



THE ASHKIN GROUP, LLC

DESTINATION GREEN

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Wednesday, August 17, 2005

Issue 7

VOLUME 1 ISSUE 7

TOPICS

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

PROFESSIONAL DEVELOPMENT

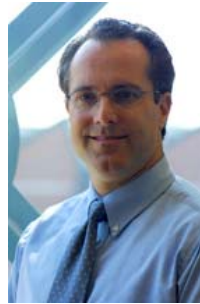
Invest in your future.



August's Executive Book Summaries includes *The New Era of Salesmanship* by Thomas Freese who discusses the skills necessary to succeed in today's competitive environment. These include building rapport, establishing credibility, peaking a prospects curiosity, leveraging relationships, and differentiating the value proposition from the

Welcome to DestinationGreen

Selling Green Cleaning requires more of a conceptual or program sales approach, as compared to product selling. Thus, you'll want to read the Green Selling Tip: Time Management Versus Project Management. In it we provide some good insights to help you succeed. And don't miss the final part (Part 3) on Understanding the Benefits of Going Green.



Plus, we have a number of terrific articles on Healthy Schools (it's back to school time), health and the environment, recycling, and more...
[FULL STORY]

Green Selling Tip: Time Management Versus Project Management

Scores of books have been written to help salespeople improve their sales and productivity. Some concentrate on working harder and smarter. Others focus on time management. This article discusses the importance of another selling technique—Project Management.
[FULL STORY]



Green Selling Tip: Understanding the Benefits of Going Green

Green Selling Tip: 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 3 of a 3 part series; Part 1 and 2 are available by viewing our June and July 2005 issues).
[FULL STORY]

Health & The Environment: Are Green Schools Cost-Effective?

Green schools are smart economic investments for our communities, our children, and our planet. Over the life of a building, costs related to



SUBSCRIBE

Enter your email address in the box below to receive an email each time we post a new issue of our newsletter:

Add Remove

Send as HTML

SHARE THIS ISSUE

[Click Here](#)

INSTANT POLL

This Months Survey

Do you anticipate Green Cleaning will be a "hot" topic at the ISSA show?

Yes

No

Don't Know

[See Results](#)

ARCHIVE

Issue 9
October 12, 2005
Vol. 1 Issue 9

Issue 8
September 13, 2005
Vol. 1 Issue 8

Issue 6
July 20, 2005
Vol. 1 Issue 6

Issue 5
June 15, 2005
Vol. 1 Issue 5

Issue 4
May 11, 2005
Vol. 1 Issue 4

Issue 3
April 13, 2005

competition. (all helpful for selling Green Cleaning).

Plus you get *Why Some Companies Emerge Stronger and Better From a Crisis* by Ian Mitroff, *Making Strategy Work* by Lawrence Hrebiniak, and more... Lots of good listening to help your

professional development.

operations are more than three times higher than initial construction cost. The potential small increase in construction costs for a green school is paid back multiple times over the life of the building
[FULL STORY]

Green News: Why Are Green Schools Healthier?

If schools incorporate integrated pest management and utilize janitorial practices such as Green Cleaning they are healthier. Here's why...
[FULL STORY]



Health & The Environment: Toxics: Mixed News On The Body Burden

Since there are about 80,000 chemicals registered with the Environmental Protection Agency, getting a handle on how such substances affect us is a challenging feat. In the biggest report yet on toxic substances in our bodies, the federal Centers for Disease Control and Prevention (CDC) examined levels of 148 of these substances in a sampling of 2,400 people from around the country.
[FULL STORY]

Green News: Pesticides In Schools: A Growing Problem

The use of pesticides in many American schools is a major problem. In Chicago, a local television station says the rate of illness, linked to pesticide use and poor sanitation in general, is on the rise. They also found there are ways to rid a school building of pests without turning to powerful poisons.
[FULL STORY]



Green News: The City of Seattle is Talking Trash

The city of Seattle, which was a pioneer in the recycling movement 15 years ago, now wants to get rid of trash altogether - recycled or not. The city has budgeted more than \$400,000 to begin a waste prevention program and to encourage vendors to be more environmental responsibility for their products and to create materials that cause fewer disposal problems.
[FULL STORY]



Green News: Evangelical Christians Show Increasing Support for

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
CHEC

Hospitals for a Healthy Environment

Green Seal

Healthy Schools Campaign

Environmental Building News

Sustainable Business

Environment

In a rare example of camaraderie, it appears BLUES and REDS can agree on something—protecting the environment. Evangelical groups have joined forces with women's rights groups to "protect God's Creation."
[FULL STORY]



Green Potpourri: How to Recycle Your Computer

With school about the start, you may be thinking of getting a new computer. But what to do with the old one? Many manufacturers will help you recycle the old machine or safely dispose of it.
[FULL STORY]



Green Potpourri: Healthier Lawn Care

We still have two or three months left of warmer weather. Here are some tips on keeping your lawn Greener and healthier for all who use it.
[FULL STORY]



Green Group of the Month: Children's Health Environmental Coalition

This month's Group of the Month is very special. It was started because Nancy and Jim Chuda chose to turn their own personal tragedy, the death of their daughter from cancer, into something positive that would protect other children.
[FULL STORY]



The Ashkin Group's Upcoming Events

Stephen Ashkin's Event Calendar: Here are The Ashkin Group's upcoming speaking engagements and events.
[FULL STORY]



THE ASHKIN GROUP, LLC

— DESTINATION GREEN —

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Wednesday, August 17, 2005

Issue 7

VOLUME 1 ISSUE 7

MAIN PAGE

TOPICS

Welcome Message

Green Selling Tips

Green News

Green Group of the Month

Health & The Environment

Stephen Ashkin's Event Calendar

Green Potpourri

PROFESSIONAL DEVELOPMENT

Invest in your future.



August's Executive Book Summaries includes *The New Era of Salesmanship* by Thomas Freese who discusses the skills necessary to succeed in today's competitive environment. These include building rapport, establishing credibility, peaking a prospects curiosity, leveraging relationships, and

Welcome to DestinationGreen

Recently, I worked with a sales rep who has been selling in our industry for 20 years. He was a very nice man. He worked hard and was well liked by his customer. He had achieved some modest success, but he wasn't growing and hit his sales plateau a long time ago. When I began working with him, I concluded that while he had been selling for 20 year, it was as though he had one year of selling experience that he repeated 20 times.

This month's Green Selling Tip looks at a selling strategy for complex sales, which is Green Cleaning. Sure it's a good thing to simply replace a traditional cleaning chemical or paper product with a Green alternative. But to truly introduce a Green Cleaning program (and to maximize your sales success), you need to do much more.

Time Management Versus Project Management makes the point that to succeed you need to walk your prospect through what amounts to a series of steps; all of which need to be accomplished or the sales effort is for naught. This is truly a case where activity, effort, good intentions and hard work on their own cannot be confused with accomplishments – ala our sales rep with 20 years of experience.

