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**ISSA
CIMS CORNER**
Advanced by GBAC

NEWS, VIEWS AND INFORMATION FOR THE FACILITY SERVICE PROVIDER

INDUSTRY TRENDS

Commercial Cleaning & The Way Forward

ISSA's Hygieia Network Helps Build a Future for Women in Leadership

As the commercial cleaning industry continues to evolve, the roles of management, frontline workers and everything in between are also changing. ISSA's Hygieia Network has a mission to create an inclusive industry for women to

succeed in the workplace, through education, mentoring, networking and support programs. How has the industry progressed and what opportunities exist for women in commercial cleaning?

Four members of the Hygieia Network

weigh in on what the industry looks like today, what has helped them get where they are, and for their insight on the best tools for women looking to lead the commercial cleaning industry. The original ar-

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Commercial Cleaning & The Way Forward

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ticle appeared in a recent issue of *Facility Cleaning & Management* magazine.

Q. *What are some of the industry challenges that women have had to overcome?*

Judith Virag, Clean Club Calgary: Historically, cleaning roles have been associated with women, perpetuating the stereotype that cleaning is “women’s work.” This perception can and has led to biases and discrimination, making it harder for women to be taken seriously in leadership positions or higher-paying roles within the industry.

Shannon Hall, Dustbane Products Ltd.: Having faced several biases when starting in our industry, I was told that I didn’t belong here. The consensus was that I need to spend 20 years cleaning to earn my place. When I’ve been the only woman at the boardroom table, I have been ignored and dismissed when bringing up ideas or concerns in meetings or undermined when people ask if someone else (higher up than me) will be joining the meeting. I have fought condescending attitudes throughout my career, referred to as “a pretty face” or called “kiddo.” I wish I could say that these were just my unique experiences, but unfortunately, I have heard the same stories from many other women in the industry.

Haley Pirie, GT French: One of the biggest challenges for women that I see is having to prove their knowledge in all the aspects of this industry such as products, equipment, innovative solutions and

more. It has been my experience that women are often perceived as less knowledgeable in these categories.

Armanda Sousa, Bee-Clean Building Maintenance: Sexism, unfortunately, still exists. In this day and age, women have proven our resilience to provide at home, as well as in the workplace. It’s important that we continue to educate the community and population at large about the ongoing issues women still face today. It is through communication we can start to address problems such as sexism, language barriers, lack of education, qualification and more.

Q. *What tools, skills or resources have helped you along the way?*

Hall: Having had some great male allies throughout my career has been helpful in male dominated industries. I believe in the motto “always be learning” and have used LinkedIn Learning, CPSA courses, ISSA’s courses and hands-on lessons in the field to make sure I am staying fresh and knowledgeable. The ISSA Hygieia Network has been a great resource, providing the opportunity to network with like-minded colleagues and helping to create a place where we can help women advance in the industry. Having a mentor – and also being a mentor – has been an amazing experience where each individual takes away so much from the relationship.

Virag: Resiliency and training are big ones for me. Building my confidence in

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contractor's corner

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ISSA Canada

2023 Review / 2024 Preview

The Rethink What Clean Means campaign may have been launched in late 2022, but the sentiment of re-evaluating true cleanliness and emphasizing the importance of cleaning for health continued to spill over well into 2023.

Since the pandemic, the industry in Canada continued to witness a great deal of change. Some may even say an evolution. For some companies, the renewed focus on cleaning and disinfection resulted in business growth and profit wins. But, for others, the shift to work-at-home business models and resulting vacant commercial spaces coupled with closures and acquisitions, posed challenges that were simply too much to bear.

For ISSA Canada, the focus on 2023 was to support both the members who were succeeding as well as those who were struggling. It was a year to re-connect and learn from the hard-working and dedicated individuals who keep the wheels of this industry rolling.

Perhaps one of the hardest-hit sectors over the years has been wholesale distribution. Faced with an ever-shrinking marketplace coupled with challenging supply chain anomalies, ISSA Canada had a mission to focus on the importance of this sector on the overall health of the cleaning industry in Canada.

Based on the success of its Building Service Contractor Council in creating a focus on the end-user and opening a solid channel of communication between the association and the sector, ISSA Canada felt the creation of a Canadian Distributor Council could achieve the same.

