



THE ASHKIN GROUP, LLC
— DESTINATION GREEN —

Transforming The Cleaning Industry By Helping Sales People Sell Green Products

Tuesday, September 13, 2005

Issue 8

VOLUME 1 ISSUE 8

TOPICS

Welcome Message
Green Selling Tips
Implementing Green Cleaning
Green News
Green Group of the Month
Health & The Environment
The Ashkin Group News

PROFESSIONAL DEVELOPMENT

Invest in your future



September's Executive Book Summaries includes The 8th Habit by Stephen Covey which is the follow-up to his highly acclaimed book The 7 Habits of Highly Effective People. His new book is a must read for Green Cleaning sales people.

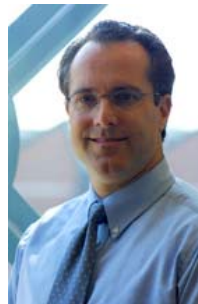
Plus, you get The Prime Solution from

Katrina: Don't Forget Our Family

A Personal Letter to Our Industry from Stephen Ashkin

With all the devastation in the Gulf Coast, how can we band together to help the members of our industry?

Plus in this issue of DestinationGreen you'll want to read the Green Selling Tip on 'Steps' to better sales. The Implementing Green Cleaning article is an excellent discussion on the Differing Shades of Green and there are a number of articles on global climate change – hopefully we can prevent more storms like Katrina. And finally, don't miss the "back to school" checklist. Plus, much, much more
[FULL STORY]



Green Selling Tip: Selling Green Step-by-Step

We have all heard the expression that its best to "work smarter not harder." However, there is a lot more to selling than just working smarter. Much involves time management, as we discussed in our July 2005 issue, but another requirement is a thorough understanding of the actual steps and essential components in the sales process. These steps will help you be more profitable and successful.

[FULL STORY]



Implementing Green Cleaning: Getting Green, Shade by Shade — While Keeping Your "Triple Bottom Line" in the Black

It probably comes as no surprise that many people think of Green Cleaning only in terms of chemicals. But Green Cleaning is much more than this. This article addresses the progression of going green and some of the steps may surprise you.

[FULL STORY]



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DestinationGreen Survey

Have you or are you planning to donate money to help the victims of hurricane Katrina?

- I have already donated.
- I have not donated yet.
- I do not plan to donate money.
- I have not decided.

[See Results](#)

ARCHIVE

Issue 9
October 12, 2005
Vol. 1 Issue 9

Issue 7
August 17, 2005
Vol. 1 Issue 7

Issue 6
July 20, 2005
Vol. 1 Issue 6

Issue 5
June 15, 2005
Vol. 1 Issue 5

Issue 4

sales expert Jeff Thull which provides information on making complex sales, and Bridging the Culture Gap by Penny Carte and Chris Fox.

Lots of good listening that can help you succeed.

Health & The Environment: Why are Non-Stick Chemicals in Our Babies?

Babies in the womb are being contaminated with hazardous chemicals, flame-retardants, perfumes and other gender-bending chemicals, according to a new report. How and why is this happening?

[FULL STORY]



May 11, 2005
Vol. 1 Issue 4

Issue 3

April 13, 2005
Vol. 1 Issue 3

Issue 2

March 9, 2005
Vol. 1 Issue 2

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](#)

[Stop Global Warming](#)

[Environmental Building News](#)

[Sustainable Business](#)

Green News: Hospitals and Schools Moving to Greener Cleaning

As we all know, more and more medical and educational facilities are discovering the many health benefits by converting to Green Cleaning. This article discusses the growing movement toward the use of environmental preferable products and what building occupants are discovering once they go-Green.

[FULL STORY]

Health & The Environment: Is the World's Climate Changing?

"There is no convincing scientific evidence that human activity is causing catastrophic heating of the Earth's atmosphere and disruption of the Earth's climate." Sen. James M. Inhofe, Oklahoma

[FULL STORY]

Health & The Environment: Ashkin: Katrina a Wake-up Call

Is global warming real? And if so, is it effecting the health of our planet, and in so doing, our own health? Leading scientist from around the world say it is true and we must now take steps to address the problem. In this article, Senators John McCain and Hillary Clinton travel to Alaska to see first hand to see if the Arctic is warming.

[FULL STORY]



Health & The Environment: Back to School Check List

Questions to ask your school or day care provider.