Following onto our Green Selling articles is our preparation for the beginning of the new school year, where I think you'll see more and more interest in Green Cleaning. And to help cover the issue, we've provided three interesting articles on schools (*Are Green Schools Cost-Effective*, *Why Are Green Schools Healthier*, and *Pesticides in Schools*). I'd even like to recommend that you print these out and share them with some of your school contacts.

And finally take a look at the other news tips and articles from all over the country. Green



LETTERS

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

differentiating the value proposition from the competition. (all helpful for selling Green Cleaning).

Plus you get *Why Some Companies Emerge Stronger and Better From a Crisis* by Ian Mitroff, *Making Strategy Work* by Lawrence Hrebiniak, and more... Lots of good listening to help your professional development.

Cleaning is really happening and we want you not only to be a part of it, but a real champion. Remember, customers have to buy products from someone, and we'd prefer that it's from you! Good selling.

P.S. If you're planning on attending this year's ISSA Show and want to learn more about Green Cleaning, please take a look at their calendar of seminars and events. Not only will we be doing two presentations for ISSA (a half-day session on Healthy High Performance Cleaning which addresses the credits in the US Green Building Council's LEED for Existing Buildings Program and another which is a short update on Green Cleaning), plus a Green Cleaning presentation for IEHA focusing more on the needs of Executive Housekeepers.

[PRINTER FRIENDLY VERSION]

Published by Stephen P. Ashkin
Copyright © 2005 The Ashkin Group, LLC.. All rights reserved.
Printed with 100% post-consumer recycled electrons

TELL A FRIEND

Powered by **IMN™**



THE ASHKIN GROUP, LLC
— DESTINATION GREEN —

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Wednesday, August 17, 2005

Issue 7

VOLUME 1 ISSUE 7

MAIN PAGE

TOPICS

Welcome Message

Green Selling Tips

Green News

Green Group of the Month

Health & The Environment

Stephen Ashkin's Event Calendar

Green Potpourri

PROFESSIONAL DEVELOPMENT

Invest in your future.



August's Executive Book Summaries includes *The New Era of Salesmanship* by Thomas Freese who discusses the skills necessary to succeed in today's competitive environment. These include building rapport, establishing credibility, peaking a prospects curiosity, leveraging relationships, and

Green Selling Tip: Understanding the Benefits of Going Green

Below are the final reasons, features, and benefits that can be attributed to selling Green.

Reduced global warming impacts

To the extent that green buildings use less energy and generate less carbon dioxide through their operation, require less transportation energy for their occupants, or avoid release of other greenhouse gases (such as HCFC and HFC refrigerants and foam insulation blowing agents), they contribute less to global warming, which is clearly one of the greatest environmental threats we face today. It is important to recognize that climate change impacts are global in nature-what we do in one part of the U.S. affects the world's climate, and, conversely, anything we do to reduce greenhouse gas emissions results in global benefits.

Minimized ozone depletion

Green buildings minimize the use (and release) of ozone-depleting substances. This involves replacing CFC-based chillers, specifying non-HCFC mechanical equipment, and avoiding foam insulation produced with HCFC blowing agents. Note that with refrigerants, there is often a trade-off to be considered between ozone-depletion and global-warming potential. With renovation of existing buildings, measures can be taken to capture and destroy ozone-depleting refrigerants and blowing agents.

Reduced resource extraction impacts

When we use materials to construct an office building or house, the impacts of that material use are not limited to our building location. The aluminum may have come from bauxite ore mined in what had been tropical rainforests in Brazil, the

LETTERS

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

differentiating the value proposition from the competition. (all helpful for selling Green Cleaning).

Plus you get *Why Some Companies Emerge Stronger and Better From a Crisis* by Ian Mitroff, *Making Strategy Work* by Lawrence Hrebiniak, and more... Lots of good listening to help your professional development.

steel likely came in part from iron ore mined in Minnesota, the mahogany used in our decks or hardwood doors might have come from clearcut land in Indonesia, and the chrome finish on our bathroom vanities most likely came from high-impact mining in Zimbabwe. These impacts are all embodied in the materials we use. With green building, there is often an effort to consider those impacts-through a process called life-cycle assessment (LCA). Specifying green building materials can help to minimize these impacts of resource extraction.

Reduced toxic emissions

The manufacture of certain building materials, including some types of plastic, results in the emission of toxic air pollutants. The same materials (and others) may also emit toxins at the end of their lives, when they are landfilled or incinerated. There is growing concern about additives such as phthalate plasticizers and brominated flame retardants that are added to some plastics. A commitment to green building materials is a commitment to considering these LCA issues. Natural building materials often pose the lowest environmental risks.

Reduced energy and other impacts of transporting materials

The greater the distance building materials and products need to be shipped (and the distance raw materials have to be shipped in the manufacturing of these finished goods), the greater the energy use and environmental impacts. With green building, there is often an effort to select more local materials-indeed, the LEED® Rating System provides up to two points for use of local materials, and many projects have received innovation credits for significantly exceeding those thresholds.

Reduced contributions to local and regional air pollution

Burning fossil fuels to operate buildings and to transport people to and from those buildings causes local and regional air pollution-so any measures that reduce this energy use will help control air pollution. Some building materials also contribute to air pollution (smog) through the release of volatile organic compounds (VOCs). With green building, and the selection of green

building materials, the air pollution sources should be minimized.

Reduced local and regional water pollution

Buildings contribute to water pollution in a number of ways: stormwater runoff that carries contaminants into nearby surface waters, effluent from manufacturing plants that produce the products used in constructing a building, and the wastewater generated by a building that either introduces residual pollutants into surface water after treatment or more directly contributes pollutants to the groundwater with onsite wastewater treatment. With green building, efforts are made to minimize these impacts and select products that carry minimal "upstream" or "downstream" water-pollution impacts.

Reduced urban heat islands

Reflective roofs and green roofs do not contribute significantly to the urban heat-island effect, which causes urban areas with many dark surfaces to be up to 15° F (8° C) warmer than surrounding, undeveloped countryside. Higher air temperatures result in more smog and higher cooling costs.

Protection of biodiversity

Some environmentalists argue that the greatest damage we are currently doing to the environment-"the folly that our descendants are least likely to forgive us," in the words of Harvard biologist E.O. Wilson-is the catastrophic loss of biodiversity we are causing globally. Green developments can help to protect biodiversity. They can do this locally by protecting open space, restoring ecologically damaged sites, and creating wildlife habitat-even on top of buildings in cities. They can do this more broadly through the specification of products and materials that do not damage ecosystems elsewhere.

Increased environmental awareness

Green buildings can be learning laboratories for all who use them. Interpretive signs about the benefits of low-water-use faucets in commercial restrooms, about how to sort recyclables in a building, about xeriscaping practices to conserve water outdoors, and about the use of energy-saving lighting controls educate those using the

building, which in turn should further the penetration of green building practices throughout our building stock. Even in homes there are opportunities to increase awareness about the environment-children growing up with green features will consider that the norm. Green buildings that offer a direct connection with the natural environment may also nurture a more wholesome relationship with that environment among populations that are increasingly isolated from it.

