



# THE ASHKIN GROUP, LLC

## — DESTINATION GREEN —

*Transforming The Cleaning Industry By Helping Sales People Sell Green Products*

Wednesday, April 13, 2005

Issue 3

VOLUME 1 ISSUE 3

### TOPICS

Welcome Message

Green Selling Tips

Implementing Green Cleaning

Green News

Green Success Stories

Green Group of the Month

Health & The Environment

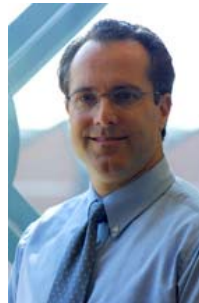
The Ashkin Group News

Stephen Ashkin's Event Calendar

## Welcome to DestinationGreen

*by Stephen Ashkin*

April's edition of DestinationGreen has some terrific articles including our Green Selling Tip on "Pilot Programs", articles on asthma (May is asthma awareness month) which is especially important in schools, and if you do business in Chicago, you'll want to check out our stories on Greening the Heartland and our Calendar of Events. **[FULL STORY]**



Please take a moment to complete the instant poll on the right side of the letter. Rate your company's Green Sales Training program and see how it compares with others in the industry. Thank you!

## Green Selling Tip: The "Pilot" Process

*by Stephen Ashkin*

Sales is tough! This article will introduce you to a concept that will help you sell your entire Green "bundle". Pilot programs make 'getting to yes' easier, controls risks, and other insights that can help you succeed. **[FULL STORY]**

## Implementing Green: Why Are Green Products And Green Concepts Profitable For Jansan Salespeople?

Green Cleaning creates an opportunity to replace everything, including chemicals, paper, trashcan liners, equipment, tools, entrance mats, micro-fiber cloths and mops, pest control products, etc., resulting in significant opportunities.. **[FULL STORY]**



## Green in the News: Greening the Heartland 2005 Conference

Greening the Heartland will be held May 31



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### INSTANT POLL

#### Rating Your Company's Green Sales Training

How would you rate your company's green sales training?

- Significantly below my needs
- Slightly below my needs
- Meets my needs
- Slightly more than my needs
- Significantly exceeding my needs
- My company doesn't provide green sales training

**Submit**

[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

thru June 3, 2005 in Chicago, IL. The conference has an entire track on operations, cleaning and maintenance. Read why this could be a valuable opportunity for you.  
[FULL STORY]

## The Ashkin Group to Form Alliance with Scientific Solutions

"The goal of the alliance is the mutual development of projects and business opportunities supporting Green Cleaning, sustainability, public hygiene and public health," says The Ashkin Group president, Stephen Ashkin.

[FULL STORY]



## Green in the News: Illinois Governor Kicks off Earth Day with Green Grants to Schools

Illinois Governor Blagojevich has awarded 32 public schools grants to help them go Green. It's all in an effort to help make the states schools Green. Funds have been earmarked to help the schools transfer from traditional to Green Cleaning supplies.

[FULL STORY]



## Health & the Environment: Quick Facts About Asthma

May is Asthma Awareness Month. Especially in schools, this issue presents a significant opportunity to discuss the importance of your Green Cleaning program and its role in reducing asthma and other respiratory illnesses.

[FULL STORY]



## Green in the News: Canada's Budget Tilts Green

"This budget is so green it should have been announced on St. Patrick's Day." - Mark Rudolph of the Clean Air Renewable Energy Coalition. Read the whole story here.

[FULL STORY]

## Green in the News: Green Survey Results

We report on the survey in the January edition of DestinationGreen. You told us that you believe the education market is most interested in Going Green. Read all of the results from the survey.

[FULL STORY]

## Green in the News: Does Green Cleaning

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### Issue 6

July 20, 2005  
Vol. 1 Issue 6

### Issue 5

June 15, 2005  
Vol. 1 Issue 5

### Issue 4

May 11, 2005  
Vol. 1 Issue 4

### Issue 2

March 9, 2005  
Vol. 1 Issue 2

### Issue 1

February 8, 2005  
Vol. 1 Issue 1

## 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

## Translate into Savings?

A question asked of the International Custodial Advisors Network (ICAN) indicates that Green Cleaning and other health-related measures can save a school system considerable sums of money.

[FULL STORY]

## Green Success: Pennsylvania Elementary School Meets the Green Standard

Redesigned LEED certified schools are projected to consume 40 percent less natural gas and 25 percent less electricity than comparable school buildings. And adding Green Cleaning makes the school healthier as well.