Parents like to meet the teachers who will be teaching their children. However, along with meeting the teacher, it might be a good idea to look around the school and see if it is clean, well maintained, safe, and Green.

[FULL STORY]



Green Group of the Month: StopGlobalWarming.org

Each month we select one organization that is contributing to a healthier environment. This month our Group of the Month is Stop Global Warming, which is sponsoring a virtual march on Washington.



[FULL STORY]

The Ashkin Group Calendar of Events

The following are The Ashkin Group's schedule of upcoming events.

[FULL STORY]

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Katrina: Don't Forget Our Family

A Personal Letter to Our Industry from Stephen Ashkin

The devastation in New Orleans and along the entire Gulf Coast has been catastrophic. For those who lived in the area or have family and friends there, our heart and prayers go out to you.

Many organizations are accepting and funneling donations to the victims, and it is gratifying to see the worldwide outpouring of support for the victims.

But what about "our family?"

By "our family," I mean those working in the cleaning industry who have lost everything. Who is going to take care of the school custodians, the cleaning personnel who worked for the area's facilities and contract cleaners, the environmental services workers in the healthcare facilities, and the sales and support staffs of the janitorial supply distributors, whose jobs are gone and lives have been disrupted by this horrific disaster?

I suspect that the doctors, lawyers, engineers, and other professional people will do just fine. But who's looking after our family?

I am sending this to our industry's product suppliers, distributors, cleaning contractors, and trade associations asking them to consider how we might band together and target our relief efforts. Let's try and take care of our own family. If we don't, who will?

Please visit my Web site, [The Ashkin Group](http://TheAshkinGroup.com), for helpful links and information on how we can help those in our own industry affected by this catastrophe.



LETTERS

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

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Additionally, the National Library of Medicine has compiled a new Hurricane Katrina Web page. Located at [the National Library of Medicine](#), it discusses toxic chemicals, which may be released because of the Katrina disaster, information on wind and flood damage, and environmental health information resources for health workers and the interested public.

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Green Selling Tip: Selling Green Step-by-Step

Last month's Issue of DestinationGreen (Issue 7) discussed the difference between Time Management and Project Management. And if you haven't read it yet, we'd encourage you to go back and read it. In this month's Green Selling Tip we want to lay out the actual steps that we have found are essential parts of the project, so that you can manage them to a successful sales outcome.

Please keep in mind that the whole concept of project management does not equate to control. You cannot force your prospect to do something that they do not want to do. But you do have the ability to manage the events, time, people and other issues that can increase your chances of success.

1. Identifying the decision makers – Often it takes more than just a purchasing person to approve a switch to a Green Cleaning person. Selling to someone who can't make a decision is often a complete waste of time. So step 1 is identifying the decision makers and setting up a meeting with all of them. And it is completely acceptable (if not essential) to ask a prospect; "if we meet all of your needs, can you make the decision to switch to our Green Cleaning program, or do others need to be involve?" Far too many sales people waste far too much time by selling to people who can't buy. Please don't fall into this trap!

2. Defining Green Cleaning – as we discussed in our Green Selling Tips in Issues 5 and 6, each market segment defines its desired outcomes in different terms and it is essential to help your prospect clearly understand "what's in it for them" and to begin establishing the 'scope of the project'. Keep in mind that it is this 'scoping' issue that will ultimately



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determine whether you end up selling them just their Green chemicals or the entire Green bundle as described in the Green Selling Tip in Issue 2.

And when you get the first buying signal, don't pull out the bottle of 'magic green miracle cleaner' and try to close the sale. Don't just settle on making a quick sale of a single PRODUCT, when the real goal is to sell them the complete bundle. So be patient and go for implementing an entire program. And as you might imagine, this will have an enormous impact on your sales and commissions.

3. Defining the Process. For a large project, you will need to break it down into a series of manageable small steps. We need to help the prospect 'see' that they can do it, that it's not going to be that hard, and that you will reduce the chances of it failing (please don't be naïve, most people including our prospects fear failing). Remember, your prospect won't expect miracles (everything being done overnight) unless you leave them with this impression. So for big projects, break it down into realistic steps, manage the timetable and manage their expectations. You can get everything done and sell them everything as long as everyone understands and agrees on the process. But this is exactly why you need to be a good project manager -- but it's worth it!

