

WINTER 2026

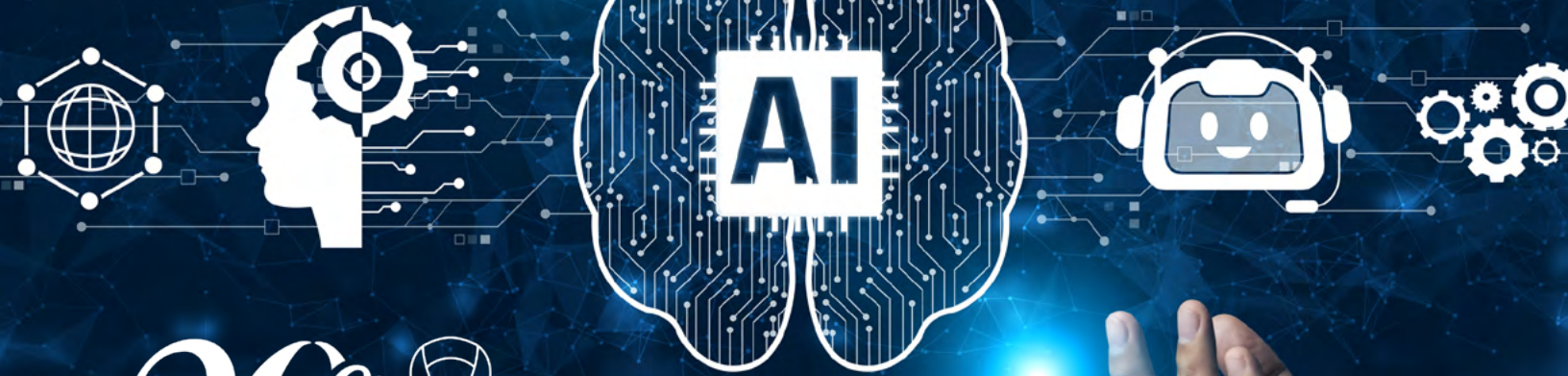


Clean Canada

CHANGING THE WAY THE WORLD VIEWS CLEANING

The Inevitable Advantage

The Real Risk isn't Artificial Intelligence — It's Resisting It



Celebrating 20 Years of Success!

ISSA Scholars Program for the 2026-2027 School Year

ISSA

Canada

BUY CANADIAN:

Why it Matters More than Ever



Hydrofect EHP *Launching This Winter!*

One-minute virucidal contact times for key respiratory pathogens

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DUSTBANE

Give Meaning To Your Cleaning

BUILT FOR THE PACE OF WINTER

Canadian-made disinfection technology with contact times that align with how facilities actually operate.



- ✓ One-minute virucidal contact times for key respiratory pathogens
- ✓ Validated efficacy against resilient animal viruses
- ✓ Designed and manufactured in Canada 

Hydrofect EHP
Launching this winter!

Ask your Dustbane representative for details





BUY CANADIAN: Why It Matters More Than Ever

In an era marked by geopolitical tensions, global supply chain disruptions, and renewed emphasis on economic resilience, supporting Canadian manufacturers and suppliers has become a priority for businesses, governments, and consumers alike. Prioritizing domestically made goods isn't just about patriotism – it's a strategic investment in economic stability, job creation, and technological leadership.

STRENGTHENING THE SUPPLY CHAIN

Buying from Canadian manufacturers helps reduce dependency on overseas suppliers, particularly in critical sectors where imports can be vulnerable to tariffs, border delays, or geopolitical risk. A domestic supply chain tends to be more reliable and resilient — crucial for businesses that can't afford sudden shortages or price volatility in key inputs. According to procurement professionals, "supply chain reliability" is a top reason for choosing domestic partners.

JOB CREATION AND ECONOMIC IMPACT

Domestic manufacturing operations employ thousands of Canadians across all sectors — including the sanitary maintenance and supply industry. These jobs tend to be high-quality, stable po-


sitions, often supported by strong regulatory and labour protections. When Canadians buy products made domestically, more of that money circulates within the Canadian economy rather than flowing offshore.

HIGH QUALITY AND CANADIAN STANDARDS

Canada's regulatory environment emphasizes safety, quality, and environmental standards. Whether it's food products, industrial machinery, or cleaning and disinfection goods and equipment, Canadian manufacturers must meet stringent requirements that often exceed those in other countries. This reputation for quality is an asset in both domestic and export markets.

ENVIRONMENTAL AND SOCIAL BENEFITS

Producing and purchasing goods locally often means shorter transportation distances, which can result in lower greenhouse gas emissions and reduced environmental impact. Local production also supports community health and safety standards that reflect Canadian values and priorities.

For a full listing of the professionals who comprise the ISSA Canada membership, please download your copy of the **ISSA Canada Member Directory**. 

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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.

Looking to engage the Canadian marketplace? ISSA Canada can help. As the premier source for authoritative insights and essential coverage of the commercial cleaning, facility services, related industries, ISSA Canada's media channels provide unmatched access to engaged decision-makers across every segment we serve from coast-to-coast. No organization is better positioned than ISSA Canada to connect partners, members, and audiences with solutions that drive growth and success.

Our fully-digital media assets ensure your brand is accessible, impactful, and easy to engage with anytime, anywhere. Partner with ISSA Canada and saturate the marketplace with your message, reaching the professionals who matter most.

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CLEANING FOR GOOD



— AN ISSA CHARITY —

Celebrating 20 Years of Success!

Cleaning for a Reason, an ISSA signature charity dedicated to supporting individuals undergoing cancer treatment, proudly celebrates its 20th anniversary in 2026, marking two decades of compassion, community, and meaningful impact.

