



# THE ASHKIN GROUP, LLC

## DESTINATION GREEN

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

Wednesday, July 20, 2005

Issue 6

VOLUME 1 ISSUE 6

### TOPICS

Welcome Message  
 Green Selling Tips  
 Green News  
 Green Group of the Month  
 Health & The Environment  
 The Ashkin Group News  
 Stephen Ashkin's Event Calendar

### PROFESSIONAL DEVELOPMENT

Invest in your future.



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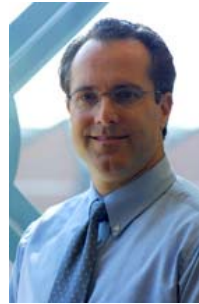
**Advance Your Career with: Soundview Executive Book Summaries**

This month's Executive Book Summaries includes "The How of Wow", by Tony Carlson who describes the process of creating and delivering great speeches and presentations that get your message heard and remembered.

Plus you get "Brand Hijack" by Alex Wipperfurth and "No Substitute for Victory" by

## Welcome to DestinationGreen

Do you spend a lot of time in your car, driving between appointments and stuck in traffic? We have a great idea for you! Take a look at the new book summaries for sales people - they can help you succeed (see the box on the left).



And please read the Green Selling Tips articles and of course we have lots of good info on Health & the Environment (check out the article on Global Warming and if you sell paper you won't want to miss the article on the Great Paper Debate) and "Green" in the News.

[FULL STORY]

## Green Selling Tip: Subdividing Segments for Greater Sales Success

Last month's Green Selling Tips article (Issue 5) discussed "needs" selling in a number of different market segments (i.e. schools, commercial buildings, healthcare, etc.). In this month's Green Selling Tip we want to help you further clarify each of those market segments specifically, as some sub-segments within each market are easier to sell than others.



[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 2 of a 3 part series; Part 1 is available by viewing our [June 2005 issue](#)).



[FULL STORY]

## Climate Change is Real

*Prepare for the Consequences of Climate Change*

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### INSTANT POLL

#### Seeking the Truth about Global Warming

What are your thoughts regarding global warming?

- This is a serious problem that man is creating.
- This is a problem but man is not creating it.
- The whole thing is total nonsense.

[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 5**  
 June 15, 2005  
 Vol. 1 Issue 5

**Issue 4**  
 May 11, 2005

Theodore and Donna Kinni.

Global Warming is an important issue among the green community and you need to know what the debate is all about. However, some do not believe this is a serious issue or, if it is, believe more study is required to see if man is contributing to the problem. The following is a very significant article on the subject produced and signed by the Presidents of nine National Academies of Sciences from around the world. Here are their thoughts on Global Warming that you can share with your friends and customers.  
[FULL STORY]



## Yale University Survey Points Out Concerns About the Environment

A majority of Americans, 52 percent, believe the environment in the United States is getting worse, while just 15 percent think it is getting better, according to a wide-ranging, just-released survey by the Yale University. And while the study is pessimistic, Green Cleaning sales people are making a positive difference.  
[FULL STORY]



## Green Seal Announces Initiation of Green Cleaning Service Standard

Green Seal has announced that it is initiating development of an environmental standard for cleaning service providers, including building service contractors, now that it has received the necessary funding. And The Ashkin Group will help direct the effort.  
[FULL STORY]



## The Paper Debate: Sustainable Forestry...With a Chainsaw?

*Is This a Greenwash?*

A counter on the home page of the Sustainable Forestry Initiative (SFI) Web site, (an offshoot of American Forest & Paper Association), lets web-surfers know that the program is responsible for saving more than 5.3 billion trees since it was launched in 1995. However, some are now questioning if the SFI is really telling the American people the truth about what and how they are protecting our forests. Are they "greenwashing" the problem?  
[FULL STORY]



Vol. 1 Issue 4

### Issue 3

April 13, 2005

Vol. 1 Issue 3

### 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

Environmental Building News

Sustainable Business

## What's Causing Cancer?

Some would suggest we are simply an aging population and cancer is a disease of the old. Not true. Recent statistics show that the net incidence rate of cancer has increased 25 per cent for males and 20 per cent for females from 1974 to 2005. And children are increasingly the victims. This makes our work and converting to green products more important than ever.

[FULL STORY]

## New Advisory Group for The Ashkin Group

As the Green Cleaning Movement continues to accelerate we want to remain true to the 'cause'. So please allow us to introduce you to our new Advisory Board. They really are some remarkable people and we appreciate their time, thoughts and efforts to help us green the cleaning industry.

[FULL STORY]

## City Must Consider Environmental Impact of Purchases

From now on, San Francisco, CA will look at such things as whether products can be recycled, whether they pollute the air or water, their energy efficiency and whether they emit toxic substances that have been found to endanger public health. The program has been tested on a limited basis for the past several years, and officials report that desirable products are available, and usually don't cost more



[FULL STORY]

## Green Group of the Month: SustainableBusiness.com

As your success as a Green Cleaning sales person continues to grow, you'll want to start investing your money in sustainable businesses. So let us introduce you to a resource to help you identify socially and environmentally responsible investments, and other green business opportunities.

[FULL STORY]

## The Ashkin Group's Upcoming Events

Here are The Ashkin Group's upcoming speaking engagements and events.

[FULL STORY]





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## Welcome to DestinationGreen

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#### Welcome Message

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What an exciting month since our last issue. The Green Cleaning Movement keeps accelerating and hopefully you are taking advantage of the opportunity not only to help make a difference, but to grow your sales and commissions.

One of the new things we have added for you is a new section on Professional Development. If you're like us, you spend plenty of time in your car between appointments. We have found that books on tape are great, but rarely do we have 6 or 7 hours to listen to the whole thing. So we found something that we really like – 20 minute summaries of the latest and greatest business books on the market – 20 minute summaries!

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What we have found is that we can listen to the 20 minute summary and always get some good ideas from it. And we can listen to it several times if we want, and if we like the summary enough we can buy the book or get a complete book on tape. But 20 minutes is great! You can still get to your meetings, make your cellphone calls, do your pre-meeting mental preparation and anything (and everything) else that needs to be done to be a success.

We strongly encourage you to invest in yourself and subscribe to the books summaries. You'll get 3 summaries a month and we recommend that in addition to the printed summaries get their cassette tapes or CDs to play in your car.