[FULL STORY]

## Green Group of the Month: Green Seal

Each month we recognize an organization that is making a substantial contribution to improving the health of our environment. This month, our Green Group of the Month is Green Seal. Click here to read all about them and learn why they may be important to you.

[FULL STORY]



## Health & the Environment: IAQ and the Science of Controlling Contaminants

Cleaning has been referred to as “the science of controlling contaminants.” And this is very true when dealing with poor indoor air quality. Customers will often turn to you to help them with this challenge, and this article will help you to help them to keep their facilities not only clean, but healthy as well.

[FULL STORY]



## Calendar of Upcoming Meetings and Events

Stephen Ashkin meets with organizations throughout the country on a regular basis. Check the attached schedule to see when he will be in your area of the country.

[FULL STORY]







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## Welcome to DestinationGreen

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OK, before we go any further let me remind you about Earth Day, which is coming up on April 22nd.

If you haven't read last month's edition of DestinationGreen, you may want to do so. ([click here to read article](#)) There were a couple of good articles containing excellent ideas for things that you can do. And if you don't appreciate the importance of Earth Day or why you should know something about it, let me explain it this way – Earth Day is to environmentalists what Christmas is for Christians. It represents the birth of their movement and if you are trying to establish yourself as a leader in the Green Cleaning Movement, then you should know what's going on. Frankly there's a lot to do and we need your help to make a difference.

In this month's issue we continue with our Green Selling Tips by introducing selling through "pilot programs". We have successfully used pilot programs to launch Green Cleaning in hundreds of buildings in every market segment – and it's an approach that can work for you too. And if you're looking for some educational opportunities, check out the article on the upcoming Greening the Heartland Conference. This regional US Green Building Conference has an entire track dedicated on existing buildings (operations, cleaning and maintenance), plus check out our calendar to find an event close to you.

Our health & environmental issue for the month is Asthma. Many consider asthma an epidemic among children and is especially important for your work with schools (did you know that asthma is the leading cause of disease-related absenteeism in schools?). According to both the results of our recent DestinationGreen poll and our own experience selling Green Cleaning, schools should be an important sales target for you. Thus, these background articles



### LETTERS

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

### [POST LETTER]

can be very helpful, especially considering that the month of May is Asthma Awareness Month.

Our Green Group of the Month is Green Seal. If you're a part of the Green Cleaning Movement then undoubtedly you are familiar with this non-profit environmental standard setting organization. This is especially appropriate as Green Seal has just completed an update to their cleaner standard by adding carpet extraction products and has recently announced an effort to develop a first of its kind standard to certified green service providers.

And please spend a few minutes answering our poll. We are interested to see where you feel your company is relative to training to help you sell Green Cleaning. Let us know if your company is up to speed with this rapidly developing market segment. And if you want to share any comments, let us know. We'd like to include them in an article on this issue.

So good luck closing out the month of April. And because the products and services need to be purchased from someone, we just assume it's from you. Good selling.

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Have you ever read any of Charles Dickens novels? Often taking place in the slums of 19th century London, his novels frequently tell stories of hungry, dirty, poor, young street urchins who among their daily "adventures" scavenge for crumbs. When they would find even the smallest morsel they would run off, hiding their treasures under their torn and soot covered coats to find a hidden corner where they could consumer their meal safely away from those from who they had stolen and away from other scavengers who might steal their treasure.

Sometimes when selling I get the sense that we operate in the same mindset -- happy to get even the smallest crumbs.

Personally, I don't want the crumbs. Frankly, I don't even want the whole loaf of bread. I want the entire 12 course meal – I want it all! How about you?

But if we want to sell the entire bundle instead of just getting a single product, our sales strategy has to be one that gets our customers thinking about their entire process – and that all the parts of the process cannot be divided up like slices of bread, but need to be purchased as one integrated bundle. And this is exactly the opportunity created by Green Cleaning. But to sell the entire bundle, you need a strategy that will get you there.

What we recommend is a sales process built around the concept of offering a complete "pilot" program. The pilot concept was developed by observing how floor care systems (e.g. floor finish, stripper, maintainer, applicators, equipment, etc.) are sold to large buildings or organizations.

For example, if we wanted to sell a floor care system to a large building it is likely that they would first give you an opportunity to lay down a "test patch" – maybe

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**[POST LETTER]**

a hallway or one floor where they could evaluate the performance of the system – gloss, durability, black heel-marking, maintainability, slip resistance, ease of application, odor, etc., and typically the evaluation period would last three to six months. And only after a successful demonstration period could you win the entire floor care business.