Founded in 2006, *Cleaning for a Reason* was created to ease the physical and emotional burden faced by cancer patients by providing free professional home cleaning services during treatment. What began as a small act of kindness has grown into a nationwide program supported by over 1,400 cleaning companies and volunteers.

Over the past 20 years, the organization has helped over 65,000 individuals focus on healing, not household chores, during one of the most difficult times of their lives.

“*Cleaning for a Reason* exists because of the incredible generosity of our partners, donors, and volunteers,” said Debbie Sardone, founder of *Cleaning for a Reason*. “This anniversary is a celebration of everyone who has helped transform compassion into action.”

As *Cleaning for a Reason* looks toward the future, the organization invites individuals and businesses to join the mission by becoming partners, donors, or volunteering.

To learn more about *Cleaning for a Reason*, visit www.cleaningforareason.org.

CLEANING FOR A REASON IN CANADA

Building on the resounding success of the 2025 *Cleaning for a Reason* Service Project held March 27, 2025, with the generous support of **FacilityPlus**, ISSA Canada – along with Platinum Sponsors **Bunzl Canada** and **Dustbane Products Ltd.** – is planning a series of service projects in cities across Canada in 2026. Stay tuned for dates and locations, which will be released soon. *Please see page 16 of this issue for more information.*

Organizations interested in sponsoring an event or participating in a service project are encouraged to get involved and connect to learn more about how they can support families facing cancer. For more information, please email tanja@issa-canada.com.



The ‘Or What?’ Question

By TROY HARRISON

Recently, a sales manager asked me an interesting question: “What do I do when my top producer simply refuses to follow our new prospecting process?” It’s a common problem, and it brings us to what I call the “Or what?” question. You see, whenever you tell salespeople to change their behaviour, they may think (even if they don’t say it aloud), “Or what? What are you going to do about it if I don’t?”

Here’s the thing: Sales managers have four distinct levels of control, which they should use in a specific order. Let me explain.

Level 1: Authority and Respect

This is where you should start, and it’s more powerful than most managers realize. When you’ve earned your team’s respect through your expertise and leadership, many behavioral changes can hap-

pen through simple influence. “Based on my experience, this new approach will improve your results” can be surprisingly effective when it comes from a leader the team trusts. In other words, you are selling behavioural change to your people at this level. They do it because you want them to do it.

But here’s the catch – you need a clear answer to the “Or what?” question even at this level. You don’t have to use it pro-

actively, but you must be ready to use it if challenged. The consequence here is primarily the loss of your good opinion and support. Don’t underestimate this. In sales, your future opportunities often depend on your manager’s recommendations and backing. I once worked with a sales organization where the top performer had impressive numbers but couldn’t get promoted because his past managers wouldn’t endorse him. His disregard for their guidance had cost him tens of thousands in potential earnings and a different career path that he very much wanted.

Level 2: Activity Management

Let’s say you have a salesperson who isn’t buying in through respect alone. The next step is implementing specific activity metrics. For instance, if you need more focus on new accounts, you might need

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NEW LEADERSHIP

**CHARLOTTE™
PRODUCTS LTD.**

Jason Moorehead Appointed Chief Executive Officer

Charlotte Products Ltd. is excited to share that Jason Moorehead has been appointed as the new Chief Executive Officer of Charlotte Products™ Ltd., effective March 1, 2026.

Jason joins the team with an extensive background in executive leadership across several key industries, including jansan distribution, healthcare, and consumer products. He has built a reputation for driving sustainable growth and leading organizations through periods of change while maintaining a steadfast commitment to operational excellence and customer satisfaction.

Most recently, Jason played a pivotal role at Swish® Maintenance, where he focused on advancing strategic initiatives and



strengthening customer partnerships. His expertise in managing complex, multi-branch operations makes him the ideal leader to guide Charlotte Products™ into its next chapter of innovation and expansion.

As CEO, Jason will focus on:

- Accelerating growth in Charlotte's existing markets while expanding into new territories.
- Delivering innovative products to an even broader range of customers.
- Strengthening operational excellence and continuing the company's commitment to manufacturing quality.
- Investing in people and fostering leadership development across the organization. 🍁

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The 'Or What?' Question

to track daily prospecting calls. Or, if you're trying to emphasize the investigation phase of the buyer's journey – where the buyer's needs and wants are prioritized – you might track discovery meetings that include technical resources.

The beauty of activity management is that it creates accountability without feeling punitive. The "Or what?" here is straightforward: Fail to hit the metrics, and you'll find yourself in daily coaching sessions, reviewing call logs, and having documented performance discussions. I recently saw a manager turn around a struggling rep by implementing simple tracking of the number of C-level conversations per week. Within two months, not only were the activities up, but the rep's pipeline had doubled.

Level 3: Compensation Adjustments

This is where things get serious, and I've seen too many managers jump straight to this level – usually with poor results. Changing compensation should be your third option, not your first. You might adjust territory assignments, modify commission structures, or implement specific bonuses for desired behaviours.

The "Or what?" is evident here: Don't adapt, earn less money. But be careful. I once saw a company adjust their compensation plan to drive new account acquisition, only to watch their account retention plummet as their best relationship managers chased new business instead of maintaining existing accounts. They had to make a mid-year compensation adjustment to fix the problem, which created even more chaos. One of the worst things you can do with salespeople is constantly mess with their money; therefore, any compensation change should be something you're willing to commit to for a few years, not a few weeks or months.

Another company I worked with tried to use compensation to force the adoption of their new Customer Relationship Management (CRM) system, cutting commission rates for deals not properly documented in the system. Their top performers started looking for new jobs, and their mid-tier performers began entering fake data just to check the boxes. As I've noted before, CRM adoption can be made relatively easy and painless through

effective management and training. Remember, compensation changes are like surgery – necessary sometimes, but not your first treatment option.

