



THE ASHKIN GROUP, LLC

— DESTINATION GREEN —

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Wednesday, June 15, 2005

Issue 5

VOLUME 1 ISSUE 5

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Welcome to DestinationGreen

This month's DestinationGreen provides several excellent Green Selling articles that are must reads. And you won't want to miss the articles on Greening US Cities and the Benefits of Going Green. These articles, plus all the others can help you sell more and become a Green Cleaning expert.

[FULL STORY]



Green Selling Tip: "Needs" Selling Versus Product Selling

Schools, universities, hospitals, nursing homes, and office buildings are each different. To effectively sell each segment, we discuss what each uniquely "needs" and how best to approach them.

[FULL STORY]

Green Selling Tip: Understanding the Benefits of Going Green

This outstanding article provides a long list of the benefits of going green. If you sell to green building owners and managers, you'll want to read this article so that you can talk their language. (This is Part 1 of a 3 part series)

[FULL STORY]



Green Selling Tip: Green Cleaning as a Marketing Tool

Green Cleaning is a selling point which can help rent space faster and keep tenants longer. Read what building owners and managers are reading. If you can help them, then you can increase your sales.

[FULL STORY]



Implementing Green Cleaning: The Greening of U.S. Cities has Begun.

Decision-makers in cities nationwide have started to think green—and LEED is a growing trend. Read about cities all over the country who are making the commitment to go green

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Manufacturer Support

Do you believe the manufacturer of your Green Cleaning products is providing you with the support, training, and education you need to sell the products?

- It is excellent
- It is good but could be better
- Satisfactory
- Needs improvement
- It is seriously lacking

[See Results](#)

ARCHIVE

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 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

and why they are good prospects for Green Cleaning.
[FULL STORY]

New On the Site: Why We Need More Thorough Cleaning

This month's "On the Site" article shows how cleaning is not merely an expense to keep floors looking shiny, but rather an important tool to support an organization's most important asset – its people! A valuable article you won't want to miss.
[FULL STORY]

Health & the Environment: Chemicals in plastics harming unborn boys

A new study identifies commonly used chemicals (phthalates) as causing harm to unborn children. The study may be suggesting some of the issues that will drive future Green Cleaning products.
[FULL STORY]

Green in the News: New York City Reduces Smoky Diesel

Diesel exhaust, often found spewing out of city and school busses, is a dangerous air pollution source. It can trigger childhood asthma as well as a variety of other respiratory illnesses. If you sell schools, you'll want to read this article.
[FULL STORY]



Green Group of The Month

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 the Center for Health, Environment, and Justice. Learn more about this worthy organization and why they may be important to you and our world.
[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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July 20, 2005
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March 9, 2005
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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
Environmental Building News

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Lots of Green issues have happened since the publishing of last month's DestinationGreen. From General Electric's (GE) CEO Jeffrey Immelt making a landmark announcement that "we believe we can help improve the environment and make money doing it," in a speech committing huge resources to GE's new strategic direction.

To California Gov. Arnold Schwarzenegger signing an executive order that pledges to reduce the state's emissions by more than 80% in the next half-century. And just look at this month's selection of cleaning industry trade publications. They are filled with featured articles and cover stories that Green Cleaning is here, and here to stay. No longer is "green" just for hippies and tree huggers, but is proving to be a sound business strategy that you too can benefit from.

I can't thank you enough for taking the time to read DestinationGreen. This month's articles are intended to have only one purpose – to help you sell more Green Cleaning products. After all, unless we change what products are customers are using, nothing changes. And unless manufacturers realize sales and profits fueling the return-on-investment that went into developing their new green products, they will not be able to justify future investments in even greener technologies.

Thus, the faster we sell products that reduce impacts are worker and occupant health, the better. The faster we sell products that reduce the depletion of natural resources and pollution after use and disposal, the better. The faster we implement programs that provide better training, professionalism, respect and dignity for the workers in our industry, the better. And since we need our customers to buy these products and programs from someone, we'd prefer they buy them from you!