Support of sustainable economies

A green agenda can extend beyond the built environment into the economy at large. Locally based manufacture of building materials and local agriculture are opportunities that green building helps foster. Putting money into local companies that weatherize homes or install solar equipment can keep money within the community instead of sending it out of the community (and much of it out of the country) in purchasing fossil fuels. Support of companies with socially responsible policies While green building products have been identified to date based largely on their environmental characteristics (recycled content, low VOC emissions, and so forth), a next step might be broadening selection criteria to consider such issues as a company's internal environmental policies, labor practices, and other measures that are typically addressed under the banner of "corporate social responsibility."

[PRINTER FRIENDLY VERSION]

Published by Stephen P. Ashkin
Copyright © 2005 The Ashkin Group, LLC.. All rights reserved.
Printed with 100% post-consumer recycled electrons

TELL A FRIEND

Powered by **IMN™**



THE ASHKIN GROUP, LLC

— DESTINATION GREEN —

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Wednesday, August 17, 2005

Issue 7

VOLUME 1 ISSUE 7

MAIN PAGE

TOPICS

Welcome Message

Green Selling Tips

Green News

Green Group of the Month

Health & The Environment

Stephen Ashkin's Event Calendar

Green Potpourri

PROFESSIONAL DEVELOPMENT

Invest in your future.



August's Executive Book Summaries includes *The New Era of Salesmanship* by Thomas Freese who discusses the skills necessary to succeed in today's competitive environment. These include building rapport, establishing credibility, peaking a prospects curiosity, leveraging relationships, and

Green Selling Tip: Time Management Versus Project Management

Sales success has often been described as a "numbers game". The thinking goes that the more calls we make the better our sales. And of course this is logical and when selling individual products, if you will forgive the pun – a tactic you can take to the bank.

So to increase our sales we can work longer hours. One strategy can be to identify the kinds of customers with whom we can make sales calls early in the morning, late at night, or on the weekends. Many sales people have profited handsomely by working an extra hour per day which adds up to more then 200 hours per year.

Another strategy offers an alternative to working harder, and encourages us to work smarter. Some specific working smarter strategies include better territory management to reduce the amount of time we spend in our cars driving between sales calls, putting off paper work and other non-essential activities until evenings to free-up prime selling time, improving our prospecting, carefully managing interruptions such as personal calls on our cell phones or checking personal email, and the list can go on.

And for those of us who can realize benefits from improving our time management certainly should do so, and there are numerous books available to help.

But this article is intended to serve as a contrast to time management. And understand before you read any further that it is not my purpose to suggest that there is something wrong with time management, because it clearly is an important and perhaps even an essential strategy on the journey to sales success. I am frankly convinced that we cannot



LETTERS

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

differentiating the value proposition from the competition. (all helpful for selling Green Cleaning).

Plus you get *Why Some Companies Emerge Stronger and Better From a Crisis* by Ian Mitroff, *Making Strategy Work* by Lawrence Hrebiniak, and more... Lots of good listening to help your professional development.

succeed in the cleaning industry, especially if we are just getting started or trying to do something new, if we aren't prepared to work hard.

But the issue we want to convey in this article is that even when we are working hard and managing our time as efficiently as possible, unfortunately this does not directly translate into success. This is because Green Cleaning is a process that often has several distinct steps and unless we successfully complete each step, we can't succeed.

Perhaps a suitable analogy would be going to school. Most college graduates have completed 16 years of school. But this does not mean that someone can be a college graduate by repeating the 1st Grade 16 times – no matter how hard they work at it. Rather, they completed elementary school before progressing to middle school. And once through middle school they continued to high school. And a student is only eligible to begin college after completing high school.

Thus the issue here isn't just time management -- just working hard or efficiently, but recognizing that successful achievement has in this case more to do with project management. Successful project management recognizes that most projects that surpass a minimal level of sophistication can be broken down into multiple steps.

And of course we are recognizing that some projects really only have a limited number of very simple steps. However, some projects like implementing a Green Cleaning program in a school system, university, health care facility, large commercial office building, etc., can be extremely complex with numerous steps.

In the case of Green Cleaning there can be numerous steps due to all the building, custodial and product issues. Furthermore, not all steps are of equal importance, size or difficulty. And some steps can be grouped together and worked on simultaneously, while other steps must be arranged in a sequence with some steps needing to be accomplished before others can begin. Project management also realizes that while some steps are critical for success, other are less critical and are nice

to have when time and resources permit.

Identifying, sequencing and prioritizing the steps in the process are critical in project management. And thus it is with Green Cleaning. This is what we have observed over the past 15 years trying to sell Green Cleaning programs and next in next month's issue of DestinationGreen we will provide for you some of the key steps in the Green Cleaning project management.

While this may sound somewhat complicated, also know that it presents a barrier for your less skillful and committed competitor giving you a competitive advantage. Sure plenty of sales people will make money selling a case of glass cleaner here and a vacuum cleaner there. But the better you get at managing Green Cleaning projects the more accounts you'll sell and the bigger the bundle you'll sell to each account. And since they have to buy these products from someone, we would prefer they buy them from you!

Good selling.

[PRINTER FRIENDLY VERSION]

Published by Stephen P. Ashkin
Copyright © 2005 The Ashkin Group, LLC.. All rights reserved.
Printed with 100% post-consumer recycled electrons

TELL A FRIEND

Powered by **IMN™**



THE ASHKIN GROUP, LLC

— DESTINATION GREEN —

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Wednesday, August 17, 2005

Issue 7

VOLUME 1 ISSUE 7

MAIN PAGE

TOPICS

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

PROFESSIONAL DEVELOPMENT

Invest in your future.



August's Executive Book Summaries includes *The New Era of Salesmanship* by Thomas Freese who discusses the skills necessary to succeed in today's competitive environment. These include building rapport, establishing credibility, peaking a prospects curiosity, leveraging relationships, and

Green News: Why Are Green Schools Healthier?

People spend more time indoors than outdoors. This means children spend most of the time either in a school building or inside a home. Thus, it is critical to ensure these buildings are not harmful to their health. Most parents are aware of the dangers of outdoor air pollutants, like smog, but few realize the dangers of indoor air pollutants.

One-half of our nation's 115,000 schools have problems linked to indoor air quality. The EPA states indoor levels of air pollutants can be two to five times higher than outdoor levels. Poor indoor air quality contributes to respiratory infections and can trigger asthma attacks in susceptible kids. More asthma attacks and respiratory infections mean more absences from school. More absences from school means smaller operating budgets for the school districts. This is why good indoor air quality is so important, and why a Green school's adequate air ventilation, use of cleaning products, chemicals, and materials with little or no toxic substances, and sound maintenance practices are so valuable.