When selling Green Cleaning, the exact same strategy can be followed. However in this case, don't stop at just the Green floor care systems – let's test your entire bundle and when you complete a successful test you can end-up with everything from floor care and cleaners to paper and liners to equipment and mats, plus all the other products that you sell which are necessary for meeting the building's cleaning needs.

The "pilot" process meets a number of important needs. It allows the prospect to really prove that the products will meet their performance and cost requirements. But it also makes it "safe" for them to try something new and to make a change. Just as switching that entire floor care system would create a lot of problems if the floor finish didn't hold up, switching everything is even more risky.

Thus, instead of asking for the every building on the initial sales call, ask for a "pilot" in a limited area and for a limited amount of time. This allows the prospect to control their "risk" – if it fails or doesn't meet expectations they haven't done it everywhere. Also, even if it fails, the prospect can still claim "brownie points" for trying something new in a very intelligent and business-like manner.

As a result, the pilot makes it easier to get you to "yes" while gaining the commitment for everything when your pilot succeeds.

So for example, in a school district instead of trying to get every building on the first sales call, ask for a single building where you can implement your entire Green Cleaning program to demonstrate how it works.

You will need an entire building because after you evaluate the entire needs of the building and its occupants, you will then install ALL of your Green Cleaning "bundle" (see Volume 2 of DestinationGreen) along with the necessary training, procedures, workloading, communications, etc. in order to get a "good" test.

Just make sure that there is agreement as to what happens when the pilot is successful – do you just get

that building or is there commitment to roll-out the program to the other buildings?

When selecting the pilot site there are a few considerations to keep in mind. You want to do it in a building that gives your pilot a fair chance to succeed and creates the best chance for success. Far too often, we are offered the most problematic or difficult building to work our "miracles".

However, if the building has serious issues such as a mold, union or legal problem, a Green Cleaning pilot program cannot fix everything and may result in all of your time and efforts being wasted.

Rather, request a building that is representative of the entire building portfolio, and one that has a good or at least decent cleaning staff which is well supervised – and with a supervisor who is willing to try new things and well enough organized so that he/she can implement and carry out the appropriate training that you provide.

Also inquire if among these buildings, there are any occupied by "vulnerable" populations (i.e. asthmatics, children, people with severe allergies, sensitivities or compromised immune systems, etc.) who might truly benefit from a Green Cleaning program.

Finding the right building and cleaning team, thinking big from the beginning, and establishing the appropriate goals and expectations are a sure way to basically guarantee your success.

So let's let others scavenge for the crumbs. Let's feast on the entire 12 course meal. Remember, Green Cleaning is coming and your customers are going to transition to an entire Green Program sooner or later. And as long as they are going to buy their products from someone, I just assume that it is from you! Good selling.

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## Implementing Green: Why Are Green Products And Green Concepts Profitable For Jansan Salespeople?

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The jansan distribution business is tough! Competition between you and the jansan sales person down the street, across town, in the next town, and on the Internet fuels the pressure to reduce margins. And at the same time, many facilities are reducing the amount of cleaning which also affects the total quantity of products our customers are buying.

But now Green Cleaning is causing facility managers and building owners (our customers) to rethink their cleaning processes, vendors, budgets and their overall return on investment. For example, can they improve occupant productivity or reduce absenteeism if they clean more, clean more efficiently, or use better products? Or can they earn LEED-EB points by implementing Green Cleaning products and strategies?

While it is true that some customers will always want the cheapest products they can buy, then Green Cleaning is not for them. But for others, the Green Cleaning issue is accelerating and this presents an outstanding opportunity for you to grow your sales and profits.

What is important to point out is that when you implement a Green Cleaning program, you are not merely replacing a single traditional product with a single green alternative. Because the goal of Green Cleaning is to reduce the total impacts on health and the environment, you have an opportunity to look at and potentially replace everything -- chemicals, paper, trashcan liners, equipment, tools, entrance mats, micro-fiber cloths and mops, water-saving flush valves, recycling bins, pest control, etc., etc. etc., plus training, workloading, communications, etc.



### LETTERS

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Thus Green Cleaning offers an incredible opportunity for you to increase your market share, sales and profits by expanding the size of your "bundle". And because you will be introducing a complete Green program, you will become a more valuable resource for your customer which also reduces the risk of your competitors cannibalizing your sales by simply offering a single product, even if it is a little less expensive.