Level 4: Direct Mandate

This is your nuclear option. "This is no longer optional. This is how we're doing it." Simple, direct, and usually a sign that you've got more significant problems than just the behaviour you're trying to change.

The "Or what?" here is crystal clear: Comply or face progressive discipline, up to and including termination. At this point, you're probably dealing with either a critical compliance issue or a complete breakdown in the manager-employee relationship. I recently consulted with a company that had to take this approach with their entire sales team regarding a new pricing structure. The results weren't pretty. They lost three reps and spent six months rebuilding their pipeline.

The Best Solutions Usually Don't Require Force

Here's the key point: Many sales managers start at level three or four, jumping straight to compensation changes or mandates. This is a mistake. Start with influence through earned respect. Move to activity management, if needed. Use compensation changes sparingly and strategically.

Remember, at each level, you must have a clear answer to the "Or what?" question before you start. Your salespeople will test you – maybe not explicitly, but they'll probe to see if you're serious about the change you're requesting. Having your progression of consequences clearly thought out in advance isn't simply good management – it's survival.

One final thought: The best sales managers rarely need to go past level two. If you find yourself frequently resorting to compensation changes or mandates, it might be time to look at your hiring process or your own leadership style. Because in sales management, like in sales itself, the best solutions usually don't require force. I worked with one sales manager who didn't need to make a single compensation adjustment in five years. His secret? He hired well, led by example,

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Innovation, Contact Time & the Case for **Canadian-Made** Disinfection Technology

Winter places sustained pressure on cleaning and infection prevention programs across Canada. Increased viral circulation, higher indoor occupancy, and accelerated surface contact amplify the risk of transmission in healthcare, long-term care, senior living, and animal care environments. According to national FluWatch+ surveillance, Canada continues to report widespread influenza activity during peak winter months, with thou-

sands of laboratory-confirmed cases and elevated hospitalization rates among older adults – reinforcing the need for infection control measures that are both effective and achievable in daily operations. In this context, innovation in cleaning chemistry means improving real-world effectiveness under operational constraints.

One of the most meaningful ad-

vancements in Canadian-made cleaning technology has been the refinement of contact time efficiency. While efficacy claims are foundational, the practicality of achieving those claims during routine cleaning is what ultimately determines risk reduction. A disinfectant with extended dwell times may perform well under controlled testing conditions, but in

high-turnover environments, maintaining wet surfaces for five- or 10-minutes is often unrealistic. The gap between label claims and achievable practice is where exposure risk can persist.

While no disinfectant replaces the need for proper surface preparation, innovations in formulation have increasingly focused on improving performance once routine cleaning has been completed, ensuring disinfection steps remain achievable within real-world workflows.

Reduced contact times matter because they align disinfection protocols with how facilities actually operate. Shorter dwell times improve compliance, reduce missed kill claims, and allow environmen-

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Dissan Group Acquires Pronet

Dissan Group, a national leader in the distribution of janitorial supplies and equipment in Canada, is proud to announce the acquisition of Produits Nettoyants Pronet Inc. (“Pronet”), a growing company based in Saint-Jean-sur-Richelieu, QC. Recognized for its expertise in the distribution of professional hygiene solutions, Pronet offers a comprehensive portfolio of products and equipment serving the institutional, commercial, and industrial markets. Active throughout the Montérégie region and Greater Montreal, the company is driven by a dynamic team of young entrepreneurs known for their proactive approach, focused on innovation and emerging technologies, efficiency, and high service standards.

“This acquisition strengthens our presence and market share in Greater Montreal, a strategic territory for the Dissan Group,” said Alex Trudel, President and Chief Executive Officer of Dissan. “Most importantly, Pronet’s true value lies in the talented individuals who join our organization. The team stands out for its entrepreneurial mindset, operational agility, and deep understanding of market dynamics, qualities that will help us continue to evolve and grow. We are truly privileged to welcome them to the Dissan family.”

According to Philippe Lamarche, co-founder and general manager of Pronet, the increasing consolidation of the jansan market represented a strategic opportunity to align with a well-structured organization.

“As the industry continues to evolve rapidly, joining the Dissan Group was a natural and strategic decision,” Lamarche said. “This

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Innovation, Contact Time, and the Case for Canadian-Made Disinfection Technology

tal services teams to maintain operational throughput without compromising safety. During peak cold and flu season, when pathogens such as Influenza A, norovirus, and SARS-CoV-2 (COVID-19) are prevalent, this alignment becomes critical. These viruses are associated with high transmissibility, low infectious doses, and significant downstream impacts on vulnerable populations when control measures fall short.

Canadian manufacturers have been increasingly focused on closing this gap between science and practice. Advances in hydrogen peroxide-based formulations, for example, have enabled broad-spectrum efficacy at one-minute virucidal contact times while maintaining lower toxicity profiles at use dilution. This balance supports frequent, daily disinfection in occupied spaces, a requirement in modern infection prevention programs where exposure risk is continuous, not episodic.