Green schools are built with the precautionary principle in mind. This principle states materials known to be free of toxic substances are preferable to materials that may have such substances. This ensures there are no harmful sources in the building that may one day be found to be harmful to a child's health.

The way a school is built and the materials used are critical to student's health. Children are particularly vulnerable to illness because their respiratory and immune systems are not fully developed.

Furthermore, children under the age of 12 spend about 86% of their time indoors-with



LETTERS

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

[POST LETTER]

differentiating the value proposition from the competition. (all helpful for selling Green Cleaning).

Plus you get *Why Some Companies Emerge Stronger and Better From a Crisis* by Ian Mitroff, *Making Strategy Work* by Lawrence Hrebiniak, and more... Lots of good listening to help your

professional development.

21% of the time being spent in the schools. The primary factors that cause children to stay home from school due to illness are high concentrations of indoor and outdoor air pollutants. Critical indoor pollutants are nitrogen dioxide, mold, and other microbial organisms. These pollutants can cause respiratory infections and trigger asthma attacks.

When children are forced to stay home the average daily attendance (ADA) of the school decreases. Because the ADA is a key factor in determining the operating budget for a school, these student absences have longterm effects for school district budgets as a whole.

Facts:

The U.S. EPA estimates that asthma accounts for 1.2 million missed school days per year in California—the leading cause of school absenteeism due to a chronic illness. Of the 48 pesticides most commonly used in schools, the U.S EPA classifies 22 as possible or probable carcinogens.

Good indoor air quality can minimize the environmental triggers for asthma. Green schools provide good indoor air quality by providing adequate ventilation, eliminating or/controlling sources of contamination, and incorporating good maintenance practices to prevent moisture and dust accumulation and exposure to harmful chemicals and pesticides.

In Green schools, materials are selected carefully to prevent the introduction of environmental toxins. This includes using paint and adhesives and flooring with low or no-volatile organic compounds (VOCs), and avoiding composite wood products that have added urea- formaldehyde.

[PRINTER FRIENDLY VERSION]

Published by Stephen P. Ashkin
Copyright © 2005 The Ashkin Group, LLC.. All rights reserved.
Printed with 100% post-consumer recycled electrons

TELL A FRIEND

Powered by **IMN™**



THE ASHKIN GROUP, LLC
— DESTINATION GREEN —

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Wednesday, August 17, 2005

Issue 7

VOLUME 1 ISSUE 7

MAIN PAGE

TOPICS

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

PROFESSIONAL DEVELOPMENT

Invest in your future.



August's Executive Book Summaries includes *The New Era of Salesmanship* by Thomas Freese who discusses the skills necessary to succeed in today's competitive environment. These include building rapport, establishing credibility, peaking a prospects curiosity, leveraging relationships, and

Green News: Pesticides In Schools: A Growing Problem

Kids may not be willing to admit it, but "back to school" season is already getting approaching.

As it does, a Chicago television station pointed to a new report which calls attention to a problem in schools across the nation, linking pesticides to illness.

The recent study, published in the Journal Of The American Medical Association (JAMA) finds that the rate of illness linked to pesticides and similar chemicals is on the rise in U.S. schools.

Related illnesses are found to range from rashes, sore throats and headaches to the more serious maladies such as asthma and its long-term effects.

Lisa Parker, a reporter with the station, said that a Chicago-based organization aimed at making schools safer says the findings are not surprising.

Beyond the books in the classroom and the brown bags in the lunchroom, pesticides may lurk in the school hallways or on the green grass of the football field.

The JAMA study found illness among school children, directly linked to the pesticides found in those locations, rose sharply between 1998 and 2002 in schools across the country.

"These children are very vulnerable to the affects of pesticide exposure," said Rachel Rosenberg, of the Safer Pest Control Project.

"They are vulnerable because they are very small, their behaviors make them more



LETTERS

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

differentiating the value proposition from the competition. (all helpful for selling Green Cleaning).

Plus you get *Why Some Companies Emerge Stronger and Better From a Crisis* by Ian Mitroff, *Making Strategy Work* by Lawrence Hrebiniak, and more... Lots of good listening to help your professional development.

exposed to pesticides, they are on the floor (and) they're putting things in their mouth," she said.

Rosenberg is the executive director of the Safer Pest Control Project, a Chicago-based, non-profit group dedicated to removing pesticides from the school environment.

With the help of a private grant, the group works closely with all 600 Chicago public schools in an effort to get them on board with the Integrated Pest Management program, or IPM.

Instead of monthly spraying at schools, the program is designed to get to the root of the pest problem.

"Instead of just spraying pesticides and killing the pests that you see, you are going to go to the root cause of the problem and get rid of what they are eating, what they are drinking, what they are sleeping in," Rosenberg said. "It has a lot to do with improved sanitation (and) improved maintenance."

But just as pesky as the bugs themselves, Rosenberg says there are budget problems within the Chicago Public Schools system, as well as insufficient training programs that hinder the implementation of IPMs.

Parker said there are no specific federal requirements for limits on pesticide exposure in schools.

Some states, including Illinois, require the use of an IPM program, but proponents say enforcement is severely lacking.

Parker added that Chicago is the "epicenter of asthmatic children," with nearly 122,00 pediatric cases reported.

She said that asthma is the number one reason for absenteeism in Chicago schools.

[PRINTER FRIENDLY VERSION]



THE ASHKIN GROUP, LLC

DESTINATION GREEN

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Wednesday, August 17, 2005

Issue 7

VOLUME 1 ISSUE 7

MAIN PAGE

TOPICS

Welcome Message

Green Selling Tips

Green News

Green Group of the Month

Health & The Environment

Stephen Ashkin's Event Calendar

Green Potpourri

PROFESSIONAL DEVELOPMENT

Invest in your future.



August's Executive Book Summaries includes *The New Era of Salesmanship* by Thomas Freese who discusses the skills necessary to succeed in today's competitive environment. These include building rapport, establishing credibility, peaking a prospects curiosity, leveraging relationships, and

Green News: The City of Seattle is Talking Trash

Moving beyond recycling to preventing garbage itself as the next generation of social and civic responsibility, Seattle Public Utilities is launching an initiative called Wasteless in Seattle.

Through various programs, including mandatory recycling and fines for violators beginning in January, the city is urging its employees, residents and businesses to rethink how they dispose of everything from egg shells to electronics.

"We're going to have to make use of the landfills on the east side of the mountains for the foreseeable future, but we're darned if we're not going to get massive amounts of waste reduced from that flow," said City Councilman Jim Compton, chairman of the Utilities and Technology Committee.

Which is where the trash talk comes in. Garbage prevention is far more than recycling, city officials say. It is a comprehensive strategy that includes a "triple bottom line" -- environmental and public-health considerations as well as economic ones.

"Recycling is throwing something away that can be made into a different product, but waste prevention means not making the waste in the first place" said Chris Luboff, solid-waste planning supervisor for Seattle Public Utilities. "We're trying to broaden that concept."

