

FALL 2022



# Clean Canada

CHANGING THE WAY THE WORLD VIEWS CLEANING



2022  
CANADA NIGHT

**Makes its Return to Chicago**

During ISSA Show North America 2022

**Howie Mandel Joins ISSA to Rethink What Clean Means**

**Is Climate Change Making Us ANGRIER?**



THIS ISSUE  
SPONSORED BY:



A Canadian Chemical Engineering &  
Disinfectant Innovator

page 7



# BREAKING THE MOLD.



Safe, effective and fast. A product designed to quickly kill and prevent the growth of mold and mildew.  
[www.restoroxdisinfectants.ca](http://www.restoroxdisinfectants.ca)

**RESTOROX™**  
DESIGNED TO DO THE JOB



RestorOx™ is a member of the Virox™ family of brands.

You must read and follow the instructions on the label for our product and use the product for the particular applications specified on the product label. AHP® and Design and Accelerated Hydrogen Peroxide® and Design are trademarks of Diversey, Inc.



# Howie Mandel Joins ISSA to Rethink What Clean Means

ISSA, the worldwide cleaning industry association, announced its partnership with popular comedian, actor, host, and known germaphobe Howie Mandel by launching the Rethink What Clean Means campaign. Together they're working to educate North America about the pivotal importance of cleaning and supporting businesses in elevating their standard of clean.

"If there's one thing everyone knows about me, it's that I'm a clean freak," said Howie Mandel. "However, what clean means to one person, might mean something totally different to another. Knowing we have experts, like ISSA, setting the standard for cleanliness gives me peace of mind when I'm at a hotel, out at restaurants or performing in large venues."

To help raise awareness about the importance of cleanliness, Mandel stars in a unique online video series – "Howie Clean It" – taking viewers on a journey to discover the hidden grime in seemingly clean spaces. With the help of an ISSA pro, Mandel will inspire viewers to learn more about what clean means, share what they learned on social, and look for

the Rethink Clean insignia to find businesses that are committed to cleanliness.

## NEW SURVEY FINDINGS UNCOVER AMERICA'S VIEWS ON CLEANLINESS

A new YouGov survey<sup>1</sup>, commissioned by ISSA, offers a sweeping look at America's sentiment toward cleaning and how cleanliness itself impacts businesses across the nation:

- **Americans are concerned about the cleanliness of businesses and germs.** Roughly three in five respondents (57 per cent) are more concerned about the cleanliness of a business they frequent due to the COVID-19 pandemic, and more than half (56 per cent) have thought more about clean a business/public space is in the past two years than ever before.
- **On the brink of a post-pandemic world, we're still paying close attention to cleanliness.** Nearly three in five (59 per cent) are more aware of surface cleanliness when they're out in public, and over half (51 per cent) say

continued on page 4 »

## Subscribe to Clean Canada

Subscribe to Clean Canada and receive all issues. It's simple... just **click here** or contact Tanja Nowotny at **(905) 697-8905**, or email **tanja@issa-canada.com**



## Clean Canada

CHANGING THE WAY THE WORLD VIEWS CLEANING

**Clean Canada** is the marketing vehicle of ISSA Canada and is circulated to all ISSA Canada members. The e-newsletter is intended to provide news and views from the industry, as well as highlight upcoming educational opportunities and networking events being held across Canada. **Clean Canada** is published four times per year – Winter, Spring, Summer and Fall.

ISSA Canada is the body formed by the merger of ISSA, the worldwide cleaning industry association, and the Canadian Sanitation Supply Association (CSSA) in May 2017. The purpose of ISSA Canada is to provide the industry and its members with a high degree of professionalism, technical knowledge and business ethics.

ISSA Canada's mission is to reach out to all sectors of the Canadian cleaning industry in order to unify the nation's cleaning community, and increase the appreciation for cleaning as an investment in human health, the environmental and an improved bottom line.