Chaired by Tom Fournier, owner of Shade's Mills Group Ltd., the new council brought together eight representatives from a cross section of national and regional wholesale distributors from across Canada to provide ISSA Canada with valuable insight into the pain-points felt by

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Commercial Cleaning & The Way Forward

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knowing that when I step into a room, I am just as valuable as everyone else. Also, coaching is fundamental; my business coach has been instrumental in developing some of my skills. When the opportunity arises, I take advantage of all possible training.

Pirie: Learning and practicing empathy, positivity and active listening are all vital skills to anyone looking to be in a leadership role. Curiosity is also very important – in my experience. If you can find the why, the solution can also be found. I also recommend connecting with other women in the industry who can relate to you and/or mentor you. The Hygieia Network is a great community for anyone in the commercial cleaning industry.

Q. How are women making their mark on the industry today?

Hall: I think women have always made a mark in this industry, but I do believe we are shining more of a light on our accomplishments and recognizing strong leaders and rising stars these days. I believe we are starting to see more diversity in senior roles within organizations and hope that one day we will see an even stronger balance. I believe women are helping to remove the unwritten rules and create awareness for opportunities for further inclusion.

Virag: Women – like myself – are leading through entrepreneurship. I have seen so many cleaning companies start up

that are 90 per cent women-owned, and that's great to see.

Pirie: Women are making their mark by supporting each other. I see more women in leadership roles now than I ever have. Having a community like the Hygieia Network that is focused on supporting and empowering women to develop their careers in this industry is making a difference every day.

Q. How does the commercial cleaning industry benefit from having women in leadership roles?

Hall: I believe every organization can benefit from having a diverse leadership team, tending to be more creative, with different perspectives to offer, and this type of leadership has been shown to result in higher profits. The cleaning industry has traditionally been slower to change and adopt new technologies and strategies. The old adage 'if it's not broke, don't fix it' can maintain the status quo, but in these times of high turnover, advancement in technology and market shifts, we need diverse ideas and perspectives more than ever.

Virag: Before I started my business, I worked as an executive assistant, and was surprised at the male-dominated sales teams I saw in many cleaning companies. In commercial cleaning, there needs to be opportunity for all, and the clarity, vision and attention to detail that women

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The Art of Meeting Deadlines and Staying on Schedule

By TIM POSKIN

Take action to complete everything on your to-do list

In the fast-paced world of the cleaning industry, where deadlines are tight and clients demand spotless results, the art of getting stuff done is a vital skill. While expertise, tools and planning all play crucial roles, taking action is the linchpin that holds everything together to ensure a clean, efficient and thriving business.

UNDERSTAND THE POWER OF PLANNING

Before sharing tips for taking action, it's crucial to emphasize the role of planning. A well-structured plan is the foundation upon which action is built.

In the cleaning industry, meticulous planning involves setting clear objectives, scheduling tasks and allocating resources efficiently. Whether it's a routine office cleaning or a major post-construction

clean-up, a well-thought-out plan accounts for every step in the cleaning process.

PRIORITIZE TASKS

Not all cleaning tasks are created equal. Some require immediate attention, while others can wait.

For instance, a spill on a carpeted floor in a hotel lobby must be addressed promptly to maintain a positive guest experience, whereas routine dusting in a storage closet can be scheduled for a later time. By categorizing tasks into urgent, important and least critical, cleaning professionals can focus their efforts on what truly matters in the moment. This approach ensures that time and resources are allocated where they are most needed, increasing overall productivity.

SET REALISTIC GOALS

While ambition is admirable, setting realistic goals is essential. Unrealistic expectations can lead to frustration and burnout.

Taking action involves knowing your team's capabilities and limitations, as well as understanding the time and resources required for each task. Establishing achievable goals not only prevents overextension but also boosts morale. When employees see their efforts leading to tangible results, they are more likely to stay motivated and maintain high levels of productivity.

MAINTAIN CONSISTENCY

Consistency is a hallmark of any successful cleaning operation. It's not enough

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Commercial Cleaning & The Way Forward

possess are valuable assets to the industry.

Sousa: Women in the workplace help move the business and the industry forward by guiding, mentoring and managing projects.

Pirie: Having women in leadership roles can offer variety, providing new inventive ideas, allowing shared team experiences, making stronger teams, gaining competitive advantages and qualifying to manage a wider variety of clients. It's important that there are women in leadership roles so that other women see that they can grow their careers in this industry, too. Having more women in leadership and executive positions can change the narrative in this industry.