As to this month's DestinationGreen articles, there is lots of good stuff... The Green Selling Tips articles are must reads. The Subdividing Segments for Greater Sales Success will give you some better insights on how to prospect and sell within a specific segment. For example, it is easier to sell Green Cleaning to



### LETTERS

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

### [POST LETTER]

*Hijack*” by Alex  
Wipperfurth and “*No  
Substitute for Victory*” by  
Theodore and Donna  
Kinni.

private and parochial schools then public schools. We’re confident that you know most of this, but I think you might find some surprises that can help you.

There also some very good (and very important) Health & Environment articles that can help you if you are trying to become the Green Cleaning resource for your customers. There is an excellent article on Global Warming which is really a big deal among the green community and this article will help you understand what some of our planet’s leading scientists think about the subject. There is also an excellent article on the increasing rates of cancer, especially among children – tragic but true – and we in the Green Cleaning Movement are making an important difference.

And finally, please take a look at our recent announcement about our new Advisory Board. We recognize the leadership role that we play in the Green Cleaning Movement and to insure that we are being true to the ‘cause’ we have enlisted the help of some outstanding individuals in the environmental, health, social investing and other fields.

So thanks for all your hard work. What you do is really important because in the end if we keep selling the same old traditional products – we haven’t accomplished anything. So good luck selling. And remember, end-users are going to buy Green Cleaning products from someone, and we’d prefer that it’s from you!  
**[PRINTER FRIENDLY VERSION]**

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## Green Selling Tip: Understanding the Benefits of Going Green

There are lots of reasons for building and operating Green facilities, none necessarily better than others. The second part of this article continues its examination of these reasons, providing short explanations of the 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.

### Increased property value

With any income-generating (rental) property, reducing operating cost can boost the property value. This occurs because the lower operating costs increase the building's net operating income (NOI). According to the publication Benefits Guide: A Design Professional's Guide to High Performance Building Benefits, published by the New Buildings Institute, increasing the NOI of a building increases the building's appraised value by ten times the annual cost savings—a capitalization rate (cap rate) of 10%. For example, a 75,000 ft<sup>2</sup> (7,000 m<sup>2</sup>) office building that saves \$0.50/ft<sup>2</sup> (\$5/m<sup>2</sup>) per year in operating costs (\$37,500 per year), will see the value of the building increase by \$375,000. A higher building value (appraisal) can increase the loan amount available from lending institutions.

### More rapid lease-out

Green buildings—whether office space or high-rise residential property—often lease out more quickly than conventional buildings, and often with higher rental prices! Reasons for this include media exposure about environmental and health features, marketing materials that tout the low operating costs or enhanced comfort, and word-of-mouth comments about



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the look and feel of such buildings. Developer Joe Van Belleghem of BuildGreen Developments, Inc., in Victoria, British Columbia, credits green features for the rapid lease-out of his Vancouver Island Technology Park during a period of downtime in the high-tech sector. Minimizing the number of months for which lease space remains unoccupied reduces carrying costs and increases profits.

### **More rapid sales of homes and condominiums**

Green homes and condominiums often sell more quickly than their conventional counterparts. Developers Tom Hoyt of McStain Enterprises, Inc., of Boulder, Colorado, and Dennis Wilde of Gerding/Edlen Development Company of Portland, Oregon, report far more rapid sales of green buildings. Faster sales mean lower carrying costs and lower interest on swing loans, both of which increase bottom-line profits.

**Easier employee recruiting** Recruiting quality employees can be a challenge for any employer, whether a private company, government agency, hospital, or school. The quality of the space in which prospective employees will be working, including such features as daylighting, views to the outdoors, and indoor air quality, can have a significant impact.

### **Reduced employee turnover**

Green, healthy, comfortable buildings are more pleasant to work in, and employers with such buildings are likely to experience less employee turnover. With the high cost of employee recruiting and training, this benefit can offer significant economic value. In Michigan, the firm Deloitte & Touche estimates the cost of recruiting and training employees to be \$12,000 for a nonprofessional worker and \$35,000 for a professional employee. The Families and Work Institute estimates that replacing a nonmanagerial worker costs about 75% of his or her annual salary, with the figure closer to 150% for a manager. At the PNC Firstside facility in downtown Pittsburgh, employee retention was a major factor in the requirement that at least 90% of employees have views to the outdoors. Retention of

military personnel in the U.S. Navy has been a major impetus for greening Naval housing.

### **Reduced liability risk**

Lawsuits over mold in buildings and sick-building syndrome are increasingly common. Green buildings that have been designed with state-of-the-art knowledge about building science and moisture control pose a much lower risk of lawsuits related to these problems. It will surprise many building owners to learn that problems related to mold are increasingly being excluded from insurance coverage, and it is certainly within the realm of possibility that mortgage holders and commercial real-estate lenders will begin requiring some sort of quality-control certification relating to mold and durability.

### **Staying ahead of regulations**

Many of the most expensive lawsuits faced by companies today (for example, lawsuits over asbestos and PCBs) could have been avoided if companies had been more proactive in avoiding practices that might later be banned. The same goes for building owners. Planning now for future stormwater control regulations, or bans of HCFC refrigerants, certain flame retardants, or other potential health or environmental hazards could save significant costs down the road. According to the Rocky Mountain Institute book *Green Development*, "it is almost always more expensive to comply with regulations after the fact."

### **Positive public image**

The positive public image that can be realized through a commitment to healthy, environmentally responsible buildings can be tremendously beneficial. The development Dewees Island (see EBN Vol. 6, No. 2) garnered highly valuable press due to the project's leading-edge environmental policies—so much so that building lots almost sold themselves, even as their costs increased. Stanley Selengut's Maho Bay eco-resort in the U.S. Virgin Islands has realized millions of dollars' worth of free publicity through articles in the popular press about the facility's green features. Ford Motor Company's revitalization of its Rouge Plant was covered in dozens of

national magazines, including five pages in Time magazine, due to the green features; purchasing that coverage would have cost hundreds of thousands, if not millions, of dollars.

### **New business opportunities**

Specializing in green development and in green building design and construction has proven to be lucrative for many of the pioneers. As word has spread about the success of these buildings, new opportunities have fallen into the laps of many green building experts. Though difficult to measure, these benefits can be substantial.