910 Dundas St. W., P.O. Box 10009  
Whitby, ON L1P 1P7  
Tel: **(905) 665-8001**  
Toll free: **(866) 684-8273**  
E-mail: **tanja@issa-canada.com**  
Web site: **www.issa-canada.com**

### ISSA Canada Staff

#### Mike Nosko

ISSA Canada Executive Director  
[mike@issa-canada.com](mailto:mike@issa-canada.com)

#### Tracy MacDonald

Operations Manager  
[tracy@issa-canada.com](mailto:tracy@issa-canada.com)

#### Tanja Nowotny

Director of Marketing & Communications  
[tanja@issa-canada.com](mailto:tanja@issa-canada.com)

#### Ken Hilder

ISSA Canada BSC Council Chair  
[kenhilder2@gmail.com](mailto:kenhilder2@gmail.com)

## Howie Mandel Joins ISSA to Rethink What Clean Means

they'd be more likely to frequent a business if it provided evidence their facility has been properly disinfected.

- **Americans want to know business are clean (and will make it known if they're not).**

The majority of respondents (82 per cent) would do or say something if a business wasn't cleaned to their standards.

- o More than half (54 per cent) wouldn't visit that business again.
- o One in three (33 per cent) would complain to friends/family.
- o Nearly one in three Americans (29 per cent) would speak to a manager.

### RETHINKING WHAT CLEAN MEANS IN 2022

While ISSA's survey results show we value cleanliness, most Americans still need help understanding what's clean and what isn't. A business' or public space's cleanliness is determined by many factors, but smell is NOT one of them. However, three in four participants believe (42 per cent) or are unsure (34 per cent) that if a business looks/smells clean, then it is clean. Americans are also unaware of cleaning certifications and what they mean – over half (52 per cent) have not heard of cleaning certifications.

This first-of-its-kind campaign issues a wake-up call to not only raise consumer expectations and inform them a higher standard is possible, but to help businesses benefit their bottom line with cleaning products/services.

“Now more than ever, we're hyper focused on hygiene, germs, and keeping things clean. But when we're out in public spaces,

continued on page 12 »

## RECOGNITION

# ISSA Recognizes 2022 Achievement Awards Honorees

ISSA has announced the 2022 ISSA Achievement Awards honorees. The annual awards program recognizes cleaning industry professionals who are committed to driving the cleaning industry forward through their positive contribution in their business and beyond. The honorees were celebrated during a ceremony October 13 during the ISSA General Business Meeting at the ISSA Show North America 2022 in Chicago.

“ISSA is pleased to recognize cleaning industry professionals who are dedicated and passionate about the work they do,” said ISSA 2022 Board President Harry Dochelli. “Congratulations to this year's recipients. These leaders are committed to the industry and have made an outstanding impact to change the way the world views cleaning.”

The Achievement Awards and their recipients are:

- The Jack D. Ramaley Industry Distinguished Service Award, reserved for individuals with at least 10 years of outstanding service to the professional cleaning industry, was presented to **Meredith Reuben**, retired CEO, EBP Supply Solutions in Stamford, Conn.

For more than four decades, Reuben led EBP Supply Solutions with the philosophy of collaborating with customers to ensure their business success.

- The Manufacturer Representatives' Distinguished Service Award, which recognizes the industry and ISSA, was awarded to **Myron Schultz**, president at Lambskin Specialties. Schultz works hand in hand with the 18 manufacturer representative groups that promote and support Lambskin's sales and marketing efforts. Lambskin has employed manufacturer representative groups for decades and continues to ask for their input through rep councils and being in the field supports reps' efforts.

- The ISSA NextGen Rising Star Award in Honor of Jimmy Core acknowledges emerging leaders who make positive contributions to their organizations and the industry. **Tillman Keller**, district sales manager at Kelsan Inc., was honored for his talents in building new business relationships, which results in the promotion to Kelsan's business development department where he earned the “Rainmaker Award” for three years straight. 🍁

## GBAC and Allergy Standards Limited Commit to Advancing IAQ Knowledge

Fresh off the heels of the inaugural GBAC Symposium on Air Considerations, the Global Biorisk Advisory Council™ (GBAC), a Division of ISSA, and Allergy Standards Limited (ASL) have announced the formation of an educational working group focused on indoor air quality (IAQ) in the built environment.

“Providing timely and relevant knowledge and information to the industry on proper cleaning actions for improving IAQ is among our top priorities,” said Dr. Gavin Macgregor-Skinner, GBAC Senior Director. “Through our combined GBAC and

ASL networks, we will work together to further ISSA's mission of changing the way the world views cleaning.”