LETTERS

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

[POST LETTER]

So please take some time and read this month's DestinationGreen. We have included not one, but three excellent Green Selling articles. I think you'll especially find "Needs" Versus Product Selling to be valuable. And you won't want to miss the articles on Greening US Cities and the Benefits of Going Green. These articles, plus all the others can help you sell more and become a Green Cleaning expert.

And if you like what you're reading, please tell your friends and sales colleagues. Margaret Mead once said "never doubt that a small group of thoughtful, commitment citizens can change the world. In fact, it's the only thing that ever has." Together we can change the world.

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When selling a product such as a case of toilet bowl cleaner or paper towels, there is very little consideration given to the type of account we are selling to. Whether it is a school, university, hospital, nursing home, commercial office building, etc. – barrowing a line from Shakespeare, “a toilet by any other name is... well a toilet”. And whether that toilet, mirror, carpet, floor, etc. is in a school, university, hospital and so on, it really doesn’t matter when it comes to product selling. We sell the product basically the same way regardless of the account.

Many of us were taught to sell by the “show and tell” method. Always bring a new product to a sales call and it is especially effective when we have a little demo kit to magically show the customer how the product works. Find a “need”, demonstrate the product, and make the sale – easy as 1-2-3.

This elementary selling approach is valuable for all jansan sales people to master, and will always be an important skill for sales reps who work directly for product manufacturers. But distributor sales reps and sales reps working for building service contractors are different, especially when it comes to selling Green Cleaning – that is if you want to truly meet your customer’s needs and maximize your sales and commissions.

While the concept is still the same – finding the “need” takes on a whole different meaning when selling Green Cleaning programs. For the greatest success, you must clearly understand your customer’s “needs” and recognize that the “need” changes depending on the account. For example, when selling to a commercial office building housing a large calling center, their primary objective might be to increase productivity, sales and profits through creating a cleaner and healthier environment which is more conducive to making more uninterrupted calls – more calls, more sales and profits.

LETTERS

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However when selling a school, they do not measure success in the same way as the commercial office building. So if we approach a school in terms of increasing productivity, sales and profits the school may feel that you do not understand their “needs” making it more difficult to make a sale.

The following are some of the strategies for selling to a variety of different market segments:

- **Schools:** The “needs” of schools are focused around improving attendance and student performance on standardized tests. For example, the Healthy Schools Campaign calculated that a half-percent increase in attendance would result in an additional \$300,000 in funding for some larger school districts from the State of Illinois. Other studies, such as the Charles Young Elementary School found that after a major renovation in which cleaning was a key component, both attendance and scores on standardized tests increased. These are the “needs” that your schools would surely like learning more about, and Green Cleaning can help them.

- **Universities:** Interestingly, we have found that the “needs” of Universities are very different from schools, even though both have a clear educational focus. Universities compete for the top students and faculty, and a Green Cleaning program offers outstanding marketing benefits (parents for example like knowing that their kids are in clean and safe environment). Universities also see their mission as being leaders and are with increasing frequency embracing sustainability principles and green building issues. And don't forget to ask if they are familiar with the US Green Building Council's LEED program – if they are, then be prepared to help them with your complete Green Cleaning program.

- **Hospitals:** The “needs” of hospitals is measured in terms of patient outcomes. Nosocomial infections (those infections acquired in the hospital) are of critical concern in a hospital and helping to implement a Green Cleaning program could be of enormous value. But other important “needs” include reducing occupational exposures to nursing and environmental services staff, waste reduction, recycling and green issues. And don't forget to ask if they are familiar with the Hospitals for a Healthy Environment's (H2E) Green Guide for Healthcare – if they are then be prepared to help them with your complete Green Cleaning program.