4. Audits. Frequently the first step in the process is an audit to evaluate the current conditions of the building (often called benchmarking). Here we want to identify current building issues, unique occupant needs, training requirements, along with an inventory of chemicals, paper, equipment and other products where we have opportunities to replace their traditional products with green alternatives. Once the audit is completed a plan can be developed.

5. Developing a Plan. Ultimately we want all of the chemicals, but what about installing all of the dilution control equipment and training the custodians. We also want all of the paper products, but what about hanging all of the towel and tissue dispensers. Then there's the equipment – high-filtration vacuums, efficient extractors, buffers and burnishers with vacuum attachments and the equipment list can go on.

And of course there are the trashcan liners, entryway mats, micro-fiber cloths and flat mops, and the list could go on.

But the point here is that there are lots and lots of things to sell and do – and we really haven't even really considered the training of the custodians. Thus, develop a plan and depending on the size of the project, use the necessary steps that get you to the finish line.

Remember, success isn't achieved by just working hard. Rather it is often best determined by those people who are the best at getting things done – especially in complex projects. And remember, you do NOT have to do everything yourself. Your prospect can help and you may be able to rely on suppliers, your managers and other for help at different steps in the project. But it's up to you to establish the steps in the plan, making sure everyone is onboard, on the right page, and with the right expectations. And if you do this, step-by-step you will succeed! Good selling.

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Green News: Hospitals and Schools Moving to Greener Cleaning

Instinctively protective of her children, Tammar Merav noticed the changes at Northern Westchester Hospital right away. Merav, of Somers, delivered her two babies at the hospital four years apart, and this time around it was quieter and her allergies didn't act up as much.

That's what you get in a place that uses lower-decibel vacuums that encapsulate dust before sucking it up, and cleaning methods and products designed to do as little harm to the environment as possible.

Attention to such environmental details is part of a growing movement to clean in new ways that are less harmful than the old. The changes are coming not only in health care, but in education. Under a law that Gov. George Pataki is expected to sign Tuesday, schools statewide would be required to purchase, either on their own or through state contracts, environmentally sensitive cleaning products to maintain their facilities.

Environmentally friendly cleaning products have been proved to perform just as well as their traditional, chemical-based counterparts and for about the same price, experts say. The so-called green cleaning products are more biodegradable, contain fewer toxins, are less volatile and usually require less packaging.

Whether it involves products to wash windows, floors, surfaces or sinks, there are less harmful ways to clean a hospital, school or home.

"The products smell better and they work just as well," said Evelyn Colon, Northern Westchester Hospital's director of environmental services and a 14-year veteran of keeping hospitals clean. "Workers can get hurt using harsher chemicals."

LETTERS

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Selasi Amedzekor, a housekeeper at the hospital, said she was glad about the hospital's switch to green products.

"It used to be that when you sprayed the window cleaner or some of the other products, it would get in your lungs," she said. "It made you cough and sneeze."

Hospital officials say there is still a significant difference between disinfecting patient-care areas and those used by the public.

Sonya Appel, an infection control practitioner and a nurse at Northern Westchester, said medical areas must be cleaned according to national hospital guidelines. For now, green cleaners aren't used for medical areas.

"They don't kill organisms," Appel said of all-purpose general products. "They clean."

As for that notorious hospital and nursing home smell, Colon said, the key to controlling that is a quick response and, in many cases, the extra elbow grease of a committed housekeeping staff.

The U.S. Environmental Protection Agency, which has an entire program related to green cleaning, cites studies saying that "cleaning products are one of the most frequently reported products involved in poisonings reported to Poison Control Centers nationally" and that "the cleaning industry employs about 2.8 million potentially exposed janitors," not to mention the many other building occupants who routinely wipe off desks, counters and other surfaces.

EPA-cited research shows that some of the harsher chemicals release toxins into the air and carry them down drains, exposing workers and building denizens and affecting the food chain. That shows up as skin, lung and eye irritations, and as reproductive problems among wildlife.

When he proposed the "green clean" law for schools, Pataki cited EPA statistics showing that, nationally, more than 32 million pounds of household cleaning products are poured down the drain each day and that indoor pollution costs more than \$50 billion in the United States for health care, absenteeism, lost production and lost revenue.

The new legislation would take effect Sept. 1, 2006, to allow schools to deplete their existing cleaning and maintenance supply stocks and implement the new requirements in the procurement cycle for the 2006-07 school year.

Stephen Boese, the New York director of an organization called Healthy Schools Network, said that contrary to what many people believe, green cleaning is not expensive.