While still in its developmental stages, the working group will further expand the existing GBAC-ASL educational partnership announced in July. The purpose of the new GBAC-ASL educational group is to develop toolkits and education programs for cleaning professionals responsible for educational, offices, retail, and health care facilities. The two organizations anticipate the group's influence will have relevance and impact in communities where health inequity and

continued on page 12 »



# A GREAT NIGHT Had By All!

Canada Night made its grand return in Chicago, IL, on Wednesday, October 12, during the 2022 ISSA Show North America.

Reconvening after a two-year hiatus due to the pandemic, Canada Night was held in the Vista Ballroom at the McCormick Place Convention Centre. And judging by the 600 guests

in attendance, the industry was certainly ready to reconnect.

Held in conjunction with the ISSA Show North America, Canada Night is the highlight of ISSA Canada's social calendar. The event allows Canada representatives who are attending the show – and their guests – an opportunity to mix and mingle,

continued on page 6 »



**INTERESTING STUDY**



**Is Climate Change Making Us ANGRIER?**

The answer is yes – hateful comments on social media increase when people experience hotter, and especially hotter than usual, temperatures.

This was one of the conclusions of a study conducted by the Potsdam Institute for Climate Impact Research, a German government-funded research institute.

“It’s an indicator of how people adapt to high temperatures,” says Annika Stechemesser, lead author of the study.

“If temperatures go too hot or too cold, we found an increase in online hate speech, not matter socioeconomic differences, religion, or political beliefs.”

The researchers determined that this past summer’s drought and heat waves in Europe, China and the United States, have caused not only more aggressive online behaviour but also increases in psychiatric hospitalizations, rates of suicide, and domestic violence.

The study is based on four billion tweets between 2014 and 2020 from users based in the U.S.

Using artificial intelligence and the United Nations’ definition of online hate, which includes racial discrimination, misogyny, and homophobia, they analysed how

continued on page 7 »



**A GREAT NIGHT Had By All!**

« continued from page 5

network with peers, and enjoy some fine food and beverages.

“Although there are still some fears around the pandemic, ISSA Canada was extremely excited to see the great turn-out of Canadian members at this year’s Canada Night event,” said ISSA Canada Executive Director, Mike Nosko. “Canada Night provides ISSA Canada an opportunity to celebrate our nation as well as those who comprise

the Canadian sanitary maintenance and supply industry. It was a fantastic night to reconnect.”

ISSA Canada would like to extend its gratitude to the sponsors who continue to make this event a huge success.

Mark your calendars for November 13-16, 2023, when ISSA Show North America makes a return to Las Vegas, NV. More details on Canada Night 2023 will be available soon.



**THANK YOU SPONSORS!**

**PLATINUM SPONSORS**



**SPECIALTY STATION SPONSORS**



**BUFFET STATION SPONSORS**





**SPOTLIGHT SPONSOR**

# VIROX Technologies Inc.

## A Canadian Chemical Engineering & Disinfectant Innovator

**A**bout Virox Technologies Inc. Virox Technologies Inc. has been setting a new standard for disinfection since 1998 with the patented technology, Accelerated Hydrogen Peroxide®. Since then, Virox has continued to innovate and deliver the world's safest, most effective, and eco-conscious disinfectants and elevate the understanding of proper disinfection and infection prevention. Its trusted technologies and products are relied on in more than 70 countries across human and animal health industries, eliminating dangerous pathogens and providing a safer and greener alternative for people, animals, and the planet.

### History of Virox

Harsh and harmful legacy chemistries – including phenols, alcohols, quats and chlorine – had dominated the disinfectant space for decades, along with the belief that disinfectants had to be toxic

in order to be effective. Virox recognized it was time for change.

With the development of Accelerated Hydrogen Peroxide® (AHP®) – a synergistic blend of hydrogen peroxide and other inert, commonly used, safe

ingredients – Virox had a solution. AHP was an innovative, new disinfectant technology with exceptional potency as a germicide, and superior performance as a cleaner. As important: its active ingredient breaks down into water and oxygen, making it eco- and people-friendly.

A chemical disinfectant that could kill pathogens quickly and effectively, while remaining safe for hands, surfaces and devices, was a true disruption.

As such, Virox had to challenge a number of long-held beliefs and introduce a new way of thinking about disinfection. With this innovative, new technology, and by educating the community about what the ideal disinfectant

continued on page 8 >


## Is Climate Change Making Us **ANGRIER?**

the tweets changed as temperatures go up.