### **Improved health**

By virtue of the materials used, moisture-control detailing, pollution- and contamination-rejection strategies, and ventilation strategies, green buildings are healthier buildings. Americans spend 85-95% of their time indoors, so the quality of the indoor environment is extremely important. Indeed, in many building sectors, ensuring healthy living and working spaces is likely to become the single most important driving force for a transition to green building.

### **Enhanced comfort**

Measures that reduce drafts, minimize floor-to-ceiling temperature stratification, and control noise improve comfort in buildings. With houses in particular, a well-insulated, tight building envelope not only reduces energy consumption but also increases comfort-and the latter is just as important to many homeowners. In commercial and institutional buildings, the controllability of individual workspaces-a feature in many green buildings-addresses the fact that different people have different needs when it comes to temperature, ventilation, and light levels. Individuals often benefit psychologically just from knowing that they have this control over their workspace environment.

### **Reduced absenteeism**

Keeping workers healthier-for example,

through control of contaminants and displacement ventilation strategies (as achieved when raised access floors are used for conditioned air supply)-can significantly reduce work lost to illness. In the oft-cited Lockheed-Martin Building 157, absenteeism dropped 15% (see EBN Vol. 14, No. 3). William Fisk, P.E., head of the Indoor Environment Department at Lawrence Berkeley National Laboratory, has demonstrated that improved ventilation systems would reduce respiratory illness by 9-20%, yielding a savings in the U.S. of \$6-\$14 billion per year (see EBN Vol. 13, No. 10).

### **Improved worker productivity**

The economic benefits of boosting productivity are tremendous, with salaries and benefits costing on average \$318 per ft<sup>2</sup> per year in a U.S. office building-compared with \$50 for technology, \$16 for the mortgage or lease, \$2.35 for energy, and \$1 for churn (\$3,420, \$540, \$170, \$25 and \$11 per m<sup>2</sup>, respectively). Just a 1% increase in productivity, for example, will more than offset the total energy costs in the average building. Studies by Carnegie Mellon University have shown productivity increases in green buildings ranging from 0.4% to 18%. As more companies come to appreciate the value of productivity improvements, this is likely to become an increasingly important driver of green building. For more on productivity benefits, see EBN Vol. 13, No. 10.

### **Improved learning**

In schools, such green features as daylighting, noise control, and views to the outdoors are being shown to increase rates of learning. A landmark 1999 study by the Heschong Mahone Group (HMG) found that daylighting in the Capistrano, California, school district increased the rate of learning by 20-26% (see EBN Vol. 8, No. 9). More recent studies by the same group in a different school system found a positive correlation between views to the outdoors and learning rates. Awareness of these benefits will influence school boards in their decision-making about school building design.

### **Faster recovery from illness**

Views to the outdoors and connections to nature have been shown to promote more rapid healing in hospitals, while displacement ventilation can dramatically reduce the spread of illness through airborne viruses and bacteria-an increasing problem in many hospitals. Green building features such as these are increasingly being viewed as strategies for reducing healthcare costs. The nation's largest healthcare provider, Kaiser Permanente, which plans to build more than two dozen hospitals in the next decade, is committed to a comprehensive green building agenda.

### **Increased retail sales**

A 1999 HMG study of 108 big-box stores in California found that daylighting increased sales by 40% (see EBN Vol. 8, No. 9). A more recent HMG study of another retailer's 74 stores in California found a 1-6% increase in sales that was correlated with daylighting. While less dramatic than the earlier study, the new study showed the increased sales benefit of the daylighting to be worth at least 19 times as much to the company as the energy savings provided by that daylighting. As this sort of information trickles down to the management of retail chains, daylighting and other green building strategies are likely to become the norm.

MUNITY BENEFITS

### **Reduced demand on municipal services**

Many green buildings have lower water demands and produce less wastewater than conventional buildings, thus reducing demand on municipal services. In areas where droughts are frequent or where municipal water utilities are already pushed to capacity, this benefit of green building can be significant. With Oakes Hall at the Vermont Law School (see EBN Vol. 9, No. 5), a moratorium on new hook-ups to the town's wastewater treatment plant drove a very aggressive water conservation agenda, which included composting toilets in the building. Even when capacity is not a problem, the use of energy and chemicals in sewage treatment plants is proportional to treatment volume, so reducing sewage volumes is environmentally attractive.

### **Reduced erosion and stormwater runoff**

Some of the most localized environmental impacts of buildings are the erosion that occurs during construction and the increase in stormwater runoff that results from added impervious surface. Site management, landscaping, and other features of green building can dramatically reduce both of these problems. By incorporating green roofs (see EBN Vol. 10, No. 11), rooftop rainwater harvesting systems (see EBN Vol. 6, No. 5), porous pavement (see EBN Vol. 13, No. 9), and other practices to provide for on-site stormwater infiltration (see EBN Vol. 3, No. 5), the environmental impacts of stormwater runoff can be significantly reduced.

### **Reduced automobile use, traffic congestion, and sprawl**

Green building should look beyond the individual building to how well that building is integrated into the community and the regional highway infrastructure; a high priority should be to lessen dependence on automobiles. Clustering buildings, mixing residential and commercial uses, linking buildings by pathways, building near light-rail and bus routes, and providing facilities and incentives to encourage commuting by means other than private automobiles can all help to reduce automobile use and traffic congestion. Reduced traffic congestion in an area improves the quality of life, boosts productivity (because people spend less time in traffic), and reduces air pollution. Such changes can also keep people healthier by enabling them to get more exercise (see EBN Vol. 13, No. 2).

### **Creating "community"**

Development patterns that have been common during the last half of the 20th century have contributed to a loss of community in many areas. Green development, when implemented on a community scale, can help to reverse these trends and return to people-focused neighborhoods in which residents interact with their neighbors. Safety increases with more "eyes on the streets" and dependence on automobiles decreases. These ideas are among the key principles of New Urbanism or neo-traditional development-design and planning ideas advanced by the Congress for the New Urbanism. While not all New Urbanist

development is as green as it could be, green building and new Urbanism should go hand-in-hand.

### **Support of local agriculture**

A key feature of green development is the preservation of open space-both for ecosystem benefits (see below) and to protect farmland. Some of the most exciting green developments that have been created over the past few decades, such as Village Homes in Davis, California, Prairie Crossings north of Chicago, and numerous cohousing projects, incorporate sustainable agriculture as a key component of the development. Often, houses are located on steeper topography so that the flatter land best suited for agriculture can remain in productive use.