The same principles apply beyond human healthcare. In veterinary and animal care settings, pathogen resilience and environmental persistence present unique challenges. Canine parvovirus, for instance, is a non-enveloped virus known for its resistance to many disinfectants and its ability to survive for extended periods on surfaces. Achieving a validated five-minute contact time against this

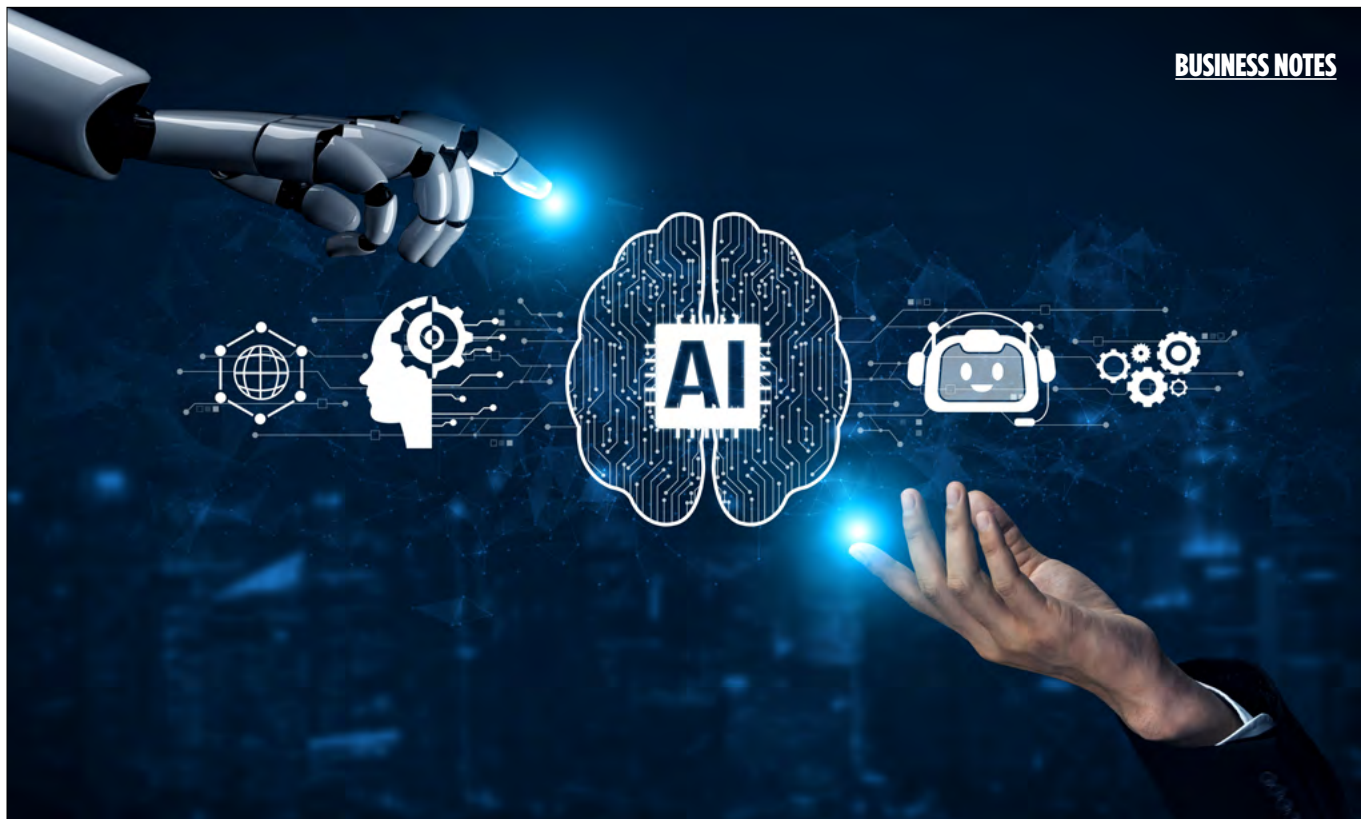
pathogen represents a meaningful advancement for clinics, shelters, and animal care facilities managing outbreak risk. Similarly, efficacy against feline calicivirus, often used as a surrogate for norovirus due to its resistance profile, provides additional assurance in mixed-use and cross-species environments.

Choosing Canadian-made cleaning solutions is not simply a matter of national preference. **Domestic manufacturing supports tighter regulatory oversight, greater transparency in formulation and testing, and faster responsiveness to emerging public health needs.** As infection control expectations continue to evolve, the ability to adapt formulations, validate new claims, and support end users with evidence-based guidance is a competitive advantage, and one that Canadian companies are increasingly demonstrating.

Innovation in cleaning technology is most impactful when it improves outcomes without adding complexity. As winter challenges persist, products that combine proven efficacy, realistic contact times, and responsible chemistry will continue to shape more effective, resilient cleaning programs across Canada.

– This article is courtesy of Dustbane Products Ltd. For more information on Dustbane’s exclusive Canadian-manufactured products, please visit <https://www.dustbane.ca/>. 🍁





The Inevitable Advantage

By JEFF CROSS

Technology has always had a way of sneaking into our lives quietly, until suddenly, it's everywhere. Autocorrect, GPS, and even the humble pocket calculator were once disruptive, controversial inventions. Today, we barely think about them.

Artificial Intelligence (AI) is simply the next chapter in a long story: Humans invent tools, resist them, test them, adapt to them, and eventually depend on them.

The pattern is so consistent that it almost reads like a law of nature. The people and organizations that lean into new technology grow stronger, faster, and more competitive. Those that resist don't just fall behind—they become cautionary tales.

In other words, using tech doesn't make us less skilled. It makes us more human by removing the grunt work and freeing us to focus on the decisions, creativity, and empathy that no machine can replicate.

Tech adoption feels uncomfortable—until it becomes normal.

When spellcheck arrived in the 1980s, teachers and editors worried that writing skills would erode. When calculators became mainstream, schools feared no one would learn math anymore. GPS (Global Positioning System) triggered concerns that people would lose their sense of direction. Every major leap forward has sparked the same anxiety: What if this makes us worse?