As a result, Green Cleaning can help you grow your top line and your bottom line at the same time, plus help you retain your customers longer. So not only is Green Cleaning good for protecting health and the environment, it is an excellent opportunity to improve your sales and profits.

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**Green Success: Pennsylvania Elementary School Meets the Green Standard**

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Wrightsville Elementary School, Wrightsville, PA is one of a new breed of buildings in the United States that is designed according to "green" principles: easy on the environment; healthy for occupants; and, ultimately, requiring less money to operate.

This environmentally friendly school in the Eastern York School District is part of an emerging trend toward sustainable design. The school is projected to consume 40 percent less natural gas and 25 percent less electricity than a building that meets the latest ASHRAE 90.1 energy efficiency standard. According to Randy Hudson, AIA, design partner for Hayes Large Architects, the school district originally wanted to build a green school from scratch.

The idea of a renovation, says Hudson, grew out of the design process. "As we interviewed the teachers, we found they loved their spacious older classrooms. When we saw that the classroom wing had east-west orientation - ideal for natural daylighting - that was the clincher. We reported back to the board and asked, 'Why not save this?' The board agreed, and by preserving part of the existing building, we conserved resources."

**Costs and Trends**

The school, attended by 525 students, cost \$9.6 million, or \$120 per square foot, compared with the \$127 per square foot average for Pennsylvania school construction costs in 2001. Nevertheless, Hudson estimates Wrightsville cost about 5 percent more than conventional construction, even after trimming some features.

Wrightsville's eco-friendliness is measured by its LEED Silver rating. The LEED (Leadership in Energy and Environmental Design) system was developed by the U.S. Green Building Council (USGBC), a non-profit

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group of architects, building owners, builders and government representatives. As LEED becomes a recognized national standard, schools, universities and private developers are quickly incorporating its principles.

### **An Efficient, Healthy Design**

To qualify as LEED-certified, projects are evaluated in categories of sustainable sites, water efficiency, energy and atmosphere, materials and resources, and indoor environmental quality. Among Wrightsville's sustainable and energy-conserving features are its re-use of a previously developed site and structure, low-flow fixtures to reduce annual water waste by approximately 34 percent, heat-recovery systems and the use of more than 50 percent of building materials with high recycled content.

In addition to the tangible savings from construction techniques, the school has other green benefits. Environmentally preferable cleaning products are used for cleaning and maintenance throughout the school. Light colors decrease the need for artificial lighting. The building uses "low-VOC" paints, carpets and insulation to reduce off-gassing of industrial components. Floors are linoleum, an "old-is-new" material whose bright colors and organic materials have made it popular again in green buildings. In the classrooms, cabinets and counters, instead of being made up of wood-based particleboard, are wheatboard, made of the chaff left behind from wheat harvesting. Ceilings are high-reflectance tiles. Automatic sensors that dim or turn off lights when rooms are unoccupied control lighting.

"Wrightsville really achieves a lot: cutting-edge architectural ideas in a traditional package; an attractive, healthy place to learn; and preservation of a community asset." says Hudson. "As someone in the school district said, 'This school is all about being a good neighbor.'"

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The Canadian Government is allocating almost \$2.5 billion in new environmental spending. A Clean Fund of \$805 million will distribute Canadian dollars for private-sector projects that reduce greenhouse-gas emissions, as well as municipal or private initiatives to produce emissions credits under the recently enacted Kyoto Protocol.

Private home retrofitting and renewable-energy generation will gain tax credits, along with a multitude of green incentives, regulations, and infrastructure investments. To promote the sale of more eco-friendly autos, a revenue-neutral program is under consideration which would use "feebates:" purchasers of gas-guzzling vehicles would pay a fee and buyers of fuel-efficient cars would receive rebates.

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The Chicago Standard is an important part of the City of Chicago's effort to make itself into the most environmentally friendly city in the United States. Well underway from the top down and from the bottom up, Richard M. Daley continues his re-making and re-shaping the "city that works" sustainably.

In keeping with this community commitment, the City of Chicago and the U. S. Green Building Council's - Chicago and Regional Heartland Chapters are proud to be this year's hosts of the [Greening the Heartland Conference-Cost, Practice and Policy](#). Buildings and cities will not achieve high levels of sustainability unless the businesses, transit, utilities, homeowners, industry and agriculture that support and define them are sustainable themselves.

The City of Chicago has become "The Living Laboratory" where academia, business and community leaders, can integrate with government and community organizations to explore, develop and support enterprise models based on the tenets of sustainability.