Here's what they found:

- Twenty-one degrees Celsius (70°F) is a “feel good” point; there is not necessarily more or less hate speech than usual at 21 degrees.
- However, hate speech went up 22 per cent when temperatures rose above 21 degrees.
- Is Climate Change Making Us Angrier? It increased significantly again when temperatures reached into the 30 degree Celsius (85°F) mark, especially in parts of Texas, Arizona, New Mexico, and California.
- When temperatures reached the mid-eighties in Europe and China, there were also direct correlations between heat and increased online hate. (Based on similar studies).

“I've worried climate change would have this kind of negative impact (on people) for quite some time,” says Steve Ashkin, the professional cleaning industry's leading advocate for sustainability.

“This is just one more reason to bring the temperature down, both literally and figuratively. And the time to act is now!” 



**ISNA HYGIEIA NETWORK**  
AN ISNA CHARITY  
**CANADA REGION**

**IN-PERSON MEET & GREET**

Thursday, November 17  
5:30 to 7:30 p.m.  
Taza Grill & Bar, Mississauga, ON

**RSVP NOW**

## **VIROX:** A Canadian Chemical Engineering & Disinfectant Innovator

could and should achieve, Virox changed the disinfection game forever.

Since then, Virox has become an award-winning disinfection pioneer. The safe, effective and sustainable disinfectant formulas created by Virox have been scientifically tested and validated in more than 55 peer reviewed studies. Those patented innovations have been adopted across multiple sectors, and are used in over 70 countries worldwide. Virox has also established partnerships with market leaders in an array of industries, and we manufacture a variety of house-branded and private label products. Patented technologies created by Virox. Multiple industries have adopted these revolutionary disinfectant solutions, recognizing the benefits they possess and choosing powerful, proven and ecologically conscious products of the future over the harsh, harmful legacy chemistries of the past. Some industries include:

- Animal health (Prevail™, Rescue™, Intervention®)
- Cleanrooms and critical environments (PREempt™)
- Mold remediation (RestorOx)
- Comparative medicine (Peroxigard™)
- Aviation and space (PREempt™)
- Beauty and wellness (PREempt™, Prevention™, Rejuvenate™)
- Medical-device reprocessing (PREempt™)

### **Environmental Responsibility**

The innovative disinfectant technologies of Virox are not only effective with an extraordinary safety profile, what truly sets the disinfectant technologies of Virox apart — and makes them Deliberately Different® — is their neutral impact on the planet. Virox™ formulations are made only using ingredients that are considered environmentally preferable and sustainable by Health Canada, the EPA, and the FDA's GRAS (Generally Regarded as Safe) Act.

Not only that, Virox is the first chemical manufacturer in Canada capable of not just developing EcoLogo® and Green Seal Certified products but of producing them in a LEED®-certified

facility as awarded by the US Green Building Council (USGBC). Virox's 68,500+ square foot headquarters is recognized for its sustainability, energy savings, water efficiency, CO2 emissions reduction, improved indoor environmental quality, and resource stewardship.

### **An Award-Winning World-Class Manufacturer**

As a full-service, ISO 9001, 14001, 13485, MDSAP standards and LEED® Gold Certified, Health Canada, FDA and EPA licensed manufacturer responsible for implementing and monitoring superior quality products and environmental systems, Virox has consistently earned recognition for its powerful disinfectant innovations, eco-friendly practices and industry expertise. Some recognitions include:

- EPA Safer Choice Partner of the Year Award: The U.S. Safer Choice Design for the Environment Award for Innovation
- EPA Safer Detergents Stewardship Award: Virox earns Champion status with AHP®
- Canadian American Business Council Award: For developing a safe and environmentally sustainable hydrogen-peroxide-based disinfectant
- Ontario Business Achievement Award Global Innovator Award.

### **Ready for the Next Wave**

Innovation and disruption are in Virox's, DNA. It's what drives Virox to keep pushing the limits. Exploring new horizons. Researching new ideas. Developing new technologies. And addressing the ongoing challenges and needs of the infection prevention-and-control community by advancing the safety, efficacy and sustainability of disinfectants. Virox has changed the game once before, and that was just the beginning. Virox will always pursue opportunities to further transform the disinfectant space. And, as pathogens continue to evolve, so will we. 

For more information, contact Virox Technologies at 1-800-387-7578 ext. 152 or visit [www.restoroxdisinfectants.ca](http://www.restoroxdisinfectants.ca).