"We see a positive cost impact," Boese said. "The experience of a lot of schools that have put this in place is that it's more efficient and saves money. The products are more plentiful now, so there's more competition, and you have the additional cost savings of easier and safer storage, as well as decreased workers' compensation."

Boese's organization in 2003 cited the Pearl River school district in Rockland for its efforts to clean in a healthier manner, a strategy that should put the district ahead when the state regulations become law.

"There are a lot of options coming out," said Lenny Purcell, who heads Pearl River's facilities department. "Everybody wants to go green. Why wouldn't you want to?"

Though Purcell wasn't around when Pearl River was recognized for its efforts, he completely endorsed them when he arrived this year.

"We try to use the least harmful products possible and still clean properly," said Purcell, who estimated that about two-thirds of the cleaning products used in the 2,400-student district were environmentally friendly. "You don't want to use ammonia anymore if you don't have to. You don't want to use chlorine either. It's an issue these days. People have developed a lot of sensitivity to their environment."

Colon's commitment to using green products at Northern Westchester comes from her love of nature and her two young granddaughters.

"Somebody has to make a difference," Colon said. "This green cleaning is the wave of the future."
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Health & The Environment: Back to School Check List

Questions to ask your school or day care provider.

Is there an Indoor Air Quality (IAQ) management plan? Outdoor air should be continuously supplied to classrooms.

Is there an Integrated Pest Management (IPM) plan? Children should not be exposed to pesticides.

Has the building been testing for lead paint/lead dust? There is no safe exposure level to lead for children.

Is the playground equipment made from CCA treated wood? If so, careful handwashing after recess is vital. CCA is an arsenic compound that is harmful to children.

Is the playground sand free of crystalline silica and asbestos? The safest choice is granular (not fine) washed beach or river sand.

Do you detect chemical odors in the building? Furniture made from urea formaldehyde (UF) pressed woods and new carpeting offgas chemicals in to the air. Poor ventilation means these and other chemicals are trapped inside.

Are the art supplies non-toxic? They should not contain solvents (benzene & toluene), asbestos, silica, lead or cadmium.

Is the room/school clean? Are there door mats? Non-toxic, mild, or least-toxic cleaners should be used.

Are there signs of water damage or mold? All leaks and mold damage should be repaired and



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cleaned immediately.

Does the School LimitExposure to Diesel Exhaust (a chronic respiratory hazard to humans)?

Does your school district: * Prohibit bus idling?
* Allocate the cleanest buses to the longest routes? * Refit diesel buses with particle traps and catalytic converters? * Require buses to use ultra low sulfur fuels?

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Health & The Environment: Ashkin: Katrina a Wake-up Call

Sens. John McCain and Hillary Clinton, touring Alaska this week to view melting permafrost and shrinking glaciers, said the evidence is mounting that global warming is real and human activity is significantly to blame.

"The question is how much damage will be done before we start taking concrete action," McCain, R-Ariz., told reporters at the Hotel Captain Cook Wednesday morning. "Go up to places like we just came from. It's a little scary."

Clinton, D-N.Y., said the scientists and Native people she's spoken to on this trip to Alaska and Canada's Yukon Territory make the case with convincing and moving particulars.

"So I don't think there's any doubt left for anybody who actually looks at the science," she said. "There are still some holdouts, but they're fighting a losing battle. The science is overwhelming."

Among those holdouts, though, is Alaska's entire delegation to Congress -- Sens. Ted Stevens and Lisa Murkowski and Congressman Don Young -- who did not accompany the senators on their tour.

The Alaskans have opposed mandatory limits on the emission of carbon dioxide and other greenhouse gases, saying they're not convinced that humans are largely to blame.

That would put them outside the scientific mainstream.

The National Academy of Sciences and the academies of 10 other nations issued a



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statement this summer saying there is strong evidence that significant global warming is under way and that "it is likely that most of the warming in recent decades can be attributed to human activities."

Whatever the cause, almost everyone agrees the Arctic is warming faster than the rest of the world, and the effects in the North can seem dramatic, which is why Clinton, McCain and two other Lower 48 senators came. Sen. Susan Collins, R-Maine, said the Arctic is the canary in the mine shaft of global warming, "crying out to us to pay attention to the impact."

The group flew over Canada's Yukon territory and saw forests decimated by spruce bark beetles -- believed to grow profusely because of warm weather.