The 2005 Greening the Heartland conference will focus on innovation and the ability to implement sustainability and market these practices in the region. (Arkansas, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota, Tennessee, Texas and Wisconsin.)

The conference will address the following topics by experienced professionals in the following fields: architecture, engineering, planning, landscape design, contracting and building, urban design, energy production and transmission & distribution, government officials, agricultural issues, real estate development, interior design, material suppliers, property management, facility management,



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**[POST LETTER]**

cleaning products and services. These experts in their fields will share information on respective projects and identify opportunities for cooperation to eliminate redundancies and maximize the returns on our sustainability efforts.

#### **TRACK TOPICS**1. Green Building

This track will focus on the leading edge in green design and construction practices.

#### 2. Energy

This track will focus on alternative technologies, programs, regulations, and incentives for improving energy efficiency and/or advancing renewable energy.

#### 3. Government

This track will focus on the political and economic features that may impact the success or failure of efforts involved in green building and sustainability in both rural areas and cities throughout the region.

#### 4. Urban Design and Infrastructure

This track will address the growth of urban, suburban and rural areas and the role that infrastructure serves in supporting and maintaining a livable environment. Successful examples and solutions will be highlighted.

#### 5. Tools

This track will highlight work that addresses the total environmental quality of buildings and their impact on air, water, and land in their respective cities and townships.

#### 6. Dollars and \$ense

The city has always been the center of community and is often the enterprise zone, education, and cultural center. Because of these benefits, cities are expanding while re-urbanizing worldwide, consolidating populations and increasing the resource demands they place on the environment that supports them.

#### 7. Existing Buildings/Operations, Cleaning & Maintenance

This track will focus on the impacts, benefits and strategies relating to ongoing operation, cleaning and maintenance on environmental, health and economic performance.

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Governor Rod Blagojevich and the Illinois Environmental Protection Agency (IEPA) have awarded School Greening grants to 32 communities across the state, as part of the Governor's Safe and Healthy Schools Initiative. Earth Day, celebrated by millions on April 22nd, is a day to promote environmental citizenship.

"These grants are part of our multi-faceted commitment to work with school officials to provide a healthier indoor and outdoor environment for Illinois students," the Governor said.

The grants of up to \$2,500 are being funded by revenue collected by the IEPA for environmental violations, and are available to schools to pay for environmental improvements such as products and/or equipment that will improve indoor environmental conditions, reduce waste and enhance energy efficiency.

For example, schools have earmarked some of these small grants to buy lighting and water conservation sensors, native plants for landscaping, **environmentally preferable cleaning supplies**, green chemistry curriculum materials, composting equipment and recycled content picnic tables, porous pavement systems and rainwater cisterns. In fact, one school will use the money to help build a wind turbine.

"While the grants are for relatively small amounts, they provide a big payoff – healthier and more pleasing school environments, reduced utility costs and applied lessons in environment-friendly practices," said IEPA Director Renee Cipriano.

Other elements of the Safe and Healthy Schools Initiative have included: numerous workshops for



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**[POST LETTER]**

school personnel on environmentally safe maintenance and "green chemistry" techniques; pickups to provide safe removal of potentially hazardous chemicals from schools; a "Green Schools" instructional video; pilot "indoor environmental coordinator" grants; and the Governor's Clean School Bus program which provides grants and technical assistance for equipment and fuel, and instructional workshops to reduce potentially hazardous diesel bus fumes.

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**Question**

I have been searching for IAQ measurements/statistics related to Green Cleaning vs. standard cleaning. Also, the direct impact to occupant (health/wellness, increased productivity, reduced health cost issues, etc.) statistics related just to cleaning seems hard to find. There are plenty of statistics for overall IAQ linked to efficient design, construction, HVAC, materials, etc. Green cleaning must have an impact on those figures...but how much?

**Answer**

Syracuse, NY Schools have documented gains in attendance of 11.17% (district average) yielding added state funding of \$225,000 for each percentage point gain to total \$2,513,250 the first year after deploying a healthier cleaning regimen. Syracuse attributes the improved health of students to a system of disinfecting desks/surfaces, reduction of dust using high-efficiency filter vacuums, and other cleaning measures.

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The education market is "most interested" in using environmentally preferable cleaning products according to subscribers of DestinationGreen, the new e-newsletter produced by The Ashkin Group, Bloomington, IN.