# Invest in Leadership

## Great Leaders Don't Happen, They are Created

By MIKE SAWCHUK

**F**acility managers (FMs) and building service contractors (BSCs) can't expect their cleaning operations to run smoothly if their organization doesn't have the best possible leadership. Great leaders make the critical decisions that guide your operations to consistently achieve the highest levels of cleanliness, safety, and health at the lowest overall cost. They create an environment of motivation, engagement, and empowerment, not one of high employee turnover. Your workplace under a strong leader allows the right people with the right attitudes, traits, and skills to be consistently effective, efficient, and productive.

Sadly, even though 83 per cent of businesses say developing leaders is crucial, too many organizations underestimate the importance of good leadership. Consider these statistics collected by Go Remotely:

- Seventy-nine per cent of employees will quit their jobs due to a lack of appreciation from leaders.

- Sixty-nine per cent of millennials believe leadership skills are not developed in their workplaces.

- Seventy per cent of employees in the United States are unhappy in their jobs due to negative management.

- Only 2.6 per cent of management workers are highly engaged due to uninspired leadership.

Meanwhile, business research firm DDI's Cost of Poor Leadership Calculator computes that one poor leader costs a company more than \$126,000 annually in low productivity, turnover, and staff dissension.

The obvious question these statistics raise is what constitutes a great leader? While the answer can vary, there are specific traits and skills that nearly all true leaders possess.

### DON'T MISTAKE MANAGEMENT FOR LEADERSHIP

Many custodial teams have solid supervisors and managers, but that does not mean they are great leaders.

Good supervisors and managers:

- Plan
- Organize
- Budget

continued on page 10 »

## Invest in Leadership

- Supervise
- Measure
- Report
- Reward
- Control

Great leaders:

- Coach
- Motivate
- Challenge
- Inspire
- Build confidence
- Bring out the best in their

people and their team as a whole.

To accomplish the list above, great leaders need the right traits and skills, terms that are often mistakenly used interchangeably. Traits relate to a person's qualities and characteristics, while skills refer to their ability to perform a task well. The right mix of both helps drive teams toward a shared goal.

In addition to possessing the traits of integrity and a great “can-do/will-do” attitude, great leaders are:

- Open-minded and curious, constantly seeking out new solutions.
  - Coachable.
  - Collaborative yet encouraging of constructive dissent.
  - Respectful.
  - Caring.
  - Balanced between confidence and humility.
  - Accountable to themselves while holding others accountable.
  - Supportive – always having their peoples' backs.
- Great FM leaders also have a certain skill-set. They:
- Communicate well.
  - Focus on results, not processes.
  - Delegate effectively.
  - Develop and empower their people.
  - Drive continuous improvement.
  - Appreciate their team and

continued on page 11 »

## INDUSTRY RECALL



## Possible Bacteria Exposure Prompts Pine-Sol Recall

According to the U.S. Consumer Product Safety Commission – the Clorox Co. – parent company of CloroxPro™ recently recalled the following Pine-Sol® brand products due to the risk of exposure to bacteria:

- Pine-Sol Scented Multi-Surface Cleaners in Lavender Clean®, Sparkling Wave®, and Lemon Fresh scents.
- CloroxPro Pine-Sol All Purpose Cleaners in Lavender Clean, Sparkling Wave, Lemon Fresh, and Orange Energy® scents.
- Clorox Professional™ Pine-Sol Lemon Fresh Cleaners.

The Original Pine-Sol (Pine Scent) product is not included in this recall.

The products, recalled on Oct. 25, 2022, might contain bacteria, including *Pseudomonas aeruginosa*, an environmental organism found widely in soil and water. People with weakened immune systems or external medical devices who are exposed to *Pseudomonas aeruginosa* face a risk of serious infection that could require medical treatment. The bacteria can enter the body if inhaled, through the eyes, or through a break in the skin. People with healthy immune systems are usually not affected by the bacteria. As of Oct. 28, no incidents or injuries had yet been reported.

Consumers should immediately stop using the listed Pine-Sol products that have date codes printed on the bottle

beginning with “A4” and the first five digits numbered less than 22249, which represents products produced prior to September 2022.

Clorox is offering refunds for the recalled products. Consumers should take pictures of the 12-digit UPC code and the date code, dispose of the product in its container via regular trash, and contact the company for a full refund of the purchase price with receipt or of the manufacturer's suggested retail price without receipt. For more information, contact the company toll free at (855) 378-4982, by email at [PineSolRecalls@inmar.com](mailto:PineSolRecalls@inmar.com), or online at [pinsolrecall.com](http://pinsolrecall.com) and [Pinesol.com](http://Pinesol.com) (click on “Recall Information”).