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## Green Selling Tip: Subdividing Segments for Greater Sales Success

To be successful selling Green, you should think about prospecting as a "funnel" (a lot goes in the top, but only a few come out the bottom) recognizing that some prospects will close faster with fewer hurdles and barriers compared to others. These are important issues when a sales person has a quota to meet each month with limited time to prospect and hunt for new accounts.

The following are a list of market segments, consistent with how the information was presented last month. We recommend that you construct a simple prospecting matrix for each of these market segments, breaking each down by ease of sale.

Once you get a success in a particular segment, you can use that success as an example of your ability, build your own credibility, and establish yourself as a leader as you continue to prospect for more challenging sub-segments. And don't forget that once you land a new account to ask them to introduce you to their friends and peers who could also benefit from a Green Cleaning program.

- Schools: Small school districts are easier to sell than large school districts. Private and parochial schools are easier to sell than public schools. More affluent schools are easier to sell than poorer schools. Newer schools are easier to sell than older schools.
- Universities: Smaller universities are easier to sell than larger universities. Private universities are easier to sell than public universities. Universities that are broken down into "campuses" or "colleges" often purchase independently from one another and are easier to sell than a university where all purchasing is centralized. A more affluent or better endowed



### LETTERS

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*Hijack* by Alex Wipperfurth and *No Substitute for Victory* by Theodore and Donna Kinni.

university is easier to sell compared to a university with lower financial resources.

- **Hospitals:** Hospitals are challenging primarily due to the critical nature of their health mission, the risk and challenges associated with infection control requirements, and regulations creating barriers to change. Smaller, independent, and poorer hospitals may “value” your expertise on Green Cleaning compared to larger groups of hospitals that have internal expertise on the subject.
- **Nursing Homes:** Compared to hospitals, nursing homes are much easier to sell. But within the nursing home segment some are easier to sell than others. Independents are easier to sell than chains. More affluent nursing homes are easier to sell than poorer nursing homes. Private nursing homes are easier to sell than public ones.
- **Commercial Office Buildings:** Owner occupied buildings that are self-managed are easier to sell than buildings using a third-party management company. Privately owned buildings are easier to sell than publicly owned and managed buildings. Buildings with a single tenant are easier to sell than multiple tenant buildings. Newer commercial buildings are easier to sell than older ones. Class A buildings are easier to sell than Class B or C. Corporate headquarter and “showcase” buildings are easier to sell than buildings that are just utilitarian.
- **LEED Buildings:** LEED buildings are certainly easier to sell compared to buildings where the owners and managers aren’t already tuned into “green”. However, Green Buildings follow the same issues as identified in the segments listed above.
- **Lodging & Hospitality:** Last month we did not address these segments because in general they have been very slow to embrace “green” issues for a variety of issues (we will do a future article on the reasons for this). However, this shouldn’t stop you from trying. Independents are easier to sell than chains. Smaller chains and franchise operations are easier to sell than larger operations. Resorts and upscale facilities are easier to sell than economy class or fast food establishments.

- **Building Service Contractors:** We did not cover BSCs last month and this segment desires an entire article, which we will do in the future. Our recommendation is to discuss with all of them. You may be surprised who is interested.

Once you develop your matrix you can prioritize your prospecting list. From this we encourage you to contact them and try to setup a "pilot" program (see Issue 3) which includes your entire "green bundle" (see Issue 2) to demonstrate how your program will work. Once you have a few Green Cleaning success stories, it will become easier and easier to expand within the segment. Good luck selling. Remember, they have to buy these products from someone, and we would prefer they buy them from you!

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Green Seal Announces Initiation of Green Cleaning Service Standard

"I am pleased to report that we have raised the base funding required to initiate developing the green cleaning service standard," said Arthur Weissman, Ph.D., President and CEO of Green Seal. "We are grateful for the generosity and support of the charter companies who each contributed \$10,000 toward developing the standard.

"We are now issuing a general call for stakeholders interested in participating in the standard, starting with the scoping phase," said Weissman. "Green Seal develops all of its environmental standards in an open and transparent process. There will be opportunity for all stakeholders or interested parties to comment when the standard is proposed for public review. In addition, stakeholders who want to be more actively involved can send Green Seal a message to that effect (email with their contact information, if they have not already done so. We will strive to keep such stakeholders regularly informed, and actively solicit their feedback on key issues," he added.

"There is also still an opportunity for additional sponsors to get involved and assist with funding and enhancing the development process," said Weissman. "We are proceeding with current funds to develop a standard with additional stakeholder involvement beyond the public comment period. A more involved stakeholder process—involving a greater range of input and discussion to achieve a more formal consensus and to facilitate wider industry adoption—will require additional sponsors." Sponsors can promote their involvement in corporate marketing materials, marketing communications, and public relations efforts, though some restrictions apply, says Weissman. Parties that could get



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certified under the new standard are not eligible to be sponsors.

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. Green Seal has no financial interest in the products or services 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 provides the current "gold standard" for green cleaning product certification. The GS-37 standard (institutional cleaners), for example, has been recommended by the Federal government for adoption by all Federal agencies. Many states and municipalities have also adopted Green Seal product standards.

Based on our expertise on Green Cleaning, the development of Standards and marketplace dynamics, The Ashkin Group has been hired by Green Seal to serve as the technical consultant during the development of their Green Cleaning Services Standard. Our goal is very straightforward – we are committed to insuring that this Standard is meaningful and appropriate, and provides leadership and clarity for the cleaning industry as a whole. We will conscientiously 'push the envelop' in an effort to incorporate the latest thinking on green product standards, processes and stewardship practices. Additionally, we will be mindful of practical issues such as:

- Minimizing the cost of certification,
- Minimizing barriers to participation (i.e. in-house operations, as well as small and large contractors, product manufacturers, distributors, labor unions, environmentalists, governments and other interested parties) during both the development of the Standard and when it is completed and released into the marketplace,

- Giving fair consideration to the differing approaches to cleaning in a way that doesn't stifle innovation, and
- Creating a process for continual improvement. Fundamentally, we see this Standard as filling an important need in the Green Cleaning Movement as it will serve to eliminate the confusion around Green Cleaning Services. A well developed Standard will make it easier for end-users (i.e. facility managers) to purchase/implement such services, as well as to make it easier for service and product providers to offer their services and goods most cost effectively. Furthermore, this Standard when implemented should result in the healthiest and safest buildings, exceptional quality and appearances, positive support for our workers, and with minimal impacts on human health and the environment.