Q. *What advice can you give to other women looking to get ahead and make a difference in commercial cleaning?*

Pirie: My advice would be to connect with others who can help support you in reaching your goals, regardless of any adversity you may face. Continue to be curious and grow your knowledge base as it pertains to the industry and your ability to lead.

Hall: Take the opportunities! When an opportunity arises to participate in something new, contribute ideas to move forward. Don't hesitate, jump in and join networks like Hygieia, working to connect allies and opportunities for growth. Meet and seek out individuals who have a spark, or offer to help someone who might need a little coaching to help them grow in their role. Keep developing your skills – technology and change are happening faster than ever, so stay ahead of the curve by learning new skills.

Virag: Get educated, start networking and know your worth.

SOURCE: FC&M Magazine, REMI Network

The Art of Meeting Deadlines and Staying on Schedule

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to take action sporadically; cleaning professionals must commit to maintaining consistent standards. This means adhering to established cleaning schedules, quality control measures and safety protocols.

Consistency also extends to communication with clients. Providing regular updates and creating channels for feedback are essential for building trust and ensuring that clients are satisfied with the services provided. Trust is often just as valuable as cleanliness.

MAKE TIME FOR TRAINING AND EDUCATION

In an industry that continually evolves, staying updated on the latest cleaning techniques, technologies and products is paramount. Taking action in this context means investing in ongoing training and education for cleaning staff.

Well-informed employees are better equipped to handle diverse cleaning challenges efficiently and safely. Moreover, a well-trained team is more likely to take initiative to solve problems as they arise. This proactive approach to cleaning not only enhances overall performance but also reduces the need for constant supervision.

FOCUS ON ADAPTABILITY AND PROBLEM-SOLVING

In the cleaning industry, every job presents unique challenges. Effective cleaning professionals can adapt quickly and find solutions on the spot. Taking action involves a combination of experience, creativity and resourcefulness.

Whether it's dealing with a stubborn stain, an unexpected spill or unforeseen circumstances like a power outage, the ability to think on one's feet and make informed decisions is invaluable. Adaptability and problem-solving are the cornerstones of getting things done efficiently.

INVEST IN THE PROPER TOOLS AND EQUIPMENT

Efficiency in the cleaning industry is often closely tied to the quality and suitability of the tools and equipment. Taking action means investing in the right tools for the job.

High-quality cleaning machines, eco-friendly cleaning agents and ergonomic equipment not only improve productivity but also contribute to a healthier work environment. Moreover, regular maintenance and upgrades are essential to ensure that

equipment functions optimally. A proactive approach to equipment management can prevent downtime and costly repairs, keeping the cleaning operation running smoothly.

EMBRACE TECHNOLOGY

In today's digital age, embracing technology is fundamental to getting things done. Cleaning management software, GPS tracking and real-time communication tools are just a few examples of technology that can streamline operations. These tools can assist with scheduling tasks and employees, tracking staff performance, monitoring inventory and responding to client requests promptly. By adopting the latest technology, cleaning companies can stay competitive and provide a higher level of service.

TAKE ACTION TO SUCCEED

In the cleaning industry, taking action is not just a part of the process; it is the driving force that propels businesses forward. While planning, prioritizing and setting goals lay the groundwork, it is the proactive mindset, adaptability and commitment to excellence that truly lead to results.

Consistency, ongoing training and the right tools are all essential components of a successful cleaning operation. Embracing technology allows companies to stay ahead of the curve and meet the ever-evolving demands of clients.

In the end, the cleaning industry thrives on action, from the swift response to a spilled drink in a restaurant to the meticulous planning of a large-scale industrial cleaning project. By mastering the art of getting stuff done, cleaning professionals ensure not only a clean and sanitary environment, but also the longevity and success of their business.

– *Tim Poskin is the former director of the ISSA Consulting Division and the MRO program director for Legend Brands. He currently serves as chair of the ISSA Cleaning Management Institute (CMI) workloading and benchmarking committee. Contact him at (206) 384-6967 or t.poskin@legendbrands.com.*

SOURCE: CMM Magazine, November/December 2023 edition



A Responsible Approach to Infection Prevention

By JIM FLIELER

Create a two-step process that prioritizes cleaning over disinfection

Lately, cleaners have been fielding a lot of questions about our disinfecting products. It is always good news to have end users taking a close look at cleaning chemistry and asking for products that will make their infection prevention program more robust. However, we don't want to over-emphasize disinfection to the detriment of cleaning. Cleaning continues to be the cornerstone of any facility's cleaning plan and should be the primary focus.

