monica, CA buy more environmentally preferable chemicals and Green Cleaning products.
- Crafting a strong environmental paper policy for the City of Portland, OR.
- Inspiring 17 cities nationwide to hold Alternative Gift Fairs , up from two in 2002.
- Increasing its membership in the New Dream Action Network by 40 percent.
- Launching the "Be, Live, Buy Different - Make a Difference" campaign encouraging youth to think about what they buy.

We honor them as our organization of the month. More information about the Center for the New American Dream may be found by visiting their Web site:

<http://www.newdream.org/>

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Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Tuesday, February 8, 2005

Issue 1

VOLUME 1 ISSUE 1

MAIN PAGE

Childhood Asthma Problems Mount

LETTERS

TOPICS

Welcome Message

Green Selling Tips

Implementing Green Cleaning

Green News

Green Success Stories

Green Group of the Month

Health & The Environment

The Ashkin Group News

Green Potpourri

Stephen Ashkin's Event Calendar

Asthma control in children falls far short of national treatment goals. Findings from one of the nation's largest and most comprehensive surveys about children and asthma to date, *Children and Asthma in America*, reveal that more than half (54%) of all children with asthma had a severe asthma attack in the past year and more than one quarter (27%) had an asthma attack so bad they thought their life was in danger. The survey results released in December 2004 underscore the severity of asthma in children in the U.S. and the significant impact the disease has on children and their families.

Presented on behalf of Asthma Action America, the survey findings suggest the U.S. is still falling far short of the national treatment goals established for asthma, and reveal the majority of children with asthma do not have it under control. This places children at potential risk for a variety of consequences including frequent symptoms, missed school, restrictions on activities, emotional distress, hospitalization and even life-threatening asthma attacks. Asthma is one of the most common chronic illnesses among children, with an estimated 5.8 million American children 4 to 18 years of age currently with the condition.

"These are disturbing findings, especially since asthma is a highly controllable disease," said William Sears, M.D, nationally acclaimed author, pediatrician and associate clinical professor of pediatrics at the University of California Irvine School of Medicine. "We need to help parents recognize that proper asthma control means children are symptom-free all or most of the time. Parents should talk to their healthcare professional about prevention of asthma symptoms and long-term management so their child does not suffer needlessly."

The Cleaning Connection

The Chicago public school system has the most critical asthma problem in the United States, according to Stephen Ashkin of [The Ashkin Group](#), Bloomington, IN. With his help, the city is taking some of the most serious steps in addressing the crisis and reversing the trend.

Among the steps being implemented are reductions in poor indoor air quality allergens and irritants that can cause asthma such as tobacco smoke, dust mites, cockroaches, mold,

There are no letters for this article. To post your own letter, click Post Letter.

building products and construction materials, and introducing Green Cleaning systems and the use of environmentally preferable cleaning products into school cleaning.

Additionally, Ashkin suggests that schools:

- Improve ventilation throughout buildings, especially in laboratories and art departments.
- Remove the sources of irritants and allergens.
- Ensure proper maintenance of heating and air-conditioning systems.
- Use HEPA filters on vacuum cleaners to trap very small dust particles.
- Use less-toxic cleaning chemicals and pesticides.

For more information on healthcare-related issues and how Green Cleaning can help, visit [The Ashkin Group](#) Web site.

Source: Medical News Today

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Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Tuesday, February 8, 2005

Issue 1

VOLUME 1 ISSUE 1

MAIN PAGE

**Health & Environment: Stewardship,
Cleaning, and IEQ**

by Stephen Ashkin

TOPICS

Welcome
Message

Green Selling
Tips

**Implementing
Green
Cleaning**

Green News

Green Success
Stories

Green Group of
the Month

Health & The
Environment

The Ashkin
Group News

Green Potpourri

Stephen
Ashkin's Event
Calendar

In the United States, we spend approximately 90 percent of our time indoors with more than 70 percent of that time spent working in indoor environments. Beginning in the 1970s, American workers started complaining about poor indoor environmental quality (IEQ), often referred to at the time as "sick building syndrome."

These problems caused a variety of specific and nonspecific respiratory illness and symptoms, all of which were increasingly impairing work performance. The complaints were sometimes localized to particular rooms or areas; others were widespread throughout entire buildings.

Ongoing research into the many issues that hamper IEQ have helped us better identify the sources of indoor pollutants and develop strategies and techniques to improve IEQ over the life cycle of a facility. Among the strategies developed is a growing need for stewardship—leadership and caring—and a better understanding of cleaning's impact on the health of a facility.