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## City Must Consider Environmental Impact of Purchases

San Francisco became the first city in the nation Friday to enact a law that requires the city to take public health and environmental stewardship into consideration when purchasing products -- from toilet paper to computers.

The law, which goes by the cumbersome name of Environmentally Preferable Purchasing for Commodities Ordinance, requires city departments to buy products that do as little harm as possible to people and the Earth.

The potential reach of the ordinance is far, from jail uniforms to office carpeting, from street-cleaning suds to construction materials.

The city makes about \$600 million in purchases a year to supply City Hall, the Hall of Justice, fire and police stations, the parks and other municipal operations.

"By exercising our economic power, San Francisco can encourage market development of new products which are healthier and more environmentally friendly," said Supervisor Sophie Maxwell, who worked three years to get the new law on the books.

Mayor Gavin Newsom made it official with his signature during a ceremony in his office attended by environmentalists and public health advocates. The law, he said, "basically says it's better to be safe than sorry ... as it relates to our purchasing powers in the City and County of San Francisco." City officials say one of the goals is for the law to be used as a model for other jurisdictions. The more that sign on, the more economic incentive manufacturers will have to make



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environmentally friendly products.

As an example, the city buys 87,000 fluorescent light tubes a year and recently put in an order for ones produced with the least amount of mercury, a toxic substance. The ordinance will not affect every purchase overnight. Instead, when specific products come up for bid the regulations may kick in.

The Department of the Environment, working with community groups, technical experts and other city staff, will set priorities for which products should be assessed for application of the ordinance.

"We may decide as a community that computers are our next item that we want to look at through the lens of environmental and public health," said Debbie Raphael, the city's toxics reduction program manager.

"Traditionally, we have a list of specifications we use to decide which computer to buy," she said. "Those specifications do not include things like how much lead is in them? Can you recycle them? What is their energy use? What it does not mean is that cost and performance is ignored. We're expanding the universe of criteria."

The Department of the Environment will identify products that present threats to human health and the environment and then identify comparably priced nontoxic alternatives that city departments will be allowed to buy. If the product proves too expensive, the department can request a waiver from the city purchaser to buy the cheaper, though more toxic, product.

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Yale University Survey Points Out Concerns About the Environment

A Yale University survey conducted in May 2005 reports that women (56 percent) and Democrats (70 percent) were most downbeat regarding the environment. Additionally, it found that a third of Republicans also believe things are getting worse.

Along with asking Americans whether they believe the U.S. environment is getting better or worse, the survey also asked about environmental leadership in this country and whether we can protect the environment and still have economic growth.

Among the findings:

- Only 4 percent of respondents say this country's environment—which includes such things as air and water quality, forest preservation, childhood asthma, and global warming—is "excellent." Sixty percent say it is "only fair" or poor.
• Sixty-eight percent of respondents say the U.S. federal government overall "does not do enough and should do more" to protect the environment.
• Forty-nine percent indicate the federal government specifically "should do more," and 63 percent believe the president "does not do enough and should do more."

"Overall, the survey reveals an overwhelming public desire for a new direction in the United States," says Stephen Ashkin of the Ashkin Group, Bloomington, IN, the leading advocate for the use of environmentally preferable cleaning products in the janitor industry. "It appears the American people are very concerned about a number of environmental issues and would like a greater focus on them, including more leadership from our government."



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## Environment vs. Economics

The study also found that there has been a shift in thinking regarding protecting the environment and its impact on industry and the U.S. economy.

"One of the early concerns about implementing environmental practices including Green Cleaning was that it was not economically feasible," says Ashkin. "Most people no longer believe this, and we now have reports indicating many facilities actually save money when they incorporate Greener operations and Green Cleaning."

The Yale study validated Ashkin's comments, finding most Americans see no conflict between protecting the environment and strengthening the economy. In fact, 76 of those polled believe "We don't have to sacrifice economic growth to protect the environment."

"This study proves that the janitor industry is on the right track by adopting Green Cleaning," says Ashkin. "We should be proud of ourselves because in many aspects, we are at the forefront in protecting the health of cleaning workers, building occupants, and our environment, and we have done this on our own, without government rules, intervention, or regulation."

More information on the study may be found by visiting [www.yale.edu/envirocenter/environmentalpoll.htm](http://www.yale.edu/envirocenter/environmentalpoll.htm) or contacting the Ashkin Group at [www.ashkingroup.com](http://www.ashkingroup.com).

*The survey was conducted on behalf of the Yale School of Forestry & Environmental Studies by Global Strategy Group from May 15 to 22, 2005. The survey was conducted using professional phone interviewers. The nationwide sample was drawn from a random digit dial (RDD) process. Respondents were screened on the basis of age, i.e., to be over the age of 18. The survey has an overall margin of error of  $\pm 3.1\%$  at the 95% confidence level. The survey questions and full results can be found at the website of the Yale Center for Environmental Law and Policy: [www.yale.edu/envirocenter](http://www.yale.edu/envirocenter).*

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## What's Causing Cancer?

Cancer in Canada is now projected to afflict one in every 2.2 men and one in every 2.6 women in their lifetime. In the 1930s, those numbers were less than one in 10. What's happening? Why are we now seeing what many are calling a "cancer epidemic"?

In Canada, hundreds of millions of dollars are raised and spent for cancer research and treatment. The elephant in the room, however, is the contribution of environmental toxins and whether many of the cancers striking Canadians can be avoided rather than simply managed.

The World Health Organization estimates that fully 25 per cent of cancers worldwide are caused by occupational and environmental factors other than smoking. You don't have to look far for some potential chemical culprits.

There are more than 85,000 chemicals that are currently licensed for use in North America. Less than half have ever been tested for human health risk and even fewer for potential environmental impacts.

The U.S. Centers For Disease Control recently turned their attention toward pollution detection — not in the environment, but within the human body. Their study in 2002 found the presence of 81 different toxic chemicals, including PCBs, benzene and other carcinogens in their sampling of 2,500 people tested.

It is somewhat of a no-brainer that reducing exposure to known carcinogens will reduce the risk of developing cancer. Surprisingly, this simple logic seems to have been lost on our federal government. Many chemicals that are scientifically demonstrated carcinogens or otherwise toxic are freely used here without any legal obligation to identify them on the label. Some of these same chemicals are entirely banned elsewhere.