"It's just heartbreaking to see the devastation," Clinton said.

She was struck by the account of a 93-year-old woman she met at a fish camp they helicoptered to from Whitehorse, Yukon. The woman told her she'd been fishing there her whole life but that lately the fish have strange bumps on them, growths Clinton said sounded like some sort of tumor.

They also went to Barrow, the northernmost city in the United States, and met with scientists and Inupiaq Eskimo residents concerned about rising sea levels and other changes. The senators headed to Seward Wednesday to see shrinking glaciers in Kenai Fjords National Park.

Murkowski doesn't dispute Earth is warming or that emissions play a role, only the size of that role, her spokeswoman, Kristin Pugh, said Wednesday. Murkowski welcomed the senators with a dinner she hosted Tuesday night at the Turnagain home of former Gov. Bill Sheffield. After dinner, Clinton and Murkowski walked back to the Captain Cook along the city's Coastal Trail, Pugh said.

Last year, the Alaska delegation disputed an international report by more than 300 scientists that said "human influences ... have now become the dominant factor" in global warming.

Young dismissed the "so-called study" as ammunition for fear mongers.

"I don't believe it is our fault. That's an opinion," Young said in November. "It's as sound as any scientist's." In an interview with KTUU-Channel 2 News this week, Young said the globe is going to change no matter what humans do.

"But to have people come down and talk about we gotta do this, we gotta change that, we don't use Freon anymore, you don't use underarm deodorant, you can't do these kinds of things -- you know, that is pure nonsense," Young said.

Murkowski said she got her most definitive answer to date at a Senate hearing last month, when a climate expert told her that "nearly all" the warming in recent decades is due to human activity. She said the degree of human causation is a matter of debate, however, and she wanted more evidence before she could support something like mandatory emission limits, which could slow the economy.

McCain and Sen. Joe Lieberman, D-Conn., have sponsored the "Climate Stewardship and Innovation Act," which would require electric utilities and other companies to keep greenhouse gas emissions to what they were in the year 2000.

Stevens, who opposes mandatory limits, has said any such legislation would have to go through him because he chairs the Senate Commerce Committee.

Sen. Lindsey Graham, R-S.C., the fourth senator at the Anchorage press conference Wednesday, said he is on the fence about global warming legislation but said he was moved by what he heard on the trip.

"Climate change is different when you come here, because you see the faces of people experiencing it in Alaska," he said. "If you can go to the Native people and listen to their stories and walk away with any doubt that something's going on, I just think you're not listening."

As for Rep. Young's dismissive comments about the issue, "All of us who know Don know that he's just being Don," said Graham.

One of the climate-related questions Alaska's senators are facing is what to do for villages like Shishmaref, which are suffering coastal erosion. Moving them is projected to cost hundreds of millions of dollars.

McCain, a constant critic of congressional spending, said he thinks American taxpayers will be generous to such villagers, as they are to hurricane victims in Florida.

But, he said, people asking for money to fix a problem should be willing to address the root cause. "So far, some of my colleagues are not eager to do so," he said.

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Health & The Environment: Why are Non-Stick Chemicals in Our Babies?

Tests on blood taken from the umbilical cords of nearly 30 new-born babies and from more than 40 new mothers were analysed for the presence of eight groups of chemicals, ranging from artificial musks used in cosmetics and cleaning products to flame retardants and chemicals used to make plastics and non stick and water-proof coatings.

The report 'A Present for Life: hazardous chemicals in cord blood' highlights the fact that babies are being exposed to these chemicals at the most vulnerable point in their development, and the need for urgent action to be taken to control the production and sale of those chemicals that may damage the health of babies and adults alike.

Every single sample of mother or baby blood tested positive for an array of chemicals, many of which are suspected of links to health problems ranging from birth defects and genital abnormalities to certain types of cancer.

All umbilical cords contained a minimum of five of the 35 chemicals tested for, some contained as many as 14. Two of the mothers tested had 17 of the 35 chemicals in their blood.

The report also highlights the possible effects of chemicals on children's brain development and intelligence.

Most of the chemicals are found in products that we all use every day, like cleaning fluids and sprays, tin can linings, perfumes and cosmetics and even baby bottles. Others include banned pesticides like DDT that have lingered in the environment for decades.



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Proposed new EU legislation on chemicals 'REACH' gives Europe a crucial opportunity to take the necessary action to protect humans and the environment from the effects of harmful chemicals and to make producers responsible for the impacts of their products.