Stewardship One of the best ways to address IEQ issues is by implementing stewardship from the time the building or its renovations are planned, through its construction, to its final use and daily operation. This would require getting more people involved including:

- Professionals, such as architects, engineers, and others involved in the construction or renovation of the facility
- Employers and facility owners/managers in charge of the buildings operation
- Occupants working and using the facility

LETTERS

There are no letters for this article. To post your own letter, click Post Letter.

- The cleaning professionals who clean and maintain the facility.

These groups should work together to insure that the most up-to-date building codes and regulations, based on scientific science as well as professional consensus, are followed in the construction or renovation of the building. They must also assure that technical data documenting ways to improve IEQ are applied in the operation of the facility, and that there are ongoing educational and informational activities involving all three groups once the building has been put into use.

Cleaning's Role in IEQ

Facility managers must understand how enhanced cleaning methods can significantly help reduce many of the problems associated with poor IEQ. Cleaning removes contaminants that affect health. Once these contaminants are removed, we can anticipate an overall improvement in worker performance and productivity.

Sadly, however, many people still believe cleaning's chief role is to improve a building's appearance. Since the release of Michael Berry, PhD's book *Cleaning for Health*, we have become much more aware of the important public health role that cleaning and the cleaning industry plays. Moreover, with today's growing interest in Green Cleaning systems and products, a new dimension has been added to cleaning. We can now use cleaning products and technology that not only clean to improve health but also reduce cleaning's overall impact on the environment.

More information on a variety of topics regarding Green cleaning may be found by visiting [The Ashkin Group](#) Web site.

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— DESTINATION GREEN —

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Tuesday, February 8, 2005

Issue 1

VOLUME 1 ISSUE 1

MAIN PAGE

Ashkin Message Calls 2004 the “Tipping Point” for Green Cleaning

TOPICS

Welcome Message

Green Selling Tips

Implementing Green Cleaning

Green News

Green Success Stories

Green Group of the Month

Health & The Environment

The Ashkin Group News

Green Potpourri

Stephen Ashkin's Event Calendar

As 2004 came to a close, Stephen Ashkin, president of the Ashkin Group, Bloomington, IN, mailed associates around the world an “End-of-the-Year” holiday greeting referring to the year as “The ‘Tipping Point’ for Green Cleaning,” a cause he has been involved with for almost 15 years.

In the message, Ashkin cites some of 2004’s most significant accomplishments in regards to Green Cleaning. Those events include:

- The introduction of the LEED-EB (Leadership in Energy and Environmental Design for Existing Buildings) rating system.
- Hospitals for a Healthy Environment launched The Green Guide for Healthcare, a toolkit that helps healthcare facilities integrate Green Cleaning into the operations and maintenance of their facilities.
- The publication of the Best Practices Manual for Maintenance & Operations by the Collaborative for High Performance Schools.
- The Chicago Standard, a series of cleaning and maintenance guidelines for buildings that incorporate Green Cleaning.
- Numerous chemical and paper manufacturers entering the Green Cleaning market introducing Green Seal “certified” products, equipment, matting, and micro-fiber.
- The first major national building services contractor, UNICCO, announcing their commitment to convert to Green Cleaning.

“In 2004, we changed the marketplace and there is no turning back,” writes Ashkin. “Many people and organizations have worked hard [for] many years to make this happen. Green Cleaning has now emerged as a powerful force and [it] is here to stay.”

“Tipping Point” Title No Coincidence



LETTERS

There are no letters for this article. To post your own letter, click Post Letter.

Ron Segura, president of Segura & Associates located in Huntington Beach, CA, who has known Ashkin for over 10 years dating back to Segura’s days as Manager of Janitorial Services for the Walt Disney Company, says it is no coincidence that 2004 was referenced as the “Tipping Point” for Green Cleaning.

“One of today’s best selling books is *The Tipping Point* * by Malcolm Gladwell,” says Segura. “It’s all about change—understanding it, explaining and justifying it, initiating it, planning and organizing it, timing and pacing it, and selling it to stakeholders, employees, and customers. That’s what Steve Ashkin has been doing for the past decade and a half.”

Segura says that Ashkin knows making meaningful change—such as helping the Janisan industry better understand the importance of Green Cleaning—requires, “a leader with knowledge, understanding, and old-fashioned street smarts to make things happen,” he says. “[That person] must also be sensitive to conditions and circumstances, as well as the ability to find ways so that everybody wins. Steve Ashkin knows this and people see it when they work with him or attend his seminars.”

Ashkin will be presenting numerous seminars throughout 2005 (see Newsletter Calendar) including two at the upcoming Building Services Contractors International Association (BSCAI) tradeshow, which will be held on April 1-5, 2005 in Orlando, FL. “Steve, along with many others, has made a major contribution to Green Cleaning and is one of the reasons 2004 is indeed the tipping point for Green Cleaning,” concludes Segura.