The e-newsletter's February 2005 survey asked subscribers, "Which market or setting do you think is most interested in using environmentally preferable cleaning products?" The results were:

- Education—52.4%
- Medical—21.4%
- Government—16.7%
- Commercial Office Buildings—4.8%
- Residential—4.8%

"This does not surprise me in the least," says Stephen Ashkin, president of The Ashkin Group. "Just last month, New York's Governor Pataki introduced legislation requiring the state's school systems to purchase Green cleaning products. This is occurring throughout the country."

Ashkin adds that in his own 15 years spent advocating the use of Green Cleaning products, school systems showed the earliest—and greatest interest—in adopting environmentally preferable cleaning products.

Who Read What? Discussing the new e-newsletter, Ashkin also says he found it interesting which articles in last month's DestinationGreen were most popular. Of the nearly 2,000 page visits, the reporting statistics show that the article, "Green Selling: Fish Where the Fish Are," dealing with selling Green Cleaning products, received the most attention.

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

"I'm thrilled about this," says Ashkin. "Not only is the newsletter exalting the benefits of Green Cleaning, but we are assisting sales people in selling green products as well. And the more we can help sales people sell Green Cleaning products -- the faster we will transform the cleaning industry."

Following the Green selling article, the next most popular articles were, "Implementing Green Cleaning: Steps toward a Healthier Facility," and "Green Success Stories."

"These articles share strategies and experiences that will help sales people succeed," Ashkin says. "They not only point out the benefits of Green Cleaning products but also provide an arsenal of information to help them become 'Green Cleaning experts' and ultimately help them create cleaner and healthier buildings."

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*Transforming The Cleaning Industry By Helping Sales People Sell Green Products*

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**Green Seal** is an independent, non-profit organization that strives to achieve a healthier and cleaner environment by identifying and promoting products and services that cause less toxic pollution and waste, conserve resources and habitats, and minimize global warming and ozone depletion.

**Independent, Credible, and Objective**

Green Seal has no financial interest in the products that it certifies or recommends nor in any manufacturer or company. Green Seal's evaluations are based on state-of-the-art science and information using internationally recognized methods and procedures. Thus, Green Seal provides credible, objective, and unbiased information whose only purpose is to direct the purchaser to environmentally responsible products and services.

Green Seal works with manufacturers, industry sectors, purchasing groups, and governments at all levels to "green" the production and purchasing chain. Among the tools Green Seal uses are product certification; purchasing guidance, including product recommendations; special projects and evaluations of products and purchasing; and policy recommendations. Thus, purchasers may use Green Seal's assistance in a variety of forms – certified or recommended products; manuals on best practices and product criteria; environmental specifications and standards for products; and evaluations of specific cases or situations.

**Current Focus**

Green Seal's work with governments has grown over the last several years since it began working primarily at the Federal level. With a combined purchasing power of over half a trillion dollars annually at all levels, governments have the largest potential to help society achieve sustainable



**LETTERS**

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

consumption. To address this opportunity most effectively, Green Seal recently launched the Greening Your Government Program. The GYGP vastly expands previous work to encompass governments at the Federal, State, and local levels. Green Seal provides assistance in purchasing, operations, and facilities management through product evaluations and recommendations, manuals, certification, and special projects.

Examples of this work include development of major environmental standards for degreasers, institutional cleaners, and adhesives for the U.S. Army, Aberdeen Proving Ground; an evaluation of the paint inventory at APG; a manual on green building maintenance for the Commonwealth of Pennsylvania; and a project to certify 50 hotels in key travel areas of Pennsylvania and 5 hotels in the District of Columbia. Green Seal expects to be working with a number of other Federal agencies, States, and localities in the coming months.

More information on Green Seal can be found by visiting their Web site at:  
<http://www.greenseal.org/index.html>.

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**May is Asthma Month in the United States. Below are Some Quick Facts on Asthma**

Asthma has become the most common chronic health problem among children in the United States today. Like a distant freight train moving forward, it has rolled into American classrooms where we have seen occurrences of asthma increase by more than 72 percent since 1979. Indeed, it is now reaching epidemic proportions, with more than five million U.S. school-age children afflicted by the illness.

Asthma is a disease that causes the air tubes in the lungs to narrow, making breathing difficult. It's the most common disease of childhood, accounting for one-fourth of classroom absenteeism. And it is believed that the use of many traditional cleaning products either directly or indirectly trigger asthma attacks in children.

**Quick Facts About Asthma:**

Asthma affects about 15 million Americans.

Asthma is much more prevalent among children than adults. Of the 15 million Americans that have asthma, about four million of them are under the age of 18.