Greenpeace and WWF are calling on legislators to put the interests of public health and the environment first, by ensuring that the worst chemicals are identified and phased out, and by making it obligatory to substitute harmful chemicals with safer alternatives.

Andrew Lee, Director of Campaigns for WWF-UK said: "These chemicals should not be in products, let alone in developing babies. The EU has a once in a generation opportunity to control hazardous chemicals with new REACH legislation - it is vital for the health of future generations that this legislation is effective."

Helen Perivier, Toxics Campaigner for Greenpeace International said: "Babies feeding through the umbilical cord are exposed to toxic chemicals from products like vinyl plastics, cleaning products, electronics and perfumes. It is shocking that such chemicals are in the human body at any stage of our life, let alone at the very start, when the child is most vulnerable.

"Governments need to act and require industries to substitute these contaminating chemicals with safer alternatives."

Colin Butfield, leader of WWF-UK's Chemicals and Health Campaign said: "It is urgent that we end the loophole that permits industry to continue using chemicals of very high concern by claiming adequate control of their use, even when safer alternatives exist. If these chemicals are 'adequately controlled', as industry claims, how do they end up in unborn babies?"

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— DESTINATION GREEN —

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Health & The Environment: Is the World's Climate Changing?

When Senator Inhofe speaks, proponents and opponents of measures to limit or expand protection of our environment have little choice but to listen. As the powerful chairman of the Environment and Public Works Committee, his comments and views on legislation regarding the environment are often the final word on the subject.

For instance, earlier this year, legislation sponsored by highly respected senators John McCain, Arizona Republican, and Joe Lieberman, Connecticut Democrat, to limit greenhouse-gas emissions to year 2000 levels was rejected by Congress, mostly because Inhofe strongly opposed the legislation.

Inhofe, as his comment above suggests, disagrees with the legislation because he does not believe global warming, if indeed it is happening, is the result of human activity.

However, another reason he, most Senate Republicans, some Democrats, and the Bush administration oppose legislation such as this and similar measures to protect the environment and limit greenhouse emissions is the concern that it will cripple the economy and the quality of life now enjoyed by this country.

"People from other countries around the world are just sitting back with their fingers crossed, hoping this or similar bills pass," says Inhofe. "Because other nations would not have to meet these standards, it would become a giant jobs bill for Mexico, India, and China."

Use Your Eyes to See What's Happening

They say a picture is worth a thousand words, but when it comes to global warming, a thousand

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words is apparently not enough. During the course of the debate over the legislation, McCain held up a travel poster showing a 1932 picture of an ice cave in Montana's Glacier National Park. He then showed a picture of the exact same spot 50 years later. The ice cave had completely melted away. "I ask my colleagues to not listen so much to special interest groups but look what is happening around the world," McCain said. "Use your eyes to see what is happening."

Although the photos and McCain's comments made little impact on his fellow Senators, most scientists, including some of the most respected scientists in the world, now agree there is strong, indisputable evidence that global warming is occurring and that its impact will become more noticeable—and have more serious implications for the health of our planet—in the not so distant future.

The evidence comes from scientific measurements of such things as rising air temperatures and subsurface ocean temperatures and from such phenomena as increases in the average global sea levels, retreated glaciers such as those in Glacier National Park, and changes to many physical and biological ecosystems around the world.

And there is even considerable evidence that the world's climate is changing just by talking to the "man on the street." Old-time Chicagoans relate that 40 and 50 years ago, at least one great blizzard—essentially shutting down the town—was common each winter accompanied by temperatures that dropped well below zero for days at a time. Although Chicago winters are still no picnic, there have been few if any blizzards like those of a half century ago, and almost all longtime residents say the winters are much warmer now than they were even a few years ago.

Why This Is Happening

It is believed that most of the warming in recent decades is the result of man-made activities. These activities, including the use of fossil fuels to power cars and produce electricity, are causing atmospheric concentrations of greenhouse gases including carbon dioxide, methane, tropospheric ozone, and nitrous oxide to rise well above pre-industrial levels around the world.

For instance, carbon dioxide levels were estimated to be below 280 parts per million (ppm) in 1750.

Today, the level is well over 375 ppm. And as nations and economies around the world grow and develop over the next 25 years, world energy demand is expected to increase by about 60 percent. The fossil fuels, from which much of this energy will be derived, are responsible for most of these carbon dioxide emissions and will increase as well.