* Little, Brown and Company, 2000

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Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Tuesday, February 8, 2005

Issue 1

VOLUME 1 ISSUE 1

MAIN PAGE

Chicago Public Schools Reveal Findings of Green Clean Report

TOPICS

Welcome Message

Green Selling Tips

Implementing Green Cleaning

Green News

Green Success Stories

Green Group of the Month

Health & The Environment

The Ashkin Group News

Green Potpourri

Stephen Ashkin's Event Calendar

In October 2003, the Chicago Public Schools (CPS) began a Green Clean Pilot Project to test environmentally preferable cleaning products and equipment. The program concluded in January 2004 and their findings have just recently been announced.

The Pilot project occurred in ten Chicago, IL, schools including Songhai Elementary, a century-old school that was totally cleaned and revitalized through the generous efforts of several leading manufacturers in the cleaning industry.

Each school was matched with a vendor who provided Green Cleaning products. Information was collected prior to the test to determine what Green Cleaning products, if any, were already being used, assessments of the Green Cleaning products and equipment introduced by the vendors, and the staff's overall knowledge of cleaning practices.

Some of the program's findings, which were sent to the Chicago Board of Education for review, included:

1. That the current (non-Green) cleaning products being used placed students, staff, and custodians at risk.
2. Nationally recognized standards exist that make it easy to identify Green Cleaning chemicals and equipment.
3. Green Cleaning products perform as well as traditional products and are cost effective.
4. Implementation of Green Cleaning systems requires following specific steps so that the reasons and benefits of the program are clearly understand.
5. Training is critical to the success of a Green Cleaning program.
6. Vendors varied widely as to their understanding and knowledge of Green Cleaning.

"These findings are similar to what we are discovering in



LETTERS

There are no letters for this article. To post your own letter, click Post Letter.

most facilities around the country,” says Stephen Ashkin of the Ashkin Group, who will be presenting two seminars at the upcoming BSCAI tradeshow in Orlando, FL, April 1-5, 2005, one defining Green Cleaning, and the other implementing a Green Cleaning program.

“Most people find Green Cleaning products are as good or better than traditional products, and cost effective as well. The variable is education and training. Green Cleaning is more than just using environmentally preferable cleaning products. Some training and education are critical to the program’s success.”

According to Ashkin, this is one reason why the focus of his upcoming BSCAI seminar is to help building service contractors better understand Green Cleaning and how to make it work. “Those who understand this now will be better able to help their customers as they transition from traditional to Green Cleaning systems,” says Ashkin. “Their knowledge will not only help them partner with their customer, but make them an invaluable resource as well.”

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THE ASHKIN GROUP, LLC
— DESTINATION GREEN —

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Tuesday, February 8, 2005

Issue 1

VOLUME 1 ISSUE 1

MAIN PAGE

Public Health Expert Joins Ashkin Group

TOPICS

Welcome Message

Green Selling Tips

Implementing Green Cleaning

Green News

Green Success Stories

Green Group of the Month

Health & The Environment

The Ashkin Group News

Green Potpourri

Stephen Ashkin's Event Calendar

Richard Ellis, JD a public health expert with a lifelong interest in cleaning, environmental health and safety engineering has joined The Ashkin Group.

Ellis brings 33 years of experience in staff supervision, training, environmental assessment, project management and LEED-EB project documentation skills to his new position. LEED-EB is the green building rating systems for exiting buildings developed by the U.S. Green Building Council.

Ellis' career has included lecturing at the National Academy of Science, Gonzaga University, Pacific Lutheran University, and the University of Washington. He is also a registered environmental health specialist with the National Environmental Health Association and a member of the American Society of Safety Engineers.

Ellis attended Sanford University, Palo Alto, CA, Gonzaga School of Law, Spokane WA, and earned a master's degree in health management from Whitworth College, Spokane, WA.

The Ashkin Group is well known within the cleaning and other industries as a consulting firm specializing in Greening Cleaning. The company's president and founder, Stephen Ashkin, is considered one of the leading advocates for a stronger environmental profile among cleaning product manufacturers, suppliers, and users and probably the most visible figure advancing the cause of environmentally preferable products in the janitor industry.

Winning Proposition

Ellis says the reason he is joining The Ashkin Group is to further his life's work of providing a healthy learning environment for every child, schoolteacher, and school building occupant. "The future success of our country rests with our most vulnerable and valuable asset—our school children," says Ellis.

"I see the Ashkin Green Cleaning strategy as one of the most cost-effective ways of guaranteeing healthier indoor environments," says Ellis. "It helps enhance indoor



LETTERS

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environmental quality by minimizing exposure to potentially harmful chemicals, dusts, and molds, while preserving the earth's resources. It's a win for children, schools, the environment, and public health nationwide."