- **Nursing Homes:** The “needs” of nursing homes

differ significantly from hospitals because their customers use a different decision-making process for picking a nursing home. While cleanliness is and will forever remain a very important issue, but due to increasing competition, nursing homes have an increasing “need” for “marketing” opportunities that Green Cleaning can offer to help differentiate themselves from their competitors.

- **Commercial Office Buildings (owner occupied or single tenant):** The “needs” of these buildings focus around increasing productivity, quality, employee retention, sales and profits through creating a cleaner and healthier environment. As with the earlier example of the call center, more uninterrupted calls and happier occupants can result in more sales and profits.

- **Commercial Office Buildings (multiple tenants leased space):** Frequently when selling to a commercial office building with multiple tenants we are selling to a property management company. Because the property management company’s profits are not directly affected by the improved productivity of the occupants, their “needs” deal more with tenant retention, improved tenant satisfaction, reduced complaints, and marketing their property to gain new tenants. Green Cleaning can help in all of these areas.

- **LEED Buildings:** If you’re calling on a building in the US Green Building Council’s LEED program, they have a huge “need” for your Green Cleaning program. Depending on what your company has to offer, you can help them achieve a significant number of points, which is worth a lot towards their certification. But you won’t know unless you ask. And this includes every class of buildings discussed above.

We hope you have found this information helpful. If you have any questions about any particular building segment, send your question to SteveAshkin@AshkinGroup.com. And you may want to review some of the past articles in DestinationGreen about building your bundle and overcoming common objections.

The goal of The Ashkin Group is to get schools, universities, hospitals, nursing homes, commercial buildings and more to buy Green Cleaning products. And since they have to buy them from someone, we prefer they buy them from you! Good selling.
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No one has to tell building owners and operators about the competitive nature of the real estate market. Sure, "location, location, location" goes a long way, but what if you're strategically located next to another great building? How, then, do you differentiate your building to attract new tenants? What, too, can you do to increase the level of satisfaction among all building occupants, including existing tenants and employees, in the case of an owner-occupied building?

Green cleaning is a strategy that helps your facility stand out from the pack. At its most basic, green cleaning involves improving customer service. It entails reducing environmental impact from the products, procedures and equipment used to keep a building clean. But more important, green cleaning can eliminate the contaminants that negatively impact people's health and performance, as well as the operation of sensitive equipment, such as computers. But, if you don't tell customers what you're doing for them, how will they ever know?

Many facilities have begun to address these issues. Says George Lohnes, vice president of marketing for UNICCO Integrated Facilities Services: "We are beginning to work with many building owners who are experimenting with communications programs to let their tenants know about the objectives and the benefits of green building management. One of the more significant communications programs for building owners is centered around their sales process."

"They are now including green issues in their sales presentations as a means of differentiating their properties and bringing added value to their relationships with prospective tenants," Lohnes adds.

The Green Cleaning Message



LETTERS

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

The first step in a green cleaning marketing campaign is to communicate your message in a positive manner. Green cleaning is a value-added service you provide because you care about people, you care about the environment and you care about a customer's bottom-line productivity. Green cleaning also is based on cutting-edge technologies and products that have become more readily available. At all costs, avoid suggesting that green cleaning is a "solution" to existing problems or to a previous cleaning strategy that was harmful to building occupants.

The next step involves selecting methods of communication. Include information about your green cleaning campaign on your external Web site, or in brochures mailed to prospective tenants. Encourage the facilities department to submit articles to your organization newsletter or internal Web site about the use of backpack-style vacuums that improve suction and provide better filtration, or microfiber dusting cloths that hold onto more dirt and dust, or entry mats that collect dust and prevent it from being spread throughout the building — or green cleaning chemicals that reduce risks to both health and the environment.