Each year the city of Seattle uses a heap of paper higher than Mount Rainier, said Jetta Antonakos, head of the utility's new paper-waste-reduction effort called "paper cuts."

The city wants more electronic documents and



LETTERS

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

differentiating the value proposition from the competition. (all helpful for selling Green Cleaning).

Plus you get *Why Some Companies Emerge Stronger and Better From a Crisis* by Ian Mitroff, *Making Strategy Work* by Lawrence Hrebiniak, and more... Lots of good listening to help your professional development.

presentations and fewer multiple copies of large reports.

Then there is "product stewardship," which is an effort to encourage manufacturers to take more environmental responsibility for their products and to create materials that cause fewer disposal problems. The effort includes "take-back" programs being developed for computer monitors, furniture and possibly even prescription drugs.

The utility is also moving toward more "green purchasing" -- buying non-toxic window cleaners, janitorial supplies and "environmentally preferable" electronics.

Increasingly, "if someone wants to sell a product to us, they have to go through a screening process," Antonakos said.

"In the old days, garbage was mostly organics, then came the modern era with plastics and bottles and tin cans, which are relatively easy to recycle," Luboff said. "But now, we have more complicated, combination products like cell phones and computers, with cathode-ray tubes, lead in the glass, toxics in the plastic and other hazardous materials."

Seattle, which became a national recycling leader 15 years ago, is also embarking on an aggressive program to reach a goal of diverting 60 percent of garbage from landfills by recycling. Now that percentage is less than 40 percent.

On July 1, many North End businesses such as restaurants were given new containers to encourage recycling; South End businesses will begin the program Aug. 1. Since April, residents have been converting to 90-gallon containers under a new mandatory recycling program. As of January, fines will be levied against those who throw away such things as paper and cans, which should be recycled.

"Taking environmental and health concerns into consideration has prompted us to look at everything, including waste, differently," said Julie Vorhes, solid-waste planner for Seattle Public Utilities. "For example, a triple-bottom line asks, 'What's the difference in pollution and health impacts of using biodiesel instead of

diesel?' "

Vorhes said costs are hard to pinpoint because the effort is so new. "We can say that recycling saves money," she said. "But waste prevention is a different animal. We're not just asking the question about economics."

Luboff said it costs the city to collect and inspect recycled materials and to promote programs, but if customers can divert 40 to 60 percent of material from landfills, the city would save \$2 million a year.

Some programs, developed in the past few years, are growing -- and showing promise.

Use-It-Again Seattle, a program featuring community "garage sales" throughout the city, allows residents to drop off and pick up items free (no electronics, appliances, couches or mattresses). The effort recycled 60 tons of metal last year, and an estimated 221 tons of materials were reused and diverted from landfills.

Another initiative, the Take-It-Back Network, saw about 600 tons of computers monitors and other components returned in 2004 to participating retail stores. There are also consortiums that will intercept items that shouldn't go in landfills, such as the Rechargeable Battery Recycling Coalition.

A city "Green building" program, aimed at recycling, water and energy conservation and waste prevention, is also reaping results, city officials say. In 11 city projects last year, nearly 57,000 tons -- or \$560,000 worth -- of salvaged or reused materials were kept out of landfills.

"That's a big recapture," Luboff said, noting that the city -- taxpayers -- ultimately must pay for everything thrown away. The city of Seattle, which was a pioneer in the recycling movement 15 years ago, now wants to get rid of trash altogether - recycled or not. The city has budgeted more than \$400,000 to begin a waste prevention program and to encourage vendors to be more environmental responsibility for their products and to create materials that cause fewer disposal problems.

[PRINTER FRIENDLY VERSION]

Published by Stephen P. Ashkin
Copyright © 2005 The Ashkin Group, LLC.. All rights reserved.
Printed with 100% post-consumer recycled electrons

TELL A FRIEND

Powered by **IMN™**



THE ASHKIN GROUP, LLC

DESTINATION GREEN

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Wednesday, August 17, 2005

Issue 7

VOLUME 1 ISSUE 7

MAIN PAGE

TOPICS

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

PROFESSIONAL DEVELOPMENT

Invest in your future.



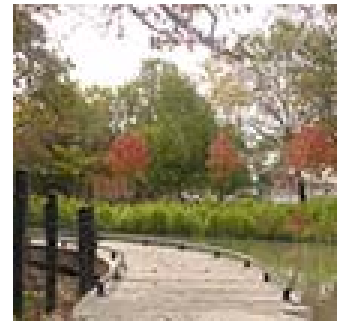
August's Executive Book Summaries includes *The New Era of Salesmanship* by Thomas Freese who discusses the skills necessary to succeed in today's competitive environment. These include building rapport, establishing credibility, peaking a prospects curiosity, leveraging relationships, and

Green News: Evangelical Christians Show Increasing Support for Environment

An unlikely alliance is building in Washington. Evangelical Christians have been joining forces with environmentalists and women's rights groups to support Congressional legislation that calls for - among other things - religious toleration and a commitment to end global warming. The alliance is remarkable, because these groups usually stand at opposite ends of the spectrum when it comes to social issues like abortion and gay marriage. Richard Cizik, of the National Association of Evangelicals, says the NAE's political agenda is much deeper than that. "Most people on the street won't identify the environment, for example - or 'creation care' as we call it -- as a priority concern of evangelical Christians," Rev. Cizik says. "But we're saying that it should be."

The NAE recently passed a resolution highlighting seven priorities that the group believes all conservative Christians should have. The list includes opposition to euthanasia and embryonic stem cell research - stances traditionally associated with the conservative end of the political spectrum. But it also calls upon evangelicals to "protect God's creation," an environmental mandate more traditionally associated with liberal groups. And it calls for laws that will address global and national disparities in wages, health care, and wealth creation.

"The evangelical agenda has always been broader than that characterized," says Allen Hertzke, who teaches Political Science and Religious Studies at the University of Oklahoma. According to Professor Hertzke, more and more evangelical leaders have been partnering with groups like the Feminist Majority -- which favors legalized abortion -- to push for legislation like the Trafficking Victims



LETTERS

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

differentiating the value proposition from the competition. (all helpful for selling Green Cleaning).

Plus you get *Why Some Companies Emerge Stronger and Better From a Crisis* by Ian Mitroff, *Making Strategy Work* by Lawrence Hrebiniak, and more... Lots of good listening to help your professional development.

Protection Act.

Passed in 2000, the law works to combat the illegal practice of selling women and children into prostitution and slavery. "It was sparked initially by the persecution of their fellow believers around the world," Allen Hertzke says. "But that has since blossomed into a much wider quest to promote human rights through the machinery of American foreign policy."

But not all evangelical leaders are comfortable with the alliances being built in Washington - and some of these leaders wield a great deal of influence. Senator James Inhofe of Oklahoma, for instance, chairs the Senate's Environment and Public Works Committee. He calls global warming a "myth," and says it's an idea manufactured by far-left environmentalists who want to distract the nation - and people of faith -- from issues like abortion.