The percentage of African-Americans with asthma is higher than other ethnic groups with the condition (5.3 percent vs. 4.7 percent, respectively).

Between 1979 and 1989, the percentage of the population with asthma increased by 60 percent.

More asthma sufferers live in urban rather than rural areas.



**LETTERS**

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

Asthma is more prevalent in the US and western Europe than in other parts of the world

For more information about asthma may be found by visiting the [American Lung Association Web site](#).

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## Steps Parents Can Take to Minimize Asthma Triggers in the Home

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May is Asthma Awareness Month in the U.S. The goal is for everyone to become more familiar with the circumstances and conditions that trigger asthma attacks - especially among children - and what can be done to prevent them. For jansan sales people selling Green Cleaning products, it presents a significant opportunity to discuss the importance of environmentally preferable cleaning supplies and their role in reducing asthma and other respiratory

Below are some of the major triggers of allergy and asthma symptoms in children and suggestions on how to preven them. Avoidance of these triggers can dramatically improve a child's respiratory condition, alleviating sickness and the need for multiple medications.

Limit child's play outside on ozone action days.

Make sure there is no dangerous mold growing in house, especially in your child's bedroom.

Change the HVAC air filters in your house once a month.

Switch to environmentally preferable cleaning products.

Keep pets out of the bedroom, and make sure there are no cockroach infestations.

If you have carpet, use high-filtration or HEPA-filter vacuum cleaners to clean up the dust.  
Switch to environmentally preferable cleaning chemicals to clean the home.

Control exposure to dust mites in child's bedroom by using dust mite covers on child's mattress and pillows. Covers can be purchased at most department stores.



### LETTERS

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

Limit the number of stuffed animals in the room and wash your child's bedding once a week in hot water to kill dust mites.

Don't smoke in the house or car. If you must smoke, do it outside, wear an overcoat to cover your clothes and leave the coat outside.

More information on asthma and other respiratory illnesses, visit the [American Lung Association](#).  
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By itself, a cleaning service cannot “cure” a sick building. Improving indoor air quality often requires a combination of approaches, including changes in maintenance, construction, and cleaning practices. No matter what a cleaning service does, a building will continue to have indoor air quality problems as long as:

- The HVAC (heating, ventilating, and air conditioning) system is inadequate, contaminated, or dirty.
- The relative humidity is under 30 percent or above 60 percent (depending on the season).<sup>1</sup>
- Emissions from another part of the building enter the general air circulation
- There is significant off-gassing of volatile organic compounds (VOCs) from furnishings or building materials.

But a cleaning service can be an integral part of the solution to poor-quality indoor air. Even nonproblem buildings can significantly benefit from an environmentally oriented cleaning program.

A study of cleaning effectiveness and indoor air quality, performed by Research Triangle Institute (RTI) for the US Environmental Protection Agency (US EPA), found that “an organized cleaning program based upon environmental management principles and fundamental environmental protection guidelines contributed to improved indoor air quality through reduction of total suspended particles, total volatile organic compounds, and culturable bacteria and fungi.”

In contrast to routine housekeeping, improved cleaning techniques can significantly improve indoor environmental problems. In the RTI study, improved cleaning resulted in the following reductions in biopollutants:



### LETTERS

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

- Total airborne bacteria (37 percent)
- Total airborne fungi (62 percent)
- Total non-floor surface bacteria (29 percent)
- Total non-floor surface fungi (25 percent)
- Carpet-dust endotoxins (72 percent)

### **Cleaning to Improve Health**

The following “Environmental Management Principles for Cleaning” come from the Research Triangle Institute study:

- Focus cleaning on specific objectives.
- Emphasize protecting health and maintaining or restoring valuable property.
- Coordinate cleaning with other basic environmental management strategies.
- Control pollution at the source.
- Limit polluting activities.
- Ventilate buildings to dilute indoor contaminants.
- Design buildings and the ventilation system to optimize indoor air quality.
- Follow fundamental environmental protection guidelines.
- Maintain safety for all workers and occupants.
- Clean for health first and appearance second.
- Clean to maximize extraction of pollutants (particles, gas, and biopollutants) from the occupied space.
- Minimize chemical, particle, and moisture residues.
- Minimize human exposure to pollutants.
- Clean to improve the total environment.
- Dispose of cleaning waste properly.

While these principles may, at first glance, seem obvious, they are actually a radical departure from the traditional idea that cleanliness means a sparkling, “whiter than white” appearance.