But don't take my word for it! Industry best practices and health organizations like Health Canada and the U.S. Centers for Disease Control include cleaning as the important first step in the removal of soils including the coronavirus. Cleaning is the first step in removing soils and debris, allowing for a disinfectant to be effective when applied to the surface afterward.

Now is the time for cleaning companies and departments to focus on tweaking their regular cleaning processes and products, managing frequencies and efficiencies where possible. It is not necessarily the time to over-disinfect or invest in fancy new technology being marketed toward the recent pandemic – and it is never the time to stop regular cleaning with a solid, environmentally-friendly, general-purpose cleaner.

CLEANING VS. DISINFECTING

Let's review the difference between cleaning and disinfecting:

Cleaning physically removes germs, dirt and impurities from surfaces or objects by using a combination of soap (or detergent) and water. Disinfecting, on the other hand, works by using chemicals to kill germs on surfaces or objects.

The disinfection process should be considered to require two steps, starting with cleaning the surface or object. Next, that surface or object should be disinfected.

In order for disinfecting to occur, a surface must be cleaned of all dirt and impurities so that the disinfectant can effectively kill those germs.

THE DANGERS OF TOO MUCH DISINFECTING

When facilities start to use disinfectants only and skip the cleaning part of the equation, there can be real dangers to human health, effects on the environment and a compromising of the building's infection control measures.

Why is the two-step process necessary? First, disinfectants contain active ingredients that can be harsher than the ingredients in certain cleaners, so they

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ISSA Canada 2023 Review / 2024 Preview

the sector. Having met three times since May 2023 – and aiming to meet quarterly moving forward – the mission of the council is to increase the presence and overall perception of the value distribution brings to the sanitary supply industry, and help ISSA Canada strengthen its role within that sector. To facilitate the Council’s mission, a new landing page was created on the ISSA Canada website to provide resources to further support the members who formed the solid foundation on which the association is built.

When it comes to supporting the female leaders in the industry, ISSA Canada continued to promote the cause of the ISSA Hygieia Network, a signature ISSA Charity. Formed last spring, we were excited to see the ISSA Hygieia Network Canada Region online LinkedIn community blossom from 120 members in its infancy to the hardy 205+ members it boasts today. Additionally, the ISSA Hygieia Network Breakfast and Panel Discussion, which kicked off ISSA Show Canada on June 14, also continued to attract large numbers to hear how some of our lady leaders and male allies have overcome the challenges and succeeded within the industry.

Recognition of those members who dedicate themselves to the mission of protecting people and planet through green and sustainable initiatives was also a tradition ISSA Canada continued in 2023. In fact, ISSA Canada was pleased to present two Environmental Stewardship Awards to Bouygues Energies & Services and Charlotte Products Ltd. for their dedication to environmental practices and commitment to the value of clean.

Never to rest on its laurels, ISSA Canada is looking forward to continuing to support its membership in 2024. With a heavy focus on providing tools and resources to succeed, ISSA Canada is looking for-

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A Responsible Approach to Infection Prevention

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cannot be used in place of cleaners. These disinfectants should only be applied sparingly and when needed as part of your infection prevention plan on high-touch surfaces. The harsher active ingredients in these products can have adverse health effects on end-users and building occupants when used too much or on their own. It is always recommended that disinfectants are sprayed in well-ventilated areas and that applicators wear the proper personal protective equipment (PPE) to keep cleaners safe.

Second, there is a financial element to the equation, the indiscriminate application of a disinfectant for cleaning purposes wastes money. Disinfectants are more concentrated and often more costly, so they are not a feasible financial replacement for cleaning products. Furthermore, soil, particles and dust on a surface prevent the chemical reaction necessary to inactivate pathogens, including coronavirus. This becomes a waste of time *and* money, something no contractor or cleaning department can afford these days.