Of course, the opposite happened.

- Autocorrect and predictive text made communication faster and cleaner.
- Search engines opened access to knowledge previously locked in libraries

or corporate archives.

- Grammar checkers like Grammarly supported millions of people who never had access to a professional editor.
- Voice assistants made technology simpler and more accessible for people with disabilities or limited mobility.
- Translation apps helped businesses expand globally without hiring full-time linguists.

Technology tends to level the playing field – strengthening the inexperienced, enabling the expert, and amplifying human capability.

AI fits squarely into that tradition. The tools are smarter, but the core idea remains unchanged: Automate low-value tasks so humans can focus on high-value ones.

FAILURE TO ADAPT


History shows the simple truth. Nearly every industry has stories of “unbeatable” giants that refused to adapt to technological change. The pattern is blunt and

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Dissan Group Acquires Pronet

transaction allows us to become part of a strong, well-established organization that shares our vision and values, creating a promising future for our team and our customers.”

This acquisition is part of a broader series of strategic initiatives driven by an ambitious vision: Building a strong national network that meets the industry’s highest standards. After completing three major acquisitions in 2024, the group continued its growth in 2025 with an additional acquisition in the third quarter, followed by Pronet at year-end. Dissan Group is pursuing its growth trajectory, achieving continued success in its target markets, attracting new distributor members, accelerating strategic acquisitions, and seizing new opportunities to expand its presence and reach.

For more information, visit the company website [here](#). 

The Inevitable Advantage

unforgiving. Let’s look at a few examples.

Blockbuster: The Giant that Laughed at Streaming

In the early 2000s, Blockbuster was “king” of its time due to its physical store dominance and control of the home movie market. When Netflix approached with a partnership opportunity, Blockbuster dismissed streaming as a fad.

Blockbuster, failing to recognize the inevitability of streaming, missed its opportunity and was erased by Netflix. Blockbuster’s failure was due to its reliance on an outdated model. Netflix offered convenience, adapted to customer needs, and embraced new technology. Blockbuster’s failure was due to its reliance on a profitable but outdated model.

Blockbuster went from 9,000 stores to one, filing for bankruptcy in 2010. Netflix leaned into new technology, mastered it, and reshaped global entertainment. And just look at Netflix now!

Kodak: Invented the Future but Feared It

Few companies are as heartbreaking as Kodak. The company’s own engineer, Steve Sasson, actually invented the first digital camera in 1975 – but Kodak suppressed it, fearing that digital photography would threaten its profitable film business.

Competitors embraced digital while Kodak hesitated. Thus, Kodak’s shelving of its technology and its reluctance to adapt allowed competitors to eventually dominate the digital photography market, contributing to the company’s bankruptcy in 2012.

The lesson: Innovation is only valuable if you use it.

BlackBerry: Betting on Keyboards

While the World Moved On

A failure to adapt to the touchscreen and app-driven smartphone revolution led to BlackBerry’s dramatic fall from market dominance. BlackBerry executives believed physical keyboards were essential and that touchscreens were a passing trend.

When the iPhone launched in 2007, BlackBerry executives reportedly dismissed it as a “toy” and assumed their loyal business customers would stay. But Apple and Android listened to consumer behaviour instead of nostalgia.

Within a few years, BlackBerry’s glob-

al market share dropped from 50 per cent to effectively zero.

Sears: The Amazon of its Time That Couldn’t Imagine Amazon

Who remembers the Sears catalogue? Sears was once a retail powerhouse with the infrastructure and customer base to dominate online shopping.

Sears was indeed the “Amazon of its day.” It was once a retail powerhouse pioneering a vast mail-order system. It had the infrastructure and customer base to dominate online shopping. But leadership dismissed e-commerce, failing to modernize its catalogue business.

Sears failed to adapt its business model, invest in its stores and e-commerce, or innovate its company structure to compete with new market forces like Amazon, Walmart, and specialty retailers who quickly filled that vacuum.

Nokia: Too Slow to Embrace Change

In 2007, Nokia dominated the mobile phone market. It underestimated the shift toward app-based ecosystems – and lost everything.

However, the rise of smartphones with touchscreens and applications drastically altered the industry landscape. While competitors embraced innovation, Nokia failed to adapt, banking its future on the unsuccessful Microsoft Windows Phone operating system instead of the burgeoning Android ecosystem.

As consumer expectations shifted towards the modern designs and extensive app stores offered by Apple and Samsung, Nokia’s internal bureaucracy and slow decision-making hindered its response. The company couldn’t recover lost ground, and the market leaders solidified their positions, fundamentally transforming the mobile sector.

Nokia’s decline serves as a cautionary tale: Market leadership is fleeting. Maintaining success demands more than past glory; it requires foresight, flexibility, and the willingness to embrace change. Stagnation in the business world inevitably leads to obsolescence.

THE REALITY

These companies didn’t fail because

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Green Point Wellness:

Creating Healthier, Cleaner Environments

In today's world, wellness and sustainability go hand in hand – and nowhere is that more evident than in how we clean and care for our spaces. The term *Green Point Wellness* reflects the intersection of health, environment, and responsibility. It's about achieving balance: protecting people while preserving the planet.

At ISSA, the global association for cleaning and facility solutions, this philosophy is central to building a cleaner, healthier, and more sustainable world. Understanding what *Green Point Wellness* means can help businesses, facility managers, and cleaning professionals make choices that benefit both human well-being and environmental health.

WHAT DOES GREEN POINT WELLNESS MEAN?

Green Point Wellness represents an approach that integrates sustainable clean-

ing practices, environmental stewardship, and occupant health. It's not a brand – it's a mindset.