Source: INFORM, Inc., a national non-profit organization that identifies practical ways of living and doing business that are environmentally sustainable.

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## The Ashkin Group to Form Alliance with Scientific Solutions

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The Ashkin Group, Bloomington, IN, a Green consulting firm, has announced an alliance with Scientific Solutions, a San Francisco, CA-based healthcare consulting company.

"The goal of the alliance is the mutual development of projects and business opportunities supporting Green Cleaning, sustainability, public hygiene and public health," says The Ashkin Group president, Stephen Ashkin.

The Ashkin Group is well known within the jansan industry as the oldest—and most vocal—proponent of environmentally preferable cleaning products and Green Cleaning systems.

"We welcome the opportunity to collaborate with The Ashkin Group to develop the solid scientific support necessary to make informed decisions about Green Cleaning and public health." says Scientific Solutions Founder and Senior Scientist, Larry Weiss, M.D.

Scientific Solutions is a healthcare consulting group with extensive experience applying rigorous, evidence based methodology to solve challenging problems in medicine, public health, and infection control.

### Respect, Credibility, and Opportunity

"One of the things that impresses me most about Scientific Solutions is its credibility, technical expertise, connections to major consumer corporations and the medical community combined with its strategic marketing know-how," says Ashkin. "These things taken together provide a unique opportunity to truly make an impact in the marketplace."

Ashkin adds that his collaboration with Scientific



### LETTERS

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

**[POST LETTER]**

Solutions will help more people and industries realize the close connection between cleaning and health.

"We will be combining our business resources, networks, and professional experiences to accelerate the adoption of environmentally preferable and sustainable cleaning products and systems," he says. "And one of the most exciting outcomes may be the commercialization of some new Green technologies that will positively impact public health and the environment."

This is just the latest in a series of alliances for The Ashkin Group. Last year, The Ashkin Group joined forces with Segura & Associates, Huntington Beach, CA, a consulting group with expertise in several aspects of the cleaning industry, and Richard Ellis, an attorney and public health expert with a lifelong interest in cleaning, environmental health, and safety engineering.

"These alliances are helping us not only spread the word about the merits and benefits of implementing Green Cleaning strategies but are also helping the jansan industry realize the many opportunities Green Cleaning presents them from a business perspective," says Ashkin. "Clearly we are witnessing the transformation of the cleaning industry and we believe that by collaborating we can accelerate the rate of change and demonstrate that going "green" is not only the right thing to do, but a good business strategy as well.

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

- April 8th, 2005; Washington, DC Resilient Floor Covering Institute; requested to make a presentation on Green Cleaning and how this trend will affect resilient floor product manufacturers.

- April 18th, 2005: Tampa, FL; IFMA presentation for Utilities Sector Council on Green Cleaning and What It Means To Facility Managers.

- April 21st, 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, 2005; Toronto, Canada; CanClean 2005 the annual trade show for the Canadian Sanitary Supply Association; presentation on Green Cleaning: What It Is & What It Can Mean For Your Business.

- May 4-6, 2005; Chicago, IL; Green Design Solutions for Hospitals & Schools Conference: Presentation to focus on design issues for architects and interior designers regarding the impacts their designs have on cleaning, health, cleaning budgets, and environmental impacts.

- May 16th, 2005; New York City, NY; Greater New



**LETTERS**

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

York Healthcare Association: Green Cleaning Workshop.

- May 19th, 2005; Washington, DC; ISSA Legislative and Regulatory Forum; requested to provide an update on LEED-EB.
- June 2nd, 2005; Chicago, IL; Greening the Heartland Conference (regional USGBC): panel presentation on Green Cleaning and how it affects LEED-EB.
- September 9th, 2005; Teleconference for Hospitals for a Healthy Environment (H2E): Telepresentation on Green Cleaning in Healthcare.
- September 28th, 2005; Halifax, Nova Scotia, Canada; Canadian Sanitary Supply Association (CSSA) Regional Workshop - Green Cleaning Presentation.
- October 18th, 2005; Las Vegas, NV; conducting a High Performance Healthy Cleaning Workshop at ISSA's Annual Convention. For fee workshop co-sponsored by the US Green Building Council and ISSA will focus on meeting the cleaning requirements associated with LEED-EB.
- October 20th, 2005; Las Vegas, NV; ISSA presentation providing an update on the Green Cleaning Movement.
- October 21st, 2005; Las Vegas, NV; International Executive Housekeepers Association (IEHA) Annual Convention in conjunction with ISSA; Green Cleaning presentation.

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