In a recent video on the subject, Global Biorisk Advisory Council™ (GBAC), a Division of ISSA, Senior Director Dr. Gavin Macgregor-Skinner talked with ISSA Media Director Jeff Cross about the importance of the recall. “This recall... is the right thing to do. It's to safeguard peoples' health and well-being,” he said.

They also discussed more information about the bacteria itself and visually demonstrated how to correctly identify recalled products by using the UPC barcode and date code. Learn what you need to know about the recall by watching the video linked above. 🍁



## Invest in Leadership

« continued from page 10

make them feel valued.

- Embrace diversity.
- Champion change.
- Act decisively based on solid data/risk versus reward
- Foster inclusivity
- Constantly curate talent
- Have a clear vision for the future.

**Bonus:** Great FM leaders are experts on cleaning and know how to lead an efficient cleaning operation.

### GO OR GREAT

Take these steps to help ensure the people you choose as managers will be qualified to lead your custodial team:

- **Set you North Star.** Before hiring or promoting new leaders, make sure your organization's vision, mission, core values, and key objectives/strategies are clearly stated, aligned with one another, and always followed. This clarity is your team's North Star. It provides the authentic purpose necessary to build a cohesive team.
- **Be selective.** Especially in a tight labour market, you might be tempted the first individuals who come your way. Don't. Subpar leaders are costly; lower team engagement, productivity, efficiency, and morale; and lead to higher employee turnover.
- **Hire for traits.** Hire based on traits, not experience/skills, which can be taught to those with the right attitude, including the ability and desire to learn. Without the right attitudes and traits, they will likely quit the job soon or, worse, negatively impact the team.

- **Fix mistakes – fast.** Whether hiring or promoting, make sure the person is a true leader within the probationary period. Better to admit an error early than make the million-dollar mistake of having to keep that employee for years.

(If a US\$40,000 average custodial salary adds up to \$1.2 million over 30 years per employee, imagine how costly a poor leader is!).

- **Ensure basics.** Provide effective/proper onboarding, and initial and ongoing education, training, and coaching for all employees to ensure thorough knowledge of their current responsibilities. This ensures a solid skills foundation for subsequent promotion(s).

- **Conduct and assessment.** In my experience, a comprehensive evaluation of your current leaders and people should include about 60 areas of review. Make sure your assessment includes a 360-degree evaluation in which supervisors, managers, and directors assess themselves and are assessed by their supervisor(s), co-workers, and direct reports using specified criteria. Based on the findings, you can determine who is currently operating at a top leadership level and who needs training in specific area(s). This will allow you to develop a detailed performance improvement plan for them.

To quote the late U.S. President John F. Kennedy, "Efforts and courage are not enough without purpose and direction." Custodial teams with strong leadership that sets and keeps them engaged, motivated, and on course will see their efforts rewarded and their leaders cherished. 🍁

- Mike Sawchuk, Sawchuk Consulting, shows BSCs, in-house facility service providers, manufacturers, and distributors in the professional cleaning industry how to improve their outcomes with insightful, pragmatic solutions. He can be reached at (905) 932-6501, via LinkedIn at [www.linkedin.com/in/mikesawchuk](http://www.linkedin.com/in/mikesawchuk) or at [www.sawchukconsulting.com](http://www.sawchukconsulting.com).

SOURCE: CMM Online

### NETWORKING EVENT



## CANADA REGION

### IN-PERSON

# MEET & GREET

The ISSA Hygieia Network Canada Region is hosting an in-person Meet & Greet on **Thursday, November 17** at the Taza Grill & Bar (inside the Doubletree Hotel at 5444 Dixie Rd., Mississauga, ON) from 5:30 to 7:30 p.m.

Join us for some light hors d'oeuvres and refreshments while you network with industry colleagues and learn more about ISSA's Hygieia Network and the educational & empowering benefits it offers.

The ISSA Hygieia Network Canada Region will also be accepting donations to support the women at Nisa Homes, a safe house for domestic violence survivors. Donated items could include: feminine hygiene products, empty make-up bags, toiletries, paper towels, tissue paper, garbage bags, etc.