A more subtle but highly effective method of communication is through information stickers. For example, we recently worked with the World Bank to introduce recycled-content paper towels in its facilities. Because the client was concerned about how occupants would perceive the change, we developed a sticker placed on all towel dispensers stating that each year, 4.5 billion pounds of toilet tissue and paper towels are used in bathrooms and that by switching to recycled-content paper, users were helping save 25 million to 50 million trees. People want to know that they are making a difference and the "wow!" factor can go a long way in making a telling point.

Announce Major Cleaning Events

The third step is to be proactive in your communication. Most facility staffs undergo major cleaning events, such as stripping floors on a quarterly or yearly basis. And, chances are that any activity that building occupants can smell, hear, or see is going to be a point of concern. Prior to the start of such work, send a memo to building occupants or post a notice in your cafeteria or break rooms informing building occupants of the work that is scheduled to begin. This also is your opportunity

to educate tenants about green cleaning products used in the process. Be sure to include a phone number for people to call with any questions or concerns.

Being proactive also means encouraging building occupants to call regarding housekeeping concerns, such as a lack of toilet paper or paper towels in the restrooms, or even a spilled cup of coffee on the conference room carpet. After all, it's less expensive and less hazardous environmentally to clean up a spill when it's wet versus when it's dry and has become a stain.

In the end, most tenants aren't going to seek out green cleaning as a lease requirement for moving into a new building. But, it can be a selling point that swings a deal in your favor. Wouldn't you rather be taking down your "for lease" sign than watching a new tenant move in next door? Stephen Ashkin
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The building owner ultimately calls the shots, so getting that person or group on board early is essential. But not every owner will find the same arguments compelling: a hospital board may opt for green because certain green features promote healing, a commercial office property holding company may incorporate green features to speed the lease-out and thus lower carrying costs, a federal agency may desire green features to improve employee morale and increase job retention.

Even within a single project, different team members often have different reasons for promoting a green agenda. The architect may promote environmental measures because she feels it's the right thing to do. The facilities manager who will take care of a building may recognize inherent durability and maintenance advantages. And the owner may look strictly at bottom-line financial benefits of green.

Note that while a green building might theoretically be able to achieve all of these benefits, most green buildings do not. For any specific project, it is important that any claims about the benefits are associated with green strategies that are actually being implemented-or at least considered-for that project.

Further, there are green buildings in which benefits that are not achieved-such as durability-may render other benefits irrelevant. If poor moisture control results in premature building failure and the growth of mold, those problems could undo key benefits of the building, such as providing a healthy indoor environment. Green building is not only about adding together different green features-and green benefits-it is about how these systems fit together to create a building that works.



LETTERS

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

There are lots of reasons for building green, none necessarily better than others. This article examines the spectrum of reasons, providing short explanations for 46 benefits. Even if many of these items are already familiar, this list may provide some new insights and help you convince your next clients to pursue an even deeper shade of green.

Streamlined permitting and approvals

For some, but not all, green projects, regulatory delays and difficulties may be reduced as a result of green measures. A project that is designed to minimize loss of open space or that will result in less stormwater runoff, for example, can greatly reduce concerns by local citizen groups and planning commissions. (On the other hand, innovative development schemes may be unfamiliar to regulatory and citizen groups and result in additional review-but this outcome is less common.)

Reduced infrastructure costs

Substantial first-cost savings can often be achieved with green building through differences in how infrastructure is handled. For example, innovative stormwater infiltration systems can reduce or eliminate the need for storm sewers and stormwater detention ponds; narrower streets to slow traffic can reduce paved area; and clustering buildings on a site can reduce the amount of paved area and the length of sewers and utility lines. For some projects, the infrastructure savings are so significant that they can pay for other green features with higher construction costs.

Reduced material use

Designing smaller, more compact houses and other buildings can save a substantial amount of materials. Because construction waste volume is generally proportional to building size, smaller buildings also generate less construction waste-another savings (see next item). Keep in mind, though, that other strategies, such as daylighting, may conflict with the goal of keeping the building geometry simple.