At its core, *Green Point Wellness* involves:

- Using eco-friendly products that minimize toxins and reduce indoor air pollution.
- Implementing energy-efficient cleaning processes that cut waste and conserve resources.
- Prioritizing human wellness, including mental health and productivity, by

maintaining cleaner, safer environments.

This concept aligns with the growing global movement toward “cleaning for health first, then appearance,” emphasizing long-term well-being over short-term results.

THE CONNECTION BETWEEN CLEANING AND WELLNESS

When we think about wellness, diet and exercise often come to mind – but the built environment plays a crucial role in health, too. The spaces where we live, work, and learn directly influence our respiratory health, focus, and overall comfort.

Green Point Wellness emphasizes that a truly healthy space depends on:

- **Air quality:** Regular, sustainable

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The Inevitable Advantage

they were small or underfunded. They were too slow to recognize the potential for innovation and consumer demand. They failed because they refused to evolve.

NEW TECH CAN STRENGTHEN COMPANIES

Why can new technology actually improve your company?

1. Technology reduces friction – and friction destroys growth. AI, like many tools before it, removes friction from daily work. It drafts emails, summarizes research, creates first-draft content, automates data entry, and speeds up decisions. Less friction means more output, more creativity, and more momentum.

2. Early adopters capture market share that others can't regain. Netflix, Amazon, Tesla, and Adobe – all gained dominance by adopting new tech before it felt safe. In modern markets, advantage compounds. The earlier you adapt, the more you win.

3. Your competitors will adapt, even if you don't. Tech doesn't wait for anyone. When one company in a sector adopts a powerful new tool, everyone else must follow or lose contracts, customers, or relevance. AI is already reshaping marketing, sales, customer service, training, and operations. Those who hesitate will compete at a permanent disadvantage.

4. Tech actually unlocks higher human value. The greatest misconception about AI is that it "replaces" human creativity. In practice, the opposite is true: AI removes grunt

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Green Point Wellness: Creating Healthier, Cleaner Environments

cleaning reduces allergens and pathogens.

- **Surface safety:** Green-certified disinfectants eliminate germs without leaving harmful residues.
- **Environmental harmony:** Reducing waste and chemical use helps protect surrounding ecosystems.

According to the U.S. Environmental Protection Agency (EPA), indoor air can be up to five times more polluted than outdoor air. Thoughtful cleaning practices can drastically reduce these risks – improving both personal health and environmental outcomes.

HOW TO IMPLEMENT GREEN POINT WELLNESS IN FACILITIES

Whether managing a hospital, school, or office complex, facility leaders can integrate the *Green Point Wellness* philosophy in practical ways:

1. Choose certified green products.

Look for labels like EPA Safer Choice, Ecologo, or Green Seal, which ensure that products meet verified environmental standards.

2. Train your cleaning staff.

Knowledgeable teams are essential to sustainable success. Training programs like those offered through ISSA Canada help staff understand product use, safety, and sustainability goals.

3. Measure and monitor performance.

Track key metrics such as energy use, waste reduction, and occupant satisfaction to see measurable improvement.

4. Communicate wellness goals.

Sharing your commitment to sustainability boosts trust among employees, clients, and building occupants.

5. Adopt a holistic approach.

Combine green cleaning with smart maintenance, air filtration, and ergonomic design to support complete workplace wellness.

WHY GREEN POINT WELLNESS MATTERS

Organizations that embrace *Green Point Wellness* aren't just "going green" – they're investing in people. Healthier spaces lead to:

- Higher employee productivity and morale.



- Reduced absenteeism and illness.
- Lower facility maintenance costs over time.
- Enhanced brand reputation through environmental leadership.

In fact, research from the Harvard T.H. Chan School of Public Health found that people working in green-certified buildings demonstrated higher cognitive performance and fewer health symptoms compared to those in conventional spaces.

That's the power of wellness-driven cleaning.

SUSTAINABILITY AND THE CLEANING INDUSTRY

The cleaning industry has a vital role to play in shaping a sustainable future. From commercial janitorial firms to in-house service providers, every decision – from product selection to waste management – impacts health and the environment.

ISSA and its global network of professionals advocate for cleaning as a key part of public health infrastructure. Through certifications, training, and community collaboration, the industry continues to evolve toward greener, smarter, and more efficient practices that embody the *Green Point Wellness* philosophy.

To explore more about sustainability and professional cleaning standards, visit the ISSA Canada website at www.issa-canada.com.

RESOURCES FOR FURTHER READING

- [Harvard T.H. Chan School of Public Health – The Impact of Green Buildings on Cognitive Function](#)
- [ISSA Sustainability Resources](#).

EXCLUSIVE MEMBER BENEFIT



ISSA Scholars 2026-2027 Applications Now Open

ISSA Scholars, an ISSA Charities™ signature program, has opened its scholarship application for the 2026-2027 academic year. Employees of all ISSA Canada member companies and their families are encouraged to apply now through April 20, 2026.

“Supporting students means more than providing funding,” said Allison Saba, Director of ISSA Charities. “Through the ISSA Scholars program, we’re committed to opening doors to higher education and helping the next generation grow, succeed, and make a lasting impact.”

On an annual basis, ISSA Scholars awards scholarships to students who showcase outstanding academic and leadership qualities. These scholarships serve

as a beacon of support, alleviating the financial strain of tuition for individuals affiliated with ISSA member companies, including employees and their immediate family members, as they embark on their educational journeys at accredited four-year or two-year colleges or universities, regardless of their major.

With the support of generous ISSA member companies, ISSA Scholars awarded \$148,000 in financial aid to 51 students in 2025. Member companies looking to provide support can donate to existing funds or develop their own scholarship award. ISSA announces the complete list of scholarship recipients and company sponsors each year.