Carbon dioxide can remain in the atmosphere for decades. And as it builds up, we can expect temperatures to continue to rise and the Earth's surface to become warmer. For instance, throughout most of the 20th century, the Earth's surface warmed by approximately 0.6 centigrade degrees. It is projected, because of the carbon dioxide and greenhouse effect, that in the 21st century, this warming will increase from 1.4 to 5.8 centigrade degrees.

Possible Consequences

Those opposed to measures to limit this country's greenhouse emissions claim that limits and regulations would cost thousands of jobs. In addition, the Bush administration says such measures would increase the price of gas, electricity, and natural gas by as much as 50 percent.

However, the Massachusetts Institute of Technology estimates that legislation similar to the McCain/Lieberman bill mentioned earlier would cost the average American household only about \$20 per year. And billionaire Ted Turner, along with other businesspeople around the world, believe that developing alternative energy sources and systems that use fossil fuel more efficiently and limit emissions from cars and factories will create more jobs for Americans than it could possibly cost.

But what if nothing is done? We can expect what experts call 'global climate change' – vast swings and increasing intensity in weather patterns such as rising temperatures that are likely to increase the frequency and severity of heat waves. Many areas of the world will experience much heavier rainfall, and other areas will see their average rainfall amounts drop causing severe droughts. Higher temperatures will likely lead to large-scale effects such as melting ice and raising sea levels that will affect low-lying regions worldwide including coastal areas all around the US. And as

temperatures warm; forests, wildlife, insects and other natural systems will change and some express concerns that the changes could give rise to new epidemics further complicating the potential problems.

And, as is so often the case, poorer areas around the world will likely suffer the most. This is because they lack the infrastructure or resources to respond to climate change. But in the long term, we all will suffer from the effects of global warming because it will seriously impact the health, prosperity, and sustainability of all countries, rich and poor.

This is why I am supporting and urge you to support the Stop Global Warming Virtual March on Washington. Backed by such distinguished people as Gov. Arnold Schwarzenegger, Walter Cronkite, Al Gore, Gen. Wesley Clark, Senators John McCain and Hillary Clinton, actor Leonardo DiCaprio and many others, the group is virtually marching across America—via the Internet—to urge our leaders to address the dangers of global warming. And while the politicians in Washington and business people across the country debate the issue, we can make a difference! So join me, it's easy to do.

[Go to my Personal Impact Page](#) and sign on or for more information on the organization, the march, and the effects of global warming is available by visiting the Web site www.stopglobalwarming.org.
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Implementing Green Cleaning: Getting Green, Shade by Shade — While Keeping Your “Triple Bottom Line” in the Black

What does it really mean to implement a “green cleaning” program? Is it critical to only use green chemicals, or can other products be used? Is green cleaning an all-or-nothing proposition? Do we have to implement a complete, comprehensive program all at once, or can we phase one in over time? What role do our cleaning personnel play? And how do we identify green cleaning leaders and innovators?

The goal of the green cleaning movement is to ultimately introduce cleaning systems that effectively impact an organization's “triple bottom line” consisting of environmental, economic and social considerations. When thoughtfully implemented and integrated, these considerations contribute to a positive, long-term financial picture, as well as a healthy and productive facility that supports sustainable products.

Step 1: Green Chemicals — The Lightest Shade of Green

Simply switching to green chemicals represents the lightest shade of green cleaning. This first step is easy as there are dozens of manufacturers who offer “certified” green cleaning chemicals that work well and are cost competitive compared to traditional products. The biggest challenge: training or retraining cleaning personnel regarding the proper product applications, mixing and dilution, and disposal.

Step 2: Green Equipment

A more intense shade of green involves



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introducing janitorial equipment. Manufacturers of vacuums, floor buffers and burnishers, for example, offer high-efficiency filters that can capture microscopic materials that might adversely impact building occupant health or damage sensitive equipment. Unlike green cleaning chemicals, expect to pay a premium for this equipment. Green equipment tends to be of higher quality with greater durability. The higher first cost associated with this type of equipment must be analyzed from the standpoint of its life-cycle contribution to the organization's bottom line.

Step 3: Greener Yet — Paper Products

Recycled paper costs more than paper manufactured from virgin tree fiber of comparable quality (i.e. softness, absorbency and strength). To minimize the cost, replace multifold hand towels with large rolls and replace single roll toilet paper dispensers with dispensers that hold multiple rolls. These simple steps can reduce consumption 5 percent to 10 percent, thus offsetting the higher first cost for high quality recycled paper.