FOLLOW THE FIVE STEPS TO DISINFECTING PROTOCOL

Once you are ready to use a disinfectant on your high touch points, it is absolutely imperative to follow these five steps to disinfecting protocol:

1. Use a registered product, and thoroughly read and understand the label and safety data sheets.
2. Dilute it properly (regardless of your type of delivery method) and use a parts per million (PPM) litmus paper to test your dilution frequently to accommodate the type of facility and protocol.
3. Always pre-clean the surface using a high-quality all-purpose cleaner.
4. Respect and ensure that the dwell

time is met.

5. Include a potable water rinse according to each label, especially on food contact surfaces.

It is no surprise that companies are creating and marketing all sorts of new formulas in the last few years as a defense against COVID-19. Claims from new antimicrobial surfaces to new types of virus-killing coatings that continue to work for seven days post-application. In times of heightened attention to public health, new companies have certainly made it into the market with spurious claims, trying to capitalize on the increased public demand for heightened hygiene.

In reality, if your facility had been paying attention to its infection prevention program before the pandemic, including regular and frequent cleaning, strong product choices and following the five steps to disinfection protocol listed above, there should be no need to make any big changes when the risk of infection increases.

If you are over-disinfecting – or being lured by false marketing claims – you could get into dangerous territory for your company and your clients. Rely on the experts like your distributors, and local and federal health agencies to provide you with the resources, information and tools to make healthy decisions for your commercial cleaning programs.

– *Jim Flieler is the VP of Sales North America for Charlotte Products Ltd., and has over 40 years of expertise in all areas of sanitation. He is a renowned speaker and trainer for local businesses, key regional players and national corporations across North America, and has conducted hundreds of hands-on presentations and training sessions.*

SOURCE: FC&M Magazine, REMI Network

Coffee Talk FORUM

Noon to 1 p.m. (Eastern)
January 31, 2024

ISSA Canada

Recruiting, Training & Retaining Skilled Frontline Workers

REGISTER NOW!



Spreading Cleanliness NOT Germs

By LORI STRAZDAS

Best practices for preventing cross contamination

One of the many reasons managers provide education and training to their cleaning staff is to help prevent cross contamination within a facility. Cross contamination is the spread or transfer of germs from one area, surface or person to another. With the right training and protocols in place, cleaning staff are more likely to use the techniques, tools and products – and follow behavioural habits – that prevent cross contamination.

THREE TECHNIQUES FOR SUCCESS

Train your employees to adhere to the following three-step pattern when cleaning each area. By implementing these three simple techniques, they will remove germs instead of inadvertently moving them to

another surface.

1. Clean the room or space from the top first, working down to the bottom. This will ensure that as dirt, dust and pathogens fall during the cleaning process, your staff will remove these soils as they clean lower areas. Start with ceiling fans, vents and lights, and then end with the floors.

2. Start with the cleanest areas and move toward the dirtiest areas to avoid spreading germs to clean spaces. This is particularly important when cleaning with reusable cloths that are not often replaced.

3. Wipe in an s-shaped pattern so as not to overlap with a cleaned area.

WIPE AWAY GERMS

The correct use of tools and products

– such as microfibre cloths – to prevent cross contamination also takes a three-prong approach:

1. Use a different coloured microfibre cloth in each facility area. For example, use red cloths only in restrooms. This will prevent staff from accidentally grabbing a used red cloth to wipe down a table in a break room. Colour-coded cloths will keep restroom germs in restrooms and break room germs in break rooms, even after laundering.

2. Fold reusable cloths strategically to avoid cross contamination. Before use, fold cloths until they are about the size of a hand. After wiping down a surface, refold the cloth exposing a clean side for the next surface. Folding reusable cloths

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Spreading Cleanliness NOT Germs

multiple times can typically create eight different clean surfaces out of a single cloth.

3. Forgo reusable cloths together in favour of ready-to-use disinfecting wipes that can be discarded after each use. It is still a good idea to use only one side of the wipe per surface, but in general, the same product can be used in any area of a facility.

EVERYONE PLAYS A ROLE

Encourage facility-wide behaviours that prevent the spread of germs. Facility occupants or visitors can help reduce a building's bio-burden and support cleaning crews by using cleaning and disinfecting products on shared or commonly touched surfaces and individual workstations throughout the day. Place easy-to-use products – such as disinfecting wipes – in locations with shared surfaces, such as break rooms and conference rooms. Post signs in restrooms to encourage everyone to wash their hands, and make sure to keep soap dispensers filled.

Remind everyone to read disinfectant product labels for important information, such as directions for use, a list of the pathogens the product is effective against and the recommended contact time (the time the product needs to remain wet on a surface to effectively kill germs).