Senator Inhofe, who is himself an evangelical, disapproves of the NAE's willingness to make human-induced climate change a political and spiritual priority. And he does not think the group should be working with any organization that promotes legalized abortion or same-sex marriage. "If you really believe in your heart that life begins at conception, there's no compromise in that," Senator Inhofe says.

Furthermore, he says politically, conservative groups have nothing to gain by compromising. "The conservative agenda has won elections for the last 4 election cycles," Senator Inhofe says. "Why compromise when you're ahead?"

But Richard Cizik of the National Association of Evangelicals insists that sometimes you need to compromise in order to get important things done. "We're not associating ourselves with some of what the environmental movement has done wrong," he clarifies. "I think it was wrong of the environmental movement to become associated with population control movements, for example. So given the fact that there have been some unfortunate associations that the environmentalists have made, I'm not going to call myself an 'environmentalist.' But do I envision our movement as evangelicals' collaborating with environmentalists to help save the planet?"

Sure! I don't see how it could be done without that collaboration."

To accomplish that collaboration, though, Reverend Cizik says he is going to have to convince more than just conservative evangelicals. Liberals, too, he says, can sometimes be uncomfortable with the idea of compromise.

[PRINTER FRIENDLY VERSION]

Published by Stephen P. Ashkin
Copyright © 2005 The Ashkin Group, LLC.. All rights reserved.
Printed with 100% post-consumer recycled electrons

TELL A FRIEND

Powered by **IMN™**

THE ASHKIN GROUP, LLC — DESTINATION GREEN —

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Wednesday, August 17, 2005

Issue 7

VOLUME 1 ISSUE 7

MAIN PAGE

TOPICS

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

PROFESSIONAL DEVELOPMENT

Invest in your future.

August's Executive Book Summaries includes *The New Era of Salesmanship* by Thomas Freese who discusses the skills necessary to succeed in today's competitive environment. These include building rapport, establishing credibility, peaking a prospects curiosity, leveraging relationships, and

Green Group of the Month: Children's Health Environmental Coalition

Colette was our daughter. It is because of Colette, and the countless other children whose lives are being lost to cancer and other childhood diseases that are linked to hazards in the environment, that we are reaching out to you. We want to share with you what parents who have lost children tragically to cancer have learned, and what together we can do about this terrible threat to all children.

When children are stricken with cancer you fight for their lives, and you look for reasons. We asked, all along, about the cause. People would say, "This is rare. This is non-hereditary." But we had been so careful as parents. We couldn't imagine an environmental cause, so we underwent tests to see if something in our own health profiles might have affected Colette. The tests yielded no clues and it was proven that her cancer was, in fact, not genetic.

We began to question whether something in the environment had interfered with Colette's gestational development. We learned, after consulting an expert on Wilm's Tumor, that it was possible that something Nancy had ingested or was exposed to in the environment during her pregnancy could have triggered the destructive mechanism that caused Colette's cancer to later develop.

Learning the Truth

It would take four years for our fears to be confirmed. In March 1995, we received a newly released study, "Parental Exposure to Pesticides and Risk of Wilm's Tumor in Brazil" (1995), published by the American Journal of Epidemiology. The study revealed a



LETTERS

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

differentiating the value proposition from the competition. (all helpful for selling Green Cleaning).

Plus you get *Why Some Companies Emerge Stronger and Better From a Crisis* by Ian Mitroff, *Making Strategy Work* by Lawrence Hrebiniak, and more... Lots of good listening to help your professional development.

link between parental pesticide use before pregnancy and the age of the child at the time of the diagnosis of Wilm's Tumor. It said that maternal exposure to pesticides was most likely a cause of the disease when the tumor was diagnosed 48 months after the child's birth. Colette was diagnosed when she was four years old — at exactly 48 months of age.

The study also noted that "the effects of pesticides could be mediated by mutations in germ cells, by exposure of the fetus in utero, or by exposure after birth from residues present in breast milk, in foods, in the home, or in the surrounding environment."

Nowhere to Turn

But at the time of our daughter's illness, we looked in vain for any clues to the cause of her condition. Much to our surprise, we found that there was very little scientific research on the link between the growing incidence of childhood cancer and environmental toxics. In fact, we discovered that virtually all of our environmental protection standards in the United States are based on research that measures the potential effects of carcinogens on a 155 pound adult male.

Intuitively, we felt that this didn't make sense; that children were much more vulnerable and standards set for adults were inappropriate. We began to see that if the gap in research on environmental toxic impacts on children could be filled, perhaps more appropriate protection standards could be set, and growth in the incidence of childhood cancer might be checked. But all we could think about then was our child and her suffering.

Colette's Bravery As Colette's parents, we will never forget her bravery. She taught us not to be afraid to die. She proved to us that unconditional love lasts forever. It is this flame that burns deep in our hearts even today.

The morning after Colette died, our close friend and neighbor, Marcy Hamilton, came down the hill to our house. She said, "Colette's favorite color was green. She loved the park. She loved nature. Why don't you start an environmental fund?"

Of course, at the time we had all we could do just to survive the overwhelming loss. We were dazed. But the seed of an idea was planted; one that has actually helped us over time transform our pain into a hope that we can do something to help others avoid what we went through.

CCEF — A Seed is Planted

In 1991, with the help of our best friend, Olivia Newton-John, and Wednesday's Moms and other close personal friends, like Bette Midler, Lyn and Norman Lear, Cindra and Alan Ladd Jr., to mention only a few, we raised funds to launch the Colette Chuda Environmental Fund (CCEF) to support scientific research on the risks to children from environmental toxics.

In 1994, the hard work of the many thousands of individuals who have contributed to CCEF resulted in the release of the first systematic analysis of children's exposure to carcinogens in their home and school environments. The study, *Handle With Care: Children and Environmental Carcinogens*, was researched by the Natural Resources Defense Council and distributed around the world.

It was this study, as well as others by the National Academy of Sciences, the Environmental Working Group, and Columbia University, that sparked the interest of Senator Barbara Boxer to take action to change current environmental protection policy. In March 1995, she proposed an amendment to the "Toxic Substances Control Act" designed to address the need for greater protections for children, as well as for other vulnerable groups including pregnant women and the elderly. She dedicated this bill in Colette's honor:

"Nancy and Jim Chuda, despite their grief, chose to turn their own personal tragedy into something positive. They have labored endlessly to bring to the country's attention the environmental dangers that threaten our children. They want to make sure that what happened to their Colette will not happen to another child. No parent should have to go through what the Chudas went through. If future deaths can be prevented, I know we will all be indebted to the tremendous energy and perseverance of Nancy and Jim Chuda." —

Congressional Record, Proceedings and Debates of the 104th Congress, Second Session. Washington, Thursday, May 9, 1996

Jim and I also began to turn our attention to the task of mobilizing parents and caregivers, environmental groups, the scientific community and media to work together to help make the necessary changes in national policies to protect our children. Armed now with more reliable scientific research, we also wanted to educate parents and other caregivers about the environmental dangers to their children, and to share some of the practical strategies and alternative products we were beginning to learn about that could be employed at home or at school to help minimize the environmental health risks to children.