Step 4: Shared Responsibility

One of the deepest shades of green facility operations is termed "shared responsibility." Not only do we want to make sure we are training cleaning personnel, but also empowering them, as well as building occupants, to take responsibility for their actions. Occupants should be educated regarding how their activities such as eating at their desks or leaving clutter on floors and desks affect cleaning — which, in turn, affects the health and performance of other building occupants. Policies regarding shared responsibility should be discussed with cleaning personnel and occupants, and ultimately with visitors and outside contractors, as well.

Step 5: LEED Certification

Launched last November, the U.S. Green Building Council's LEED certification program for new construction and existing buildings evaluates not only green cleaning and maintenance efforts, but also building materials and design — and systems upgrades — that ultimately impact indoor air quality, energy

efficiency, water efficiency, recycling, grounds care and lighting performance.

Step 6: The “Triple Bottom Line” and Social Impact — The Deepest Shade of Green,

The deepest shade of green includes all of the previous steps, but also addresses green cleaning’s social impact.

The cleaning industry, for example, employs approximately 3 million cleaning or housekeeping professionals. Many are employed as part-time workers who earn minimum-wage salaries and do not receive traditional workplace benefits.

Yet cleaning contractors, for example, find it difficult, if not impossible to compete in a business arena where the market will not support competitive worker wages. After all, businesses must be able to compete when it comes to price, as well as quality of cleaning, environmental impact and other issues.

For many facility management operations, the cost associated with obtaining the greenest of green cleaning programs can be prohibitive. But in many ways it’s essential that management see to it that certain moral and ethical standards of business conduct complement any altruistic environmental cleaning policy. Public perception and corporate image, and employee retention, while difficult to quantify — in the long run — can impact profitability to a greater degree than wage policies. Green cleaning leaders and pioneers are progressive in a number of business areas. Some facility managers in the public sector are required to include living wage and other similar provisions in their cleaning contracts, while others are doing so to reflect their organization’s corporate “values.”

If you are currently writing contract language or working with your cleaning personnel to implement a sustainable green cleaning program and are embracing the triple bottom line, send us an email — we’d like to know what you’ve done and how you’ve fared. After all, we’re all in this together, and our collective future depends on our mutual success.

Stephen Ashkin is president of The Ashkin Group, LLC, a nationally recognized consultant firm with extensive experience helping federal agencies, states, counties, cities, school districts, commercial buildings and others implement green cleaning strategies. Ashkin is a 24-year veteran of the cleaning industry and is described in the book Environmentalism Unbound as the "leading advocate for a stronger environmental profile among cleaning product manufacturers and suppliers" and "the most visible industry figure advancing the cause of environmentally preferable products." For more information, email SteveAshkin@AshkinGroup.com or visit www.AshkinGroup.com.
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Green Group of the Month: StopGlobalWarming.org

The Stop Global Warming Virtual March on Washington is a non-political effort to bring all Americans together in one place, proving there is a vast consensus that global warming is here now and it is time for our country to start addressing it.

With the support of leading scientists, political and religious leaders, prominent Americans and concerned citizens, the Virtual March on Washington will move across the United States via the Internet from one town to the next, showing the evidence of global warming's alarming affects, and highlighting real people's concerns and real solutions along the way.

Through our interactive map, you can track the progress of the March in real time as more people join, see the path on which we're traveling together, and read the stories from March stops across the country. We will march to Indianapolis and visit the Indy Racing League where all of the racecars will soon be converted to run on biofuels; in Colorado, where an elementary school is purchasing 100% of its electricity from wind power (saving 420,000 pounds of carbon dioxide from the atmosphere per year); and to New York City to visit the ground-breaking green rebuilding of the World Trade Towers; amongst many more destinations.

Over the next year, the March will travel across the U.S., gaining strength in numbers and raising awareness about global warming. On Earth Day 2006, the March will arrive in Washington D.C. touse the strength of our numbers to urge:

1. The president to initiate a real plan of action



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to address global warming.

2. Congress to enact new laws to reduce global warming pollution from U.S. power plants, factories and automobiles.

3. U.S. businesses to start a new industrial revolution of clean energy products that will reduce our oil dependence and global warming pollution.

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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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