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A trip to your local supermarket reveals a small sample of these hidden poisons:

Mothballs contain either naphthalene or paradichlorobenzene, both of which are carcinogenic. A recent U.S. study linked mothball use to an increased incidence of non-Hodgkin's lymphoma. Polycarbonate plastics used in food-grade plastic containers such as water bottles can leach Bisphenol A, an estrogen-mimicking chemical linked to a variety of disorders, including hormone-related birth defects, learning disabilities, prostate cancer and neuro-degenerative diseases such as Alzheimer's disease.

Several leading perfumes, nail polishes and other cosmetic products sold in Canada contain the endocrine-disrupting phthalates DBP and DEHP — both banned for use in cosmetic products in European Union countries.

Polybrominated diphenyl ethers or PBDEs are common chemical fire retardants found in everything from foam mattresses to computer parts. They have similar properties to the now outlawed PCBs and are known neurotoxins and hormone disrupters. The most dangerous forms are now banned in the EU, though they remain legal here in Canada.

Many leading brands of household laundry detergent contain trisodium nitrilotriacetate, another suspected carcinogen as well as an environmental pollutant.

Chemicals that endanger human life also go down the drain and impact the environment. A gruesome example involved a dead orca that washed up south of Vancouver in 2000 that was so contaminated with persistent chemicals that Ottawa considered shipping the carcass to the Swan Hills toxic waste facility for incineration.

Like orcas, we are perched at the top of the food chain and are becoming the unwitting receptacles of many of the chemicals designed to make our lives more convenient.

Ballooning cancer rates are simply not worth whiter clothes or fewer moths.

Cancer must be fought on many fronts. Research and treatment are undeniably important but so is

environmental cancer prevention. It is therefore shocking that our government is not moving faster to ban known and suspected carcinogens, and requiring mandatory "right to know" labeling so that Canadians can better protect themselves and their families.

Anything less is quite simply putting the interests of the chemical industry ahead of human life.

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## Climate Change is Real

### *Prepare for the Consequences of Climate Change*

There will always be uncertainty in understanding a system as complex as the world's climate. However there is now strong evidence that significant global warming is occurring. The evidence comes from direct measurements of rising surface air temperatures and subsurface ocean temperatures and from phenomena such as increases in average global sea levels, retreating glaciers, and changes to many physical and biological systems. It is likely that most of the warming in recent decades can be attributed to human activities. This warming has already led to changes in the Earth's climate.

The existence of greenhouse gases in the atmosphere is vital to life on Earth - in their absence average temperatures would be about 30 centigrade degrees lower than they are today. But human activities are now causing atmospheric concentrations of greenhouse gases including carbon dioxide, methane, tropospheric ozone, and nitrous oxide - to rise well above pre-industrial levels. Carbon dioxide levels have increased from 280 ppm in 1750 to over 375 ppm today - higher than any previous levels that can be reliably measured (i.e. in the last 420,000 years). Increasing greenhouse gases are causing temperatures to rise; the Earth's surface warmed by approximately 0.6 centigrade degrees over the twentieth century. The Intergovernmental Panel on Climate Change (IPCC) projected that the average global surface temperatures will continue to increase to between 1.4 centigrade degrees and 5.8 centigrade degrees above 1990 levels, by 2100.

### Reduce the Causes of Climate Change



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The scientific understanding of climate change is now sufficiently clear to justify nations taking prompt action. It is vital that all nations identify cost-effective steps that they can take now, to contribute to substantial and long-term reduction in net global greenhouse gas emissions.

Action taken now to reduce significantly the build-up of greenhouse gases in the atmosphere will lessen the magnitude and rate of climate change. As the United Nations Framework Convention on Climate Change (UNFCCC) recognizes, a lack of full scientific certainty about some aspects of climate change is not a reason for delaying an immediate response that will, at a reasonable cost, prevent dangerous anthropogenic interference with the climate system.

As nations and economies develop over the next 25 years, world primary energy demand is estimated to increase by almost 60%. Fossil fuels, which are responsible for the majority of carbon dioxide emissions produced by human activities, provide valuable resources for many nations and are projected to provide 85% of this demand (IEA 2004)<sup>3</sup>. Minimizing the amount of this carbon dioxide reaching the atmosphere presents a huge challenge. There are many potentially cost-effective technological options that could contribute to stabilizing greenhouse gas concentrations. These are at various stages of research and development. However barriers to their broad deployment still need to be overcome.

Carbon dioxide can remain in the atmosphere for many decades. Even with possible lowered emission rates we will be experiencing the impacts of climate change throughout the 21st century and beyond. Failure to implement significant reductions in net greenhouse gas emissions now, will make the job much harder in the future.

### **Prepare for the Consequences of Climate Change**

Major parts of the climate system respond slowly to changes in greenhouse gas concentrations. Even if greenhouse gas emissions were stabilized instantly at today's levels, the climate would still continue to

change as it adapts to the increased emission of recent decades. Further changes in climate are therefore unavoidable. Nations must prepare for them.

The projected changes in climate will have both beneficial and adverse effects at the regional level, for example on water resources, agriculture, natural ecosystems and human health. The larger and faster the changes in climate, the more likely it is that adverse effects will dominate. Increasing temperatures are likely to increase the frequency and severity of weather events such as heat waves and heavy rainfall. Increasing temperatures could lead to large-scale effects such as melting of large ice sheets (with major impacts on low-lying regions throughout the world). The IPCC estimates that the combined effects of ice melting and sea water expansion from ocean warming are projected to cause the global mean sea-level to rise by between 0.1 and 0.9 meters between 1990 and 2100. In Bangladesh alone, a 0.5 meter sea-level rise would place about 6 million people at risk from flooding.

Developing nations that lack the infrastructure or resources to respond to the impacts of climate change will be particularly affected. It is clear that many of the world's poorest people are likely to suffer the most from climate change. Long-term global efforts to create a more healthy, prosperous and sustainable world may be severely hindered by changes in the climate.

The task of devising and implementing strategies to adapt to the consequences of climate change will require worldwide collaborative inputs from a wide range of experts, including physical and natural scientists, engineers, social scientists, medical scientists, those in the humanities, business leaders and economists.

## **Conclusion**

We urge all nations to take prompt action to reduce the causes of climate change, adapt to its impacts and ensure that the issue is included in all relevant national and international strategies. As national science academies, we commit to working with

governments to help develop and implement the national and international response to the challenge of climate change.