Savings in construction waste disposal

Disposal of construction waste was once an almost insignificant component of construction costs, but it has become significant in many regions. Reducing construction waste through optimizing building

dimensions (designing on a two-foot module, for example) and separating and recycling waste can dramatically reduce these costs. Architect John Boecker, AIA, saw savings of \$20,000 and \$30,000 through these strategies on two recent projects: a \$2.5 million office building and a \$7.5 million school, respectively.

Savings from downsizing mechanical equipment

By improving the energy performance of a building envelope, it is often possible to downsize mechanical equipment as well as perimeter heating systems. With air-conditioning equipment, the cost is fairly proportional to the cooling capacity, so a reduction in cooling load translates into savings quite directly. (The correlation between heating capacity and cost is less direct.) Once loads have been reduced significantly, whole new approaches to heating and cooling sometimes become available—for example, using radiant systems rather than air distribution for heating and cooling, and separating ventilation air from comfort air. In some cases, by going even further with improved envelope energy performance, it's possible to totally eliminate heating or cooling equipment—and in the process pay for much or all of the envelope improvements.

Tax credits and other incentives

A few states and municipalities offer tax credits and other financial incentives to developers of green buildings or buyers of green products, such as efficient clothes washers and water heaters, that might go into such buildings. New York, New Jersey, Maryland, and Oregon are among states that offer significant green building tax credits. Also, a growing number of local municipalities offer incentives for green building.

Lower energy costs

Reduced energy use is often the single most obvious economic benefit of green buildings. Minimizing energy consumption is a priority in nearly all green buildings—from single-family houses to skyscrapers. Green buildings commonly use less than half as much energy as their conventional counterparts, and some green buildings consume less than a quarter as much energy. Much of this benefit often comes from an improved building envelope and more energy-efficient equipment, but, with residential projects, simply creating smaller houses can save tremendous

amounts of energy—even without improving the envelope. In addition to reducing energy usage, many green design strategies lower peak energy demand, which has a huge impact on the energy costs of nonresidential buildings. If energy costs continue rising, as they have during 2004 and 2005, energy savings will become an even greater driver of green building.

Lower water costs

Many resource experts are more worried about freshwater supply than energy supply over the coming decades. Through a combination of indoor and outdoor water conservation strategies, many green buildings are using less than a quarter as much water as conventional buildings. In addition to conserving water, some green buildings collect water off their rooftops or separate graywater from the waste stream for use in landscape irrigation. A few green buildings, such as the Solaire high-rise apartment building in New York City and the Pennsylvania DEP office building in Norristown, Pennsylvania, include self-contained water collection and treatment systems to provide nonpotable water for toilet flushing and irrigation from wastewater. Very high water costs or high hook-up fees can be a motivation for strategies such as this.

Greater durability and fewer repairs

A very important, yet often overlooked, feature of green buildings is durability. Well-designed and properly built green buildings will not experience moisture problems because sound building-science principles were incorporated into the design and construction. Durable buildings cost less to operate because repairs and replacement of failed building components are less common. Although durable building materials and equipment may cost more up front, their life-cycle costs are often lower than conventional products because they last longer and require fewer repairs. Green (vegetated) roofs, for example, can significantly increase the durability of the roof membrane by protecting it from exposure to UV light and thermal shock.

Reduced cleaning and maintenance

Some green building strategies, materials, and products require less maintenance or reduce the need for cleaning. A rain-screen siding detail, for example, reduces the need for repainting wood siding. Track-off entryway grates and carpeting keep

a building cleaner by capturing dirt before it enters the building-and thus reduce the costs of cleaning. A natural landscape created with native plants generally requires significantly less maintenance than conventional turf and shrubbery.

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New York City Mayor Michael R. Bloomberg has signed five important new laws (May 2005) to reduce air pollution in the city, including a measure to sharply reduce smoky diesel exhaust from school buses, tour buses, and sanitation trucks. These laws constitute the most significant overhaul of the City's vehicle pollution laws in fifteen years, according to NRDC (Natural Resources Defense Council).