Toward this end, we formed the [Children's Health Environmental Coalition \(CHEC\)](#) and established this web site as a vehicle to reach out to you with easy to understand and reliable information, practical advice you can use in your own home or school, and ways to join with others to make change in our community

[PRINTER FRIENDLY VERSION]

Published by Stephen P. Ashkin
Copyright © 2005 The Ashkin Group, LLC.. All rights reserved.
Printed with 100% post-consumer recycled electrons

TELL A FRIEND

Powered by **IMN™**



THE ASHKIN GROUP, LLC
— DESTINATION GREEN —

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Wednesday, August 17, 2005

Issue 7

VOLUME 1 ISSUE 7

MAIN PAGE

TOPICS

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

PROFESSIONAL DEVELOPMENT

Invest in your future.



August's Executive Book Summaries includes *The New Era of Salesmanship* by Thomas Freese who discusses the skills necessary to succeed in today's competitive environment. These include building rapport, establishing credibility, peaking a prospects curiosity, leveraging relationships, and

Green Potpourri: Healthier Lawn Care

Avoid Pesticides and Herbicides. Children and pets are especially vulnerable. • Create a hospitable habitat for birds and other predatory wildlife that feast on pests • Hang a bird feeder, bird houses, a bat house, welcome ladybugs and other beneficial insects • Weed manually, before seed heads appear • Use boiling water, diluted soap or white vinegar to kill weeds • Apply corn gluten to discourage weeds • Use least toxic products and practices like Integrated Pest Management

Develop Healthy Soil • Add organic compost to build levels of nitrogen, phosphorus and potassium • Start a compost pile (a system of microbes and organic matter from your kitchen, leaf & grass clippings) • Leave mulched grass clippings to recycle nitrogen • Reduce soil compaction – aerate soil to allow air to circulate around grass roots • Grade to promote good drainage Reduce Thatch, the layer of decomposing roots, leaves, and stems at the surface of the soil. • Rake to remove thatch — it prevents water and nutrients from penetrating soil

Choose Native Grass Types Suited To Your Climate and Soil • Call your agricultural cooperative extension service or local nursery for information • Consider alternative ground covers

Water Deeply but Not Too Often • Deep but infrequent watering is best and reduces fungal growth • Water between midnight and 8AM to reduce evaporation

Mow High, Not Low • Taller grass chokes out weeds, longer grass takes in more sun and moisture • Keep mower blades sharp to avoid tearing grass, keeping it healthy



LETTERS

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

differentiating the value proposition from the competition. (all helpful for selling Green Cleaning).

Plus you get *Why Some Companies Emerge Stronger and Better From a Crisis* by Ian Mitroff, *Making Strategy Work* by Lawrence Hrebiniak, and more... Lots of good listening to help your

professional development.

Published by Stephen P. Ashkin
Copyright © 2005 The Ashkin Group, LLC.. All rights reserved.
Printed with 100% post-consumer recycled electrons

Powered by **IMN™**

Use Fertilizers Wisely • Choose natural organic fertilizers, use sparingly in early spring or late fall • Avoid application prior to expected heavy rainfall to prevent runoff into waterways

Encourage Neighbors • To avoid pesticides and over fertilizing - which contaminates your neighborhood, yard, family, & world
[PRINTER FRIENDLY VERSION]

TELL A FRIEND



THE ASHKIN GROUP, LLC
— DESTINATION GREEN —

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Wednesday, August 17, 2005

Issue 7

VOLUME 1 ISSUE 7

MAIN PAGE

TOPICS

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

Green Potpourri

PROFESSIONAL DEVELOPMENT

Invest in your future.



August's Executive Book Summaries includes *The New Era of Salesmanship* by Thomas Freese who discusses the skills necessary to succeed in today's competitive environment. These include building rapport, establishing credibility, peaking a prospects curiosity, leveraging relationships, and

Green Potpourri: How to Recycle Your Computer

Seventy percent of the heavy metals in U.S. landfills—including cadmium, mercury, and 1.2 billion pounds of lead—come from electronics, yet fewer than 15 percent of computers are currently being recycled. Some manufacturers, however, are making it easy to safely dispose of outdated equipment. Here's how the companies stack up.

Company: APPLE

For about \$30, Apple will provide a prepaid shipping label for its recycling program. It will also send you packing materials for a nominal fee. Go to apple.com and search under "Apple recycles take-back program."

Company: DELL

For about \$15, Dell will pick up your computer (from any manufacturer) and take it to its recycling department. If you buy a new Dell computer, it will recycle the old one for free. Go to dell.com and search under "recycle."

Company: GATEWAY

Gateway lists independent recycling organizations on its Web site. Customers purchasing new Gateway equipment may be able to trade in old equipment, depending on condition, and receive a rebate. Go to gateway.com and search under "recycle or reuse."

Company: Hewlett Packard

For \$13 to \$34 per item, HP will take back both your computer (from any manufacturer) and laser-printer and ink-jet supplies (HP only). Go to hp.com and search under "product



LETTERS

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

differentiating the value proposition from the competition. (all helpful for selling Green Cleaning).

recycling."

Company: IBM

Plus you get *Why Some Companies Emerge Stronger and Better From a Crisis* by Ian Mitroff, *Making Strategy Work* by Lawrence Hrebiniak, and more... Lots of good listening to help your professional development.

For about \$30, IBM will provide a prepaid shipping label to send your computer (from any manufacturer) to Envirocycle, a large electronics recycling center. Go to ibm.com and search under "recycling service." For more on Envirocycle, go to www.enviroinc.com.

[PRINTER FRIENDLY VERSION]

Published by Stephen P. Ashkin
Copyright © 2005 The Ashkin Group, LLC.. All rights reserved.
Printed with 100% post-consumer recycled electrons

TELL A FRIEND

Powered by **IMN™**



THE ASHKIN GROUP, LLC

DESTINATION GREEN

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Wednesday, August 17, 2005

Issue 7

VOLUME 1 ISSUE 7

MAIN PAGE

TOPICS

Welcome Message
Green Selling Tips
Green News
Green Group of the Month

Health & The Environment

Stephen Ashkin's Event Calendar
Green Potpourri

PROFESSIONAL DEVELOPMENT

Invest in your future.



August's Executive Book Summaries includes *The New Era of Salesmanship* by Thomas Freese who discusses the skills necessary to succeed in today's competitive environment. These include building rapport, establishing credibility, peaking a prospects curiosity, leveraging relationships, and

Health & The Environment: Are Green Schools Cost-Effective?

State budgets are tight, with school districts receiving less money and being told to do more with it. As a result, the central debate about high performance schools is whether any additional costs translate into real long-term savings.