Come by, network with your peers and support a great cause. 🍁

Know who you're buying from... Buy from an ISSA Canada member!



Now more than ever before it's so important to know who you are buying from. Trust the true professionals in the sanitary maintenance and supply industry. **Trust an ISSA Canada member!**

**DOWNLOAD NOW!**

# CALENDAR OF EVENTS

**November 3: 2 to 3 p.m. (EDT)**  
**Webinar: How the Pros Do It: Odor Mitigation Tips, Strategies & Best Practices for Cleaning & Resoration.** [Click here](#) for more information.

**November 9: 2 to 3 p.m. (EST)**  
**Webinar: Providing Great Experiences: Using Technology to Building Customer Satisfaction & Brand Loyalty.** [Click here](#) for more information.

**November 15-16: 11 a.m. to 1 p.m. (EST)** Virtual CIMS Certification Expert Workshop. [Click here](#) for more information.

**November 16: Noon to 1 p.m. (EST)**  
**- Webinar: Rethink IAQ: How to Blend Science & Cleaning to Improve Indoor Air Quality in Facilities.** [Click here](#) for more information.

**November 17: ISSA Hygieia Network Canada Region In-Person Meet & Greet,** Taza Grill & Bar, 5:30-7:30 p.m., Mississauga, ON. [Click here](#) for more information.

« continued from page 4

## Howie Mandel Joins ISSA to Rethink What Clean Means

We often just have to hope these spaces are cleaned to the highest standard,” said John Barrett, Executive Director of ISSA. “As the worldwide cleaning industry association, we want everyone to know that no one should compromise on cleanliness. There are standards, courses, and even certifications to ensure cleaning crews, facility managers, and others are equipped with the best cleaning procedures and protocols to offer the public peace of mind. This new normal is a chance for people and businesses to embrace a cleaner world than we ever imagined. 🍁

For more information on how to Rethink Clean or to view the “Howie Clean It” series, visit [www.rethinkclean.org](http://www.rethinkclean.org).

« continued from page 4



## GBAC and Allergy Standards Limited Commit to Advancing IAQ Knowledge

financial challenges have the highest-burden costs.

This working group is in part a response to the U.S. Environmental Protection Agency’s (EPA) release of the “Clean Air in Buildings Challenge,” a call to action and concise set of guiding principles and actions to assist building owners and operators with reducing risks from airborne viruses and other contaminants indoors. The working group’s goal is to provide cost-effective, real-world solutions to the cleaning industry to improve IAQ and the health of building occupants.

“The United Nations General Assembly recently adopted a resolution declaring access to a clean, healthy, and sustainable environment as a universal human right,” said Dr. John McKeon, ASL CEO. “This resolution, along with the Sustainable Development Goals (SDGs) and other Environmental, Social, and Governance (ESG) requirements, means that building owners, operators, and managers will need to proactively seek solutions in this area. Our toolkits and education programs will be a powerful resource.

The GBAC-ASL working group will develop modular-based learning to deliver optimum outcomes for trusted advisors. Planned topics include:

- The medical impact of poor IAQ
  - Indoor pathogens; including coronavirus
  - What are asthma and allergies?
  - In-building triggers.
- Key learning objectives include:
- Knowing the importance of

language such as IAQ, building-related illness (BRI), and indoor environmental quality (IEQ).

- How dangerous chemicals, biologicals and allergens get into the air and what keeps them there.
- Understanding why a “whole of building approach” is needed to reduce the impact of asthma and allergies, and how managing a building with IAQ in mind can vastly reduce the impact on building occupants.
- Developing a systematic approach to identifying, controlling, and even eliminating the sources of indoor pollutants and allergens.
- How creating healthier offices, schools, and homes can have a huge impact on your business.

“We are pleased to expand our partnership with ASL to help bring advanced knowledge and information to the entire cleaning industry,” said John Barrett, ISSA Executive Director. “As the world continues to recognize the need for IAQ in the built environment, it’s more important than ever for ISSA and GBAC to work with our partners and remain diligent in human health and safety efforts.”

GBAC and ASL are actively encouraging manufacturers who want to demonstrate their ESG credentials to work with the group to establish an initial scholarship fund which will be used to educate an initial target of 2500 of trusted advisors to learn the key skills involved in improving IAQ through cleaning and to share their knowledge with those less able to live in a clean, healthy, and sustainable environment. 🍁