"Diesel vehicles are one of the most dangerous air pollution sources left in the city. Cleaning them up will bring a huge improvement in the quality of life for all New Yorkers," said Richard Kassel, NRDC Senior Attorney and director of its Clean Vehicles and Fuels Project. "Mayor Bloomberg and the City Council are doing a great thing for everybody who breathes New York City air."

Diesel soot triggers asthma attacks and other emergencies, bronchitis, cancer, emphysema and as many as 1,800 premature deaths in the City every year. It also contributes to the region's summertime smog. New York City fails to meet the federal health standards for both smog and soot that have been set by the U.S. Environmental Protection Agency.

The new laws signed today will require diesel school buses, tour buses, and sanitation trucks to use ultra-low sulfur diesel fuel, and to install the most effective pollution control devices available. Together, these steps can cut emissions by more than 90 percent. Other bills in the package require municipally-owned vehicles to use the lowest-emission vehicles possible, and cut NYC vehicle fuel consumption by twenty percent by 2009.

"Diesel pollution is a fixable problem," continued Kassel. "These new laws will help make the plume of black smoke that follows many school buses and garbage trucks a thing of the past."



LETTERS

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

Since the early 1990s, NRDC's Clean Vehicles and Fuels Project has worked to reduce vehicle pollution in the City. Its "Dump Dirty Diesels" campaign ran ads on the backs of MTA buses in the mid-1990s that read, "Standing behind this bus could be more dangerous than standing in front of it." Soon after, MTA agreed to buy its first 500 natural gas buses.

In 2000, NRDC and the MTA developed the nation's first fleet-wide emissions reduction plan, which created the model for today's diesel clean-up legislation. Last month, NRDC released "Smoke Out: Three Measures for Cleaning Up Diesel Air Pollution in New York City," which outlined the health threats of diesel pollution, and urged the City to pass today's legislation.

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From Atlanta to Boston, Chicago to San Francisco, Houston to Seattle, increasingly more cities are adopting LEED certification standards for city-owned building projects. These municipalities and others are paving the way for widespread use of LEED, setting an example for other municipalities and the private and residential sectors.

"The adoption of the LEED Green Building Rating System into city building codes is a powerful demonstration of civic responsibility," says Rick Fedrizzi, president, CEO, and founding chair of the U.S. Green Building Council (USGBC), the organization that created and oversees LEED certification. "This type of proactive behavior is to be applauded, and I hope it will serve as an example to other cities that may currently be considering city-wide adoption of LEED green building practices."

According to the LEED Users Summary compiled in February by the USGBC, 41 U.S. city and county governments have adopted some form of LEED certification requirements in the construction or major renovation of municipal facilities. Some of these communities have set the bar high, requiring a minimum of a LEED Silver rating.

"We are the long-term owner," notes Sarah Zaphiris, a policy advisor in the mayor's office in Boston, where LEED Silver recently was adopted as the minimum rating for city-owned building projects. "People who are building the buildings to sell can't recapture the money spent. Long-term owners can capture the operating costs. It makes a lot of sense."

Across the Map

The move to adopt LEED standards in municipal building ordinances is widespread. Up the coast from San Francisco, which has eschewed green building

since the late 1990s, cities such as Portland, OR, and Seattle have had green building ordinances on the books for several years. Atlanta passed an ordinance in late 2003 requiring all city-funded projects of more than 5,000 square feet in size, or costing at least \$2 million, to meet a LEED Silver rating.

All new city buildings in Kansas City, MO, are now required to meet LEED Silver at a minimum. The city also is participating in a LEED for Existing Buildings (LEED-EB) pilot program for its city hall.

LEED activity is popping up all over Texas. The Austin City Council passed a resolution in June 2000 requiring LEED certification of all public projects larger than 5,000 square feet. Dallas requires all city buildings larger than 10,000 square feet to have at least LEED Silver certification. Officials there also are exploring ways to encourage LEED buildings in the private sector.