There is a growing body of research showing that while there is the possibility of increased up front costs to construct high performance schools, there is demonstrated savings in operation and maintenance costs since less water and energy is used in these schools. Because schools built today will be in operation for the next thirty to fifty years at least, it is imperative to consider the life-cycle costs of the building (costs and benefits over the economic life of the building)

Facts:

A 2003 report to California's Sustainable Building Task Force concluded a 2 percent initial investment for construction costs would yield ten times the initial savings of that investment. For instance, if a building cost \$10 million to construct, it may cost about \$200,000 more up-front to incorporate green building features. But, over the life of the building, which is assumed conservatively to be 20 years, the green building features will yield savings totaling \$2 million.

A report published in July 2004 by Davis Langdon, an international construction consultancy, was a comprehensive analysis of construction costs for many different kinds of green buildings, including schools. The report surveyed LEED buildings. LEED is the most popular standard for commercial Green building, and some high performance school standards have used LEED as a template. The



LETTERS

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

[POST LETTER]

differentiating the value proposition from the competition. (all helpful for selling Green Cleaning).

Plus you get *Why Some Companies Emerge Stronger and Better From a Crisis* by Ian Mitroff, *Making Strategy Work* by Lawrence Hrebiniak, and more... Lots of good listening to help your professional development.

report concluded "there was no significant difference in the construction costs for LEED-seeking versus non-LEED buildings in any of these categories."

According to the Collaborative for High Performance Schools (CHPS), school districts can save 20-40 percent on annual utility costs for new schools and 20-30 percent for renovated schools if high performance design and criteria are incorporated. CHPS estimates Green building practices may increase hard construction costs by approximately \$1 per square foot (.4-.6% of total construction) and increase soft costs by \$1.10-\$1.40 per square foot (4% increase in total soft costs).

In a 2003 report to the Los Angeles Unified School District about implementing high performance standards, LAUSD's consultant said the actual construction costs of the school facilities will be comparable to the costs of building a school using traditional design criteria.

[PRINTER FRIENDLY VERSION]

Published by Stephen P. Ashkin
Copyright © 2005 The Ashkin Group, LLC.. All rights reserved.
Printed with 100% post-consumer recycled electrons

TELL A FRIEND

Powered by **IMN™**



Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Wednesday, August 17, 2005

Issue 7

VOLUME 1 ISSUE 7

MAIN PAGE

TOPICS

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

PROFESSIONAL DEVELOPMENT

Invest in your future.



August's Executive Book Summaries includes *The New Era of Salesmanship* by Thomas Freese who discusses the skills necessary to succeed in today's competitive environment. These include building rapport, establishing credibility, peaking a prospects curiosity, leveraging relationships, and

Health & The Environment: Toxics: Mixed News On The Body Burden

Among the findings reported by the CDC are:

- The percentage of young children with toxic levels of lead, which are associated with low IQ and many medical problems, has "dropped precipitously," said Julie Gerberding, director of the CDC. Gerberding attributed the decline to deleading of gasoline and other public-health efforts. Levels of cotinine, a substance that indicates exposure to secondhand smoke, are also falling, though non-Hispanic blacks suffer an increased burden of this toxic substance in comparison with non-Hispanic whites and Mexican-Americans.

- There was concern over another metal, cadmium, with 1 in 20 adults over 19 having levels that may be associated with kidney dysfunction and low bone mineral density. While the CDC thinks such levels are likely due to smoking cigarettes, Tim Kropp, senior scientist at the Environmental Working Group, adds that burning fossil fuels may be a significant source of cadmium. "We need to figure out where that's coming from instead of chalking it up to many bad things about tobacco," said Kropp.

- All women of childbearing age had mercury levels below those associated with neurological impairment of the developing fetus. However, about 1 in 20 of them had levels that were within a zone of potential concern. This rate was slightly reduced from the 2003 report, although Jim Pirkle, deputy director for science at the CDC's Environmental Health Laboratory, said more data would be needed to assess whether this change was a trend. Released yesterday, the Third National Report on Human Exposure to Environmental Chemicals documents the levels of many toxic substances, among them tobacco smoke, metals, dioxins, polychlorinated biphenyls

LETTERS

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

differentiating the value proposition from the competition. (all helpful for selling Green Cleaning).

Plus you get *Why Some Companies Emerge Stronger and Better From a Crisis* by Ian Mitroff, *Making Strategy Work* by Lawrence Hrebiniak, and more... Lots of good listening to help your professional development.

(PCBs), polycyclic aromatic hydrocarbons (PAHs), pesticides, and phthalates. The CDC examined blood and urine samples collected from 1999 to 2002 and looked at toxic levels in subgroups, such as age, gender, and race/ethnicity.

For the vast majority of substances evaluated, little research has been done regarding how much exposure, if any, is safe. Gerberding stressed that a chemical present in one's body does not necessarily cause disease. And the study was not designed to associate measured levels with distinct medical and developmental problems.

Kropp applauded the CDC for its work but also emphasized that the study looked at the toxics in a "chemical-by-chemical vacuum." He added, "Shouldn't how we regulate them mirror what happens in the world?" The Environmental Working Group recently published a study documenting an average of 200 chemicals present in samples of 10 babies' umbilical cord blood.

Future reports are scheduled for publication every two years, with certain chemicals already slated to be evaluated. These include polybrominated diphenyl ethers (PBDEs), flame retardants widely present in many consumer products such as furniture, mattresses, and computers. PBDEs have been shown to poison brain development and cause thyroid and reproductive dysfunction and cancerous tumors in laboratory animals.

"There is a reason that they test these [chemicals], and it's important that they test them," Kropp added.

For more information: [The Agency for Toxic Substances and Disease Registry](#) has a site with links in both English and Spanish to frequently asked questions about toxic substances.

[PRINTER FRIENDLY VERSION]



THE ASHKIN GROUP, LLC

— DESTINATION GREEN —

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Wednesday, August 17, 2005

Issue 7

VOLUME 1 ISSUE 7

MAIN PAGE

TOPICS

Welcome Message

Green Selling Tips

Green News

Green Group of the Month

Health & The Environment

Stephen Ashkin's Event Calendar

Green Potpourri

PROFESSIONAL DEVELOPMENT

Invest in your future.



August's Executive Book Summaries includes *The New Era of Salesmanship* by Thomas Freese who discusses the skills necessary to succeed in today's competitive environment. These include building rapport, establishing credibility, peaking a prospect's curiosity, leveraging relationships, and

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.

LETTERS

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

differentiating the value proposition from the competition. (all helpful for selling Green Cleaning).

[PRINTER FRIENDLY VERSION]

Plus you get *Why Some Companies Emerge Stronger and Better From a Crisis* by Ian Mitroff, *Making Strategy Work* by Lawrence Hrebiniak, and more... Lots of good listening to help your

professional development.

Published by Stephen P. Ashkin
Copyright © 2005 The Ashkin Group, LLC.. All rights reserved.
Printed with 100% post-consumer recycled electrons

TELL A FRIEND

Powered by **IMN™**