To apply for a scholarship or to donate to ISSA Scholars, [click here](#). 🍁

Your Roadmap to Quality, Efficiency, and Customer Trust

CIMS-GB isn't just a checklist. It's a blueprint for building a customer-focused, high-performing business



LEARN MORE »

ASSOCIATION UPDATE

Strengthening



*A Renewed Commitment to
Canada's Healthcare
Environmental Services Community*

To all the valued stakeholders of the Canadian Healthcare Housekeepers Association (CHHA), a division of ISSA, the worldwide association for cleaning and facility solutions, thank you for your dedication and support.

The mission of CHHA remains clear: **To support and elevate the leaders and frontline professionals who keep Canada's healthcare and long-term care facilities clean, disinfected, and safe for all.** Through education, advocacy, and professional development, the association continues to champion excellence in environmental services across the healthcare continuum.

As CHHA moves through a period of organizational restructuring, we want to reassure you that our commitment to members and stakeholders is stronger than ever. CHHA continues to be a proudly Canadian organization – led by Canadians, for Canadians – and that will not change. With a refreshed team in place, we are focused on strengthening programming and delivering meaningful resources that provide real value to you and your teams.

CHHA is also pleased to welcome **Julie Hoeflaak** as the association's Academic Advisor. With a strong background in training, health, and safety within the environmental services field, Julie currently serves as Customer Support Service Lead and Trainer at Hamilton Health Sciences. Combined with her previous experience as Education Chair with the Ontario Healthcare Housekeepers Asso-

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The Inevitable Advantage

work. Humans remain essential for judgment, originality, empathy, leadership, and relationship-building.

Technology doesn't erase human value – it reveals it. AI is not the end of work. It is the end of the old way of working.

Just as calculators didn't eliminate math, AI will not eliminate human thinking. Instead, it raises expectations. Teams that learn to integrate AI will outperform those that don't. Individuals who learn to delegate tasks to machines will accelerate their performance. Entire industries will evolve around the new opportunities AI unlocks.

The companies that win in this era will be the ones that treat AI the same way they treated the internet, mobile phones, and cloud computing: Not as a threat, but as an inevitability.

LEAD OR FALL BEHIND

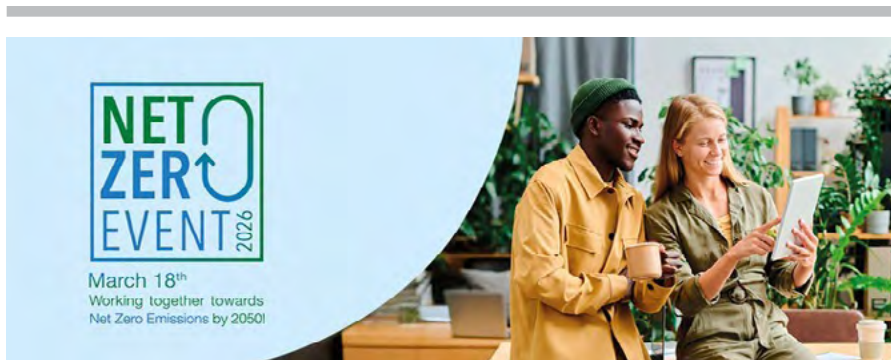
History has spoken over and over again.

- Those who embrace new tools grow.
- Those who hesitate shrink.
- Those who resist lose everything.

The real choice isn't "AI or no AI" – it's "lead or fall behind."

AI is simply the latest example of a timeless reality: Technology moves forward whether we're ready or not. The only real decision is whether we adapt early and benefit from the momentum – or adapt late and spend the next decade catching up. And just like autocorrect and GPS, someday soon AI will feel as ordinary as breathing. We'll wonder how we ever lived without it. 🍁

— *Jeff Cross is the ISSA media director, with media brands that include ISSA Today, Cleaning & Maintenance Management, and Cleanfax. He can be reached at JeffCross@ISSA.com or 740-973-4236.*



On March 18, 2026, Tork, the professional hygiene brand of Swedish global hygiene and health company Essity, is hosting its NET ZERO 2026 Event — a live digital conference focused on sustainability, business impact, and the journey toward net-zero emissions.

The event brings together business leaders, sustainability experts, and industry innovators to explore how integrating sustainability into corporate strategy can drive positive outcomes for customers, employees, and the planet. Sessions will cover topics such as the business value of sustainability, simplifying sustainability in practice, and insights on sustainable hygiene solutions and their role in reducing environmental impact.

Highlights of the program include contributions from globally-recog-

nized speakers — from former Nike CSO Noel Kinder to leaders in inclusive design and sustainability at major global events. Attendees can join live discussions in multiple languages, with subtitles offered to broaden accessibility.

The NET ZERO 2026 Event reflects Essity's broader commitment to environmental action and its long-term goal to achieve net-zero greenhouse gas emissions across its entire value chain by 2050, including efforts to lower carbon footprints throughout product life cycles.

Registration for the live event is open internationally, and recorded sessions will be shared with all participants post-event, making this a key moment for companies and sustainability professionals to connect, learn, and accelerate their climate action strategies. 🍁



Noel Kinder
SVP of Sustainability at Lululemon and former Chief Sustainability Officer at Nike



Marielle Romeijn
Co-founder and Chief Brand Officer at ONE HUNDRED restrooms



Georgina Grenon
Director of Sustainability for the Paris 2024 Olympic and Paralympic Games

Strengthening the CHHA

ciation, she brings a wealth of current industry knowledge, practical expertise, and insight back to CHHA.