In the same state, employees in Houston's Building Services Department (BSD), the city's in-house property developer and manager, had been hearing about green building and LEED guidelines from consultants and vendors for several years. In 2002, individuals from the department asked the USGBC representatives and local architectural firms to educate staff members from other city departments about green buildings.

"They helped facilitate roundtables with city representatives from Dallas and Austin so we could learn from their experiences," says Issa Z. Dadoush, director of Houston's BSD. "We concluded that the LEED framework aligned nicely with BSD's goal of providing energy-efficient, healthy buildings that are a wise investment for Houston."

Houston adopted a Green Building Resolution in June 2004, requiring all city-owned buildings and facilities larger than 10,000 square feet to use LEED to "the greatest extent practical and reasonable, with a target of LEED Silver certification."

"Many of the practices rewarded by the LEED rating system are not new but are strategies that we previously encouraged our design consultants to use," Dadoush says. Such practices include efficient lighting, stormwater management, and brownfield remediation.

"Because LEED is a flexible, option-based system, we felt that it would guide designers toward our goals without dictating design solutions. We also felt the

LEED commissioning and certification processes provided a quantified record of achievement consistent with responsible government," Dadoush notes.

LEED activity in cities isn't limited just to the West Coast and the South. In November, Boston Mayor Thomas M. Menino announced the city would adopt the LEED Silver rating as the goal for all city-owned building projects. Additionally, the city amended Article 80 of the Boston Zoning Code to require that all large projects built in Boston (20,000 square feet and larger) are LEED certifiable.

"Every day, cities are leading the way when it comes to green building," Menino says. "In Boston, our partnerships make this type of environmentally friendly building possible." Menino's Green Building Task Force - comprised of experts in development, real estate, architecture, and construction, as well as public health and the environment - is a driving force behind the city's green building movement. The task force works with private foundations and the Massachusetts Technology Collaborative to fund its work, including feasibility grants to help upcoming projects incorporate green building into their design, Menino notes.

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Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Wednesday, June 15, 2005

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Health & the Environment: Chemicals in plastics harming unborn boys

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Scientists in America have found the first evidence that common chemicals used in products as diverse as cosmetics, toys, clingfilm and plastic bags may harm the development of unborn baby boys.

Researchers have long known that high levels of substances called phthalates have gender-bending effects on male animals, making them more feminine and leading to poor sperm quality and infertility. The new study suggests that even normal levels of phthalates, which are ubiquitous, can disrupt the development of male babies' reproductive organs.

Several types of phthalates, which are used to make plastics more pliable, and have been around for more than 50 years, have been banned, but many are still produced in vast quantities.

The study was carried out by scientists from centres across the US, including the University of Rochester and the National Centre for Environmental Health.

The researchers measured the levels of nine widely used phthalates in the urine of pregnant women and compared them with standard physiological measurements of their babies.

Feminization

Tests showed that women with higher levels of four different phthalates were more likely to have baby boys with a range of conditions, from smaller penises and undescended testicles to a shorter perineum, the distance between the genitals and the anus. The differences, say the authors, indicate a feminization of the boys similar to that seen in animals exposed to the chemicals.

Shanna Swan, an obstetrician at the University of Rochester, and lead scientist on the study, said

researchers must now unravel what kinds of products are most to blame. One way that phthalates get into the bloodstream is by seeping into food from plastic packaging.

"It's going to take a while to work out which of these sources is most relevant to human exposure," she said. Although the observed differences in body measurements were subtle, they indicate that what is generally regarded as the most ubiquitous class of chemicals is having a significant effect on newborns.

"Every aspect of male identity is altered when you see this in male animals," said Fred vom Saal, professor of reproductive biology at the University of Missouri-Columbia. Levels of aggression, parenting behavior and even learning speeds were affected, he said.