G8 nations have been responsible for much of the past greenhouse gas emissions. As parties to the UNFCCC, G8 nations are committed to showing leadership in addressing climate change and assisting developing nations to meet the challenges of adaptation and mitigation.

We call on world leaders, including those meeting at the Gleneagles G8 Summit in July 2005, to:

- Acknowledge that the threat of climate change is clear and increasing.
- Launch an international study<sup>5</sup> to explore scientifically-informed targets for atmospheric greenhouse gas concentrations, and their associated emissions scenarios, that will enable nations to avoid impacts deemed unacceptable.
- Identify cost-effective steps that can be taken now to contribute to substantial and long-term reduction in net global greenhouse gas emissions. Recognize that delayed action will increase the risk of adverse environmental effects and will likely incur a greater cost.
- Work with developing nations to build a scientific and technological capacity best suited to their circumstances, enabling them to develop innovative solutions to mitigate and adapt to the adverse effects of climate change, while explicitly recognizing their legitimate development rights.
- Show leadership in developing and deploying clean energy technologies and approaches to energy efficiency, and share this knowledge with all other nations.
- Mobilize the science and technology community to enhance research and development efforts, which can better inform climate change decisions.

Signed by the Presidents of:

Academia Brasileira de Ciencias, Brazil

Academié des Sciences,France

Accademia dei Lincei,Italy

Royal Society of Canada,Canada

Deutsche Akademie der Naturforscher  
Leopoldina, Germany

Science Council of Japan, Japan

Royal Society, United Kingdom

National Academy of Sciences,United States of  
America

Chinese Academy of Sciences,China

Indian National Science Academy, India

Russian Academy of Sciences, Russia

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## The Paper Debate: Sustainable Forestry...With a Chainsaw? *Is This a Greenwash?*

The debate over how to sustainably manage the forest products industry rages on. SFI says it reforests more than a million acres each year. "Thanks to the hard work of the men and women working in our forests," says SFI, "we now have more forestland today than we did on the very first Earth Day in 1970." It's all about "responsible environmental practices."

Far from applauding this self-policing effort, environmentalists from the Dogwood Alliance, Greenpeace, Rainforest Action Network, ForestEthics and others just launched the "Don't Buy the SFI" campaign. Last September, the groups organized a demonstration outside SFI's annual meeting in Austin, Texas. What's the matter with these people? Are they never satisfied?

One of the Austin protesters, Melissa Stringfellow of the Texas-based environmental group SACRED, says, "I can't believe that the timber industry chooses to betray the American people's trust by slapping a green label on products that cause the destruction of endangered forests worldwide." Scot Quaranda of the Dogwood Alliance, a longtime campaigner against southern plantation forestry, says SFI is pure greenwashing. "Its board is dominated by the timber industry," he says. "It's a classic case of foxes guarding the henhouse. SFI's principles allow old-growth forests to be logged, permit large-scale use of herbicides and do nothing to discourage clear-cutting. It's an empty marketing scheme."

In a full-page New York Times ad and other venues, the anti-SFI campaign points out that the forestry program permits native and



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natural forests to be replaced with single-species industrial tree plantations--the model in today's South. "Over the past few decades, SFI-sanctioned practices such as large-scale clearcutting, the conversion of forests to plantations and the industrial use of chemicals have compromised the biological integrity of much of the South's forestland," says William Eickmeier, a retired Vanderbilt University biology professor.

"How unsustainable can a timber company be and still qualify for SFI certification?" asks Scott Greacen of the Environmental Protection Information Center. "Maxxam/Pacific Lumber is a SFI-certified company and has become notorious for forest destruction and fouling clean water. Pacific Lumber's lax practices have led to dozens of criminal citations."

Activists charge that the Sustainable Forestry Initiative is far too lax.

Daniel Hall of the American Lands Alliance adds that there's no guarantee that products marketed as 'SFI-certified' actually originate in SFI-certified forests. "It's anybody's guess as to what's actually in them," he said. "In fact, over half of SFI companies' wood doesn't even come from SFI forests, and there's no consumer warning when products contain non-SFI content." For its part, SFI says its label means "the facility that produced the product bearing the label is part of a program whose participants plant more than 1.7 million trees every day." That would seem to mean that the trees cut down to make the product were owned by an SFI member.

Last March, the Dogwood Alliance coordinated a letter signed by more than 90 Southern scientists calling for an overhaul of SFI's standards. The letter calls SFI "a misleading marketing and advertising tool" to convince customers that industrial forests are well managed.

"The flora of the Southeastern U.S. is extremely rich in biodiversity," said one of the letter's signatories, Dr. (Jenny) Qiuyun Xiang of North Carolina State University. "Clearcutting of natural forest communities from the region will undoubtedly reduce the abundance of these species, destroy the natural habitats of

animal species associated with the communities, and threaten the biodiversity at all levels in this region."

SFI should not be confused with the similar-sounding Forest Stewardship Council (FSC), which also certifies wood products. Although FSC has also borne the brunt of environmental criticism, the anti-SFI campaign says it "represents the minimum threshold for meaningful certification systems." Among other things the campaign points out: FSC is predominately funded by outside sources and governed independently of the companies being certified. FSC also prohibits the takeover of natural forests by plantations; requires old-growth protection in certified forests; and discourages intensive chemical use. FSC certifications are peer-reviewed, while SFI's are not.

SFI has its defenders. Forex Log and Lumber calls it "an exacting standard of environmental principles, objectives, and performance measures that link sustainable forestry with the protection of wildlife, plants, soil, water quality, historical, geological and cultural resources."

Brian Kozlowski, director of environment for the North American operations of Finland-based paper-making giant Stora Enso, argues, "In our view, neither FSC nor SFI is better than the other." Kozlowski says his company views both systems as credible, and adds, "Any of the many forestry certification systems around the world--in South America, Europe, the U.S. and elsewhere--that meet our standards have value." He says Stora Enso won't buy wood from "conservation areas," which he says include old growth, unless the region is part of a "sustainable plan."

The Eco-Labels project of Consumers Union (the publishers of the popular Consumer Reports magazine) considers SFI "somewhat meaningful." The label won points for having information on its standards publicly available, for having some transparency and for being independently verified (SFI uses auditing firms such as Price Waterhouse Coopers and BioForest Technologies and has an advisory "Independent Expert Review Panel").