In March, members can look forward to the return of CHHA's popular Lunch & Learn webinar series as well as the *Housekeeping Professional Today* e-newsletter. CHHA is also developing a comprehensive resource hub designed to support the day-to-day professional needs of EVS teams. This hub will feature practical how-to guides, mental health supports, and other tools to help you succeed.

Your input is essential as CHHA

shapes these offerings and future resources. CHHA invites you to take a moment to complete a brief one-minute survey, and share your priorities and challenges. Your feedback will help ensure CHHA delivers the tools and programming that matter most to you – help us, help you.

Thank you for your continued support. Together, we are strengthening and advancing environmental services across Canadian healthcare. 🍁

Fourth Annual Chili Cook-Off

Raises Funds for Cleaning for a Reason



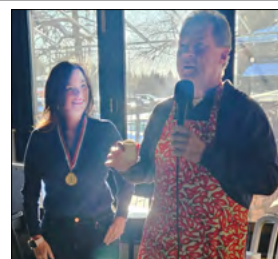
The Fourth Annual Chili Cook-Off took place on February 1 at the Taproom 260, bringing together approximately 200 industry representatives and community members for an afternoon of friendly competition and meaningful impact.

The lively event supported *Cleaning for a Reason*, with proceeds helping provide complimentary home cleaning services to individuals undergoing cancer treatment. The atmosphere was warm and welcoming, with attendees enjoying an impressive line-up of creative and flavorful chili entries.

This year's winners, selected by a panel of professional foodies, crowned Taproom 260's own Chef Eddie in first place, followed by Maddie Lewis in a close second. A special "Fan Favourite"

award added to the excitement, with **Shannon Hall**, Dustbane Products Ltd., once again winning the heart – and votes – of attendees. From bold and spicy to rich and smoky, the delicious chili offered made for a memorable day filled with great food, community spirit, and generous support for an important cause.

If you were unable to attend but would like to support the *Cleaning for a Reason* cause, you can still make a donation by scanning the QR above. 🍁



CALENDAR OF EVENTS

MARCH 11: ISSA Hygieia Network Webinar, **Owning Your Value – Building Confidence and Credibility**, 2 to 3 p.m. (Eastern). [LEARN MORE](#)

MARCH 18: Tork/Essity **NET ZERO Event 2026** virtual conference – 8:30 to 10 a.m. (Eastern). [LEARN MORE](#)

MARCH 22-28: **International Cleaning Week** celebrating the cleaning industry. [LEARN MORE](#)

MARCH 24-26: NORMI™ Canada **Certified Mould Assessor & Remediator Training** (in-person or virtual option available) – 8 a.m. to 5 p.m. (Pacific). [LEARN MORE](#)

MARCH 27: NORMI™ Canada **Certified Drug Clean-up Technician Training** (in-person or virtual option available) – 8 a.m. to 5 p.m. (Pacific). [LEARN MORE](#)

APRIL 9: ISSA Hygieia **Networking & Leadership Conference**, Delta Hotels by Marriott Toronto Airport & Conference Centre, Toronto, ON, 9:30 a.m. to 4:30 p.m. [LEARN MORE](#)

MAY 7: ISSA Emerging Leaders **Mentorship in Motion: How Emerging Leaders Grow Faster by Learning, Leading, and Paying it Forward** webinar – 1 to 2 p.m. (Eastern). [LEARN MORE](#)

NOVEMBER 17-19: ISSA **Show North America 2026** Mandalay Bay Convention Center, Las Vegas, NV. [LEARN MORE](#)

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The 'Or What?' Question

and built such strong relationships with his team that his influence alone was usually enough to drive change. That's not just good management. That's sales leadership at its finest. 🍁

— *Troy Harrison is the Sales Navigator and the author of "Sell Like You Mean It" and "The Pocket Sales Manager."* He helps companies navigate the Elements of Sales on their journey to success. He offers a free 45-minute Sales Strategy Review. To schedule a meeting, call 913-645-3603 or e-mail Troy@TroyHarrison.com.



HELP US MAKE A DIFFERENCE!

ISSA Canada Service Project Initiative

Cleaning for a Reason is a signature ISSA Charities™ program that provides free house cleaning services to those undergoing cancer treatment. Your support helps us bring safe, clean, and healthy homes to Canadian families during some of their toughest times.

JOIN US AS A SPONSOR AND MAKE A REAL IMPACT *because a clean home is more than just a space, it's a sanctuary!*

Why Partner With Us?

- **Impactful Cause:** Cancer is an immense physical, emotional, and financial burden. A clean home brings comfort and dignity to those in treatment.
- **National Reach:** Your sponsorship supports projects across Canada, helping people in multiple provinces and communities.
- **Brand Visibility:** Gain exposure to compassionate, community-minded audiences through the event, social media, and various communication drives.
- **Tangible Contributions:** Whether through cash support or in-kind donations, your sponsorship makes a direct and practical difference.



How to Get Involved?

- **Choose a Sponsorship Tier:** Select the level that best aligns with your goals and capacity.
- **Choose an Event:** Select the regional event(s) you wish to support and/or participate in.
- **Register Your Team:** Sign your team up to participate in the regional service project of your choice by [clicking here](#).
- **Celebrate Your Impact:** We will recognize your support publicly and share project stories that highlight how your generosity is making a difference.



Let's Clean for a Cause!

Your generosity helps us deliver more than just a clean home – it brings peace, dignity, and hope to individuals and families facing cancer.

Thank you for considering a sponsorship that truly makes a difference!

MORE INFORMATION?

Please contact **Tanja Nowotny**, ISSA Canada, at tanja@issa-canada.com or (905) 697-8905.

www.issa-canada.com

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