First Known Effects in Humans

Andreas Kortenkamp, an expert in environmental pollutants at the School of Pharmacy in London, said: "If it's true, it's sensational. This is the first time anyone's shown this effect in humans. It's an indicator that something's gone seriously wrong with development in the womb and that's why it's so serious."

He added, "These are mass chemicals. They are used in any plastic that is pliable, whether it's Clingfilm, kidney dialysis tubes, blood bags or toys. Sorting this out is going to be an interesting challenge for industry as well as society."

The work, which is to appear in the journal *Environmental Health Perspectives*, is due to be presented at the Endocrine Disrupting Chemicals Forum in San Diego on June 3.

According to scientist Gwynne Lyons, "At the moment regulation of the chemicals industry is woefully inadequate. In England, the British government is looking at how the regulation of hormone disrupting chemicals could be made more effective. Political agreement is not expected until later this year so it remains to be seen whether the UK government has the guts to stand up to industry lobbying. If they don't, wildlife and baby boys will be the losers."
Source: Environmental Health News

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The Center for Health, Environment, and Justice (CHEJ) is the only national environmental organization founded and led by grassroots leaders. After winning the federal relocation of residents victimized by toxic waste at Love Canal, Lois Gibbs and other local activists were inundated with calls from people around the country who were facing similar threats and wanted help. CHEJ was founded in 1981 to address this need.

CHEJ believes in environmental justice, the principle that people have the right to a clean and healthy environment regardless of their race or economic standing. Their experience has shown that the most effective way to win environmental justice is from the bottom up through community organizing and empowerment. When local citizens come together and take an organized, unified stand, they can hold industry and government accountable and work towards a healthy, environmentally sustainable future.

The mission of CHEJ's is to give people the tools they need to bring it about. They carry out this mission by providing people with technical information and the training to use this information to organize to fight for their rights. Lois' experiences with Love Canal inspired her to found in 1981, what was then called the Citizens Clearinghouse for Hazardous Waste (CCHW). Today, as the Center for Health Environment and Justice, organizing and community empowerment continue to be at the core of the organization's mission.

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Calendar of Upcoming Meetings and Events

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June 1st -3rd, 2005; Chicago, IL; Greening the Heartland Conference (regional USGBC); panel discussing the US Green Building Council's LEED for Existing Buildings rating system and moderating a panel discussion on documenting productivity and health impacts from healthy buildings.

June 16th, 2005; Hamden, CT (Quinnipiac University); SNEAPPA/APPA (Southern New England Chapter of Association of Physical Plant Administrators); presentation on Green Cleaning.

September 9th, 2005; teleconference for Hospitals for a Healthy Environment (H2E) on Green Cleaning in Health Care.

September 23rd, 2005; Danville, IN; VHA (Voluntary Hospitals of America) Central Environmental Services Council; presentation will address the Value of Green Cleaning in Health Care Facilities.

September 28th, 2005; Halifax, Nova Scotia; Canadian Sanitary Supply Association (CSSA) regional meeting; presentation on Green Cleaning.

October 9th, 2005; Spokane, WA; Washington Association of Maintenance and Operations Administrators (WAMOA); Green Cleaning presentation.

October 18th, 2005; Las Vegas, NV; requested to conduct a half-day workshop on High Performance Healthy Cleaning at International Sanitary Supply Association (ISSA) Annual Convention (separate fee required).

October 20th, 2005; Las Vegas; International Sanitary Supply Association (ISSA) Annual Convention: presentation -- An Update on Green



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Cleaning.

October 21st, 2005; Las Vegas, NV; International Executive Housekeepers Association (IEHA) Annual Convention; presentation to membership on Green Cleaning.

November 9th – 11th, 2005; Atlanta, GA; US Green Building Council's annual convention GreenBuild; will participate as part of ISSA panel on Green Cleaning to help make the connection between the Green Building community and the cleaning industry.

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