Groundbreaking Publications

Ashkin is equally pleased by the union. "We are delighted to have Richard Ellis join us," says Ashkin. "He has authored groundbreaking publications including the Washington State School K-12 Health and Safety Guide, and the Indoor Air Quality Best Management Practices manual. His credentials and abilities make him a welcome addition to our growing firm."

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THE ASHKIN GROUP, LLC

— DESTINATION GREEN —

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Tuesday, February 8, 2005

Issue 1

VOLUME 1 ISSUE 1

MAIN PAGE

Ashkin Announces Alliance with Ron Segura

TOPICS

Welcome Message

Green Selling Tips

Implementing Green Cleaning

Green News

Green Success Stories

Green Group of the Month

Health & The Environment

The Ashkin Group News

Green Potpourri

Stephen Ashkin's Event Calendar

The Ashkin Group, a consulting firm based in Bloomington, IN, focused on creating healthy, high-performing indoor environments through "Greening" the cleaning process, is proud to announce the formation of a strategic alliance with Segura & Associates, a consulting group with expertise in all aspects of the cleaning industry.

Stephen Ashkin, president of the Ashkin Group, is known as the jansan industry's leading advocate for a stronger environmental awareness among cleaning product manufacturers, distributors, and end customers. In his recent book, *Environmentalism Unbound*, Dr. Robert Gottlieb refers to Ashkin as "the most visible industry figure advancing the cause of environmentally preferable products."

Ron Segura, president of Segura & Associates, has more than 30 year's experience in the cleaning industry, including 10 serving as Manager of Janitorial /Document Services for the Walt Disney Company. This dual position allowed Segura to manage the janitorial services for more than six million square feet of Disney property, which comprised a staff of more than 6,000 employees.

"I am very proud to be working with such an experienced industry expert as Ron Segura," says Ashkin. "Our consulting companies complement each other nicely. Together, we will have a greater impact on the jansan industry, not only in advancing the science and professionalism of the cleaning industry, but also safeguarding the health of cleaning workers, the occupants of the buildings they clean, and in minimizing cleaning's impact on our environment."

"I am very happy to have the opportunity to form an alliance with The Ashkin Group," says Segura. "Having known Steve for many years, I have observed the tremendous growth of Green Cleaning and Steve's passion for Greening the cleaning industry. I look forward to collaboratively developing and implementing programs that will not only have impact today, but also benefit the future of the industry as well."

Ashkin adds that the alliance with Segura & Associates is just one of several ways his organization hopes to develop



LETTERS

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stronger ties with the manufacturers, distributors, and end customers of our industry.

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THE ASHKIN GROUP, LLC
— DESTINATION GREEN —

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Tuesday, February 8, 2005

Issue 1

VOLUME 1 ISSUE 1

MAIN PAGE

Stephen Ashkin's Upcoming Meetings and Events

TOPICS

Welcome Message

Green Selling Tips

Implementing Green Cleaning

Green News

Green Success Stories

Green Group of the Month

Health & The Environment

The Ashkin Group News

Green Potpourri

Stephen Ashkin's Event Calendar

• **March 15-17, 2005**; Baltimore, MD; NFM&T panel presentation on Green Cleaning, What It Is, And How To Implement It.

• **April 3rd & 4th, 2005**; Orlando, FL; requested to make 2 presentations at BSCAI Annual Convention. The first is on Defining Green Cleaning and How Why It Is Important To Different Market Segments. And the second is How To Implement A Green Cleaning Program and Translating Green Cleaning Into A Successful Business Strategy For Building Service Contractors.

• **April 20th – 22nd, 2005**; Chicago, IL; TFM (Total Facility Management) Show panel discussion on Green Cleaning and What It Means To Facility Managers.

• **April 28th, 2005**; Scottsdale, AZ; IFMA presentation to Public Sector Facilities Council's Spring Meeting on Green Cleaning and What It Means To Facility Managers.

• **May 4th – 6th, 2005**; Chicago, IL; Green Design Solutions for Hospitals & Schools Conference: requested to do a Green Cleaning presentation (exact date not set). Presentation to focus on design issues for architects and designers to reduce the health and environmental impacts resulting from how the buildings are designed and which finishes are selected.

• **June 1st - 3rd, 2005**; Chicago, IL; Greening the Heartland Conference (regional USGBC) panel presentation on Green Cleaning and how it affects LEED-EB.

• **October 18th – 21st, 2005**; Las Vegas, NV; conducting a High Performance Healthy Cleaning Workshop at ISSA's Annual Convention.

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LETTERS

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