However, SFI lost points with the Eco-Labels

project for having a lack of broad public input and other issues. "Some of the indicators are vague or very qualitative, which could limit the consistency of the label among certified forests," explains the Consumers Union. "For example, certified companies with research components can simply donate to themselves in order to meet the requirement for funding conservation research." Further, guidelines do not distinguish between plantations and old growth forests and genetic engineering is permitted. SFI claims to represent people outside the forest industry on its 15-person board, and it explains that by outsiders it means (in addition to a few environmentalists) "logging companies, trade associations and non-industrial working forests," reports the Consumers Union.

Not only is this bizarre word play that should shame even the harshest critic of former President Bill Clinton, but it is a conflict of interest according to the Consumers Union.

If you were impressed by SFI's claim that there is more forested land today than at the time of the first Earth Day in 1970, consider that industry's numbers count monolithic pine plantations as "forests." But Quaranda points out that pine plantations (three quarters of which were once covered in natural tree growth) are 95 to 99 percent less biologically diverse than natural forests. And while SFI member companies do indeed plant millions of acres in new seedlings, it's only good business practice. "You're talking about a 'forest' that is being planted just to be cut down 20 years later," Quaranda said.

By: Jim Motavalli and Brian C. Howard -  
Tuesday, June 21, 2005

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## Green Group of the Month: SustainableBusiness.com

Sustainable Businesses offer products and services that fulfill society's needs while contributing to the well-being of all earth's inhabitants.

To us, sustainable businesses are companies that unabashedly embrace the goal of enhancing life on earth as an integral part of their business strategy. These companies show exceptional leadership by their explicit commitment - and the significant resources they allocate to back it up - to address the ecological crisis as it relates to their industry.

Every person and organization must decide the path they will take to bring this vision to reality. At SustainableBusiness.com, we serve the businesses that are ready to make this vision a reality now. We are the Internet community for businesses that integrate economic, and social and environmental concerns into their core strategy. In short, we help green business grow.

We use the Internet to "grease the wheels" - to accelerate the spread of sustainable business practices by increasing market penetration of sustainable products, services, and the companies that produce them. SB.com covers the field as a whole, bringing together businesses from such diverse industries as renewable energy, organic products, social investing, green building and construction, and re-manufacturing.

By providing businesspeople direct access to the information and tools they need, meaningful employment and resources for sustainable business development, we are helping to shift human and material resources toward a restorative economy. You can learn it all and keep up with the pulse of the industry through SustainableBusiness.com.

SustainableBusiness.com has four major sections

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(watch for new ones!):

**Sustainable Business Insider**, our acclaimed on-line trade magazine, reports on the latest developments and trends across all sustainable business sectors.

**Green Dream Jobs** is our very popular job service that connects people with business skills with environmentally conscious nonprofits and businesses.

**Progressive Investor** is a monthly newsletter that guides investors and advisors toward sustainable investments. Business Connections is a networking service that helps young green companies find the financing and partners they need to grow.

**Resource Directory**, is our compilation of the most useful web sites, databases and resources for sustainable business. Visit us at [www.SustainableBusiness.com](http://www.SustainableBusiness.com)  
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# THE ASHKIN GROUP, LLC

## DESTINATION GREEN

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

Wednesday, July 20, 2005

Issue 6

VOLUME 1 ISSUE 6

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### PROFESSIONAL DEVELOPMENT

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## New Advisory Group for The Ashkin Group

The Ashkin Group, LLC, long known for its advocacy of Green Cleaning within the jansan industry, announces the formation of a new Health and Environmental Advisory Board.

The Advisory Board will help the Group broaden its focus into other fields and industries while remaining true to its original goals and mission—advocating for healthier, sustainable, and more productive indoor environment.

Experts from such fields as children's health and Green Buildings, as well as those involved with a variety of environmental causes will be among the members of the new Advisory Board. It will also include those promoting the Greening of educational and healthcare facilities to help drive marketplace transformation.

### Larger Scope of Interest and Involvement

"We have engaged respected authorities in areas that might surprise some in the jansan industry," says Stephen Ashkin, president of the Bloomington, IN-based Ashkin Group. "This includes people with expertise in social investment funds, sustainable communities, social/environmental justice issues, and the Internet."

"We clearly recognize the leadership role that we [The Ashkin Group] play in the Green Cleaning movement, and [we] take that responsibility very seriously," says Ashkin. "Our Advisory Board will be tasked with helping us continue in this direction but also expand our scope of interest to include advances in technology, as well as emerging health, environmental and social issues."

"If we can help the cleaning industry on its journey

### LETTERS

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

*Hijack* by Alex  
Wipperfurth and *No  
Substitute for Victory* by  
Theodore and Donna  
Kinni.

towards sustainability [including the economic, environmental and social aspects], then we can make the kind of impact that will have a positive affect for generations to come.”

Those on the Advisory Board include:

Michael Army, President of the Leonardo Academy; Chair of the U.S. Green Building Council’s LEED for Existing Buildings Rating System (LEED-EB)

Peter Ashkin, President of MediaWorks at CanWest Global Communications Corporation; former President for Product Strategy at America Online (AOL)

Laura Brannen, Director of Hospitals for a Healthy Environment (H2E); former Assistant Director of Environmental Services at the Massachusetts General Hospital in Boston

Rochelle Davis, Founder and Executive Director of the Healthy Schools Campaign  
Christine Ervin, President of Ervin + Company; past President and CEO of the U.S. Green Building Council  
Lloyd J. Kolbe, PhD, Professor of Applied Health Science at Indiana University; Founding Director of the Division of Adolescent and School Health at the U.S. Centers for Disease Control and Prevention (CDC)

Richard Liroff, PhD, Senior Fellow in the Toxics Program at World Wildlife Fund; advocate for incorporating environmental factors into investment management policies for large institutional investors (e.g. pension funds)

Barbara Sattler, DrPH, RN, FAAN, Director of the Environmental Health Education Center at the University of Maryland School of Nursing

Sheila Sheridan, CFM, CFMJ, recently retired Director of Facilities at the JFK School of Government, Harvard University; past Chair of the International Facility Management Association (IFMA)

More information about the advisory group may be found by visiting The Ashkin Group’s Web site at [The Ashkin Group](#).

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## The Ashkin Group's Upcoming Events

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 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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