– *Lori Strazdas is a senior specialist within CloroxPro's Clinical and Scientific Affairs Team. She is passionate about improving public health in indoor environments by helping cleaning professionals create cleaner and healthier shared spaces. Strazdas encourages cleaning professionals to check out CloroxPro's ANSI-National Accreditation Board-accredited HealthyClean Trained Specialist course. Go to www.CloroxPro.com/HealthyClean to learn more and reach out to cloroxpro.healthyclean@clorox.com with any questions.*

SOURCE: CMM Online



The new year is a time of assessment, evaluation and improvement – not only personally, but for businesses as well. Analytics firm Gallup recently named six workplace issues that managers should address when reviewing their organizational plans for 2024.

1. HIGH WORKER STRESS

According to Gallup's 2023 State of the Global Workplace report, employee stress across the globe has hit record highs. When asked, 51 per cent of the report's respondents in the United States and Canada said they had experienced a lot of stress the previous day. Moving into the new year, if employee stress continues to rise, it could also threaten the next concern – engagement.

2. EMPLOYEE ENGAGEMENT

The good news is that employee engagement, which took a bad turn after the COVID-19 pandemic, is slowly starting to improve, says Gallup. But connectivity to a company's mission and purpose is going down among workers as well. Inspiring employees to go above and beyond the bare minimum will continue to be a challenge for managers in the upcoming year.

3. TRUST IN LEADERSHIP

Gallup reports that just 23 per cent of U.S. employees strongly agree that they trust their company's leadership. However, in 2023, trust was on the rise, following a large decline during the COVID-19 pandemic. According to Gallup, communicating clearly, spearheading and supporting change, and inspiring confidence in the future all lead to a significant increase in worker's trust, with 95 per cent of employees saying they fully trust their leaders who demonstrate such people skills.

4. MANAGER BURN-OUT

Stress and disengagement can affect management as much as it does subordinate workers – and even more so. According to Gallup, in 2023, managers were more likely than non-managers to be disengaged, burnt-out and looking for a new job. They were also more likely to think that the company didn't care about their well-being, and they struggle more with work-life balance. Gallup foresees the need for more training and support to help managers avoid the pitfalls of what it terms “manager stress.”

5. LONG-TERM HYBRID STRATEGIES

Hybrid work appears to be here to stay. Gallup reports that, since mid-2022, U.S. work location trends have mainly stabilized. With hybrid work more the norm, long-term strategies need to be developed that take that fact into account. Gallup suggests improving workplace value proposition, encouraging more effective collaboration and focusing management training on hybrid work situations.

6. THOROUGHLY CONSIDERING HYBRID WORK

According to Gallup, hybrid work can be great, but only if it's approached correctly. Advantages of going hybrid higher employee engagement, better overall worker wellbeing, and lower turnover rates than fully on-site workers who could be working remotely. But there's also a downside, including communication issues, different work schedules, less collaboration and decreased creativity. So, if your organization is moving in the direction of hybrid work, the pros and cons need to be carefully discerned, and appropriate strategies need to be developed to handle the challenges.

SOURCE: CMM Online

By DR. GAVIN MACGREGOR-SKINNER

Cleaning for Health: Sprinting to Scale

As senior director of the Global Biorisk Advisory Council® (GBAC), I provide updates on where we are right now with Cleaning for Health initiatives – from workshops, legislation in play, cleaning verification, training, certification and more.

At the 2022 ISSA Show North America at McCormick Place Convention Center (a GBAC STAR® accredited facility) in Chicago, ISSA's president, Matt Vonachen, of Vonachen Group, announced that ISSA had been awarded a US\$160,000 grant from the U.S. Occupational Safety and Health Administration (OSHA) for workplace safety and health training.

ISSA's Cleaning for Health Workshop: Helping Essential Cleaners Identify Reservoirs for Germs, provides critical education and training to frontline cleaning workers. This workshop closes gaps in current protections and controls for diseases transmissible by contact, droplet and aerosol, to which frontline cleaners can be particularly vulnerable. OSHA provided curriculum development and funding, and in 2023, we conducted 54 in-person work-

shops and trained 756 essential cleaning professionals.

Those in the cleaning industry are managers of safety and health in the built environment. Businesses can grow and prosper by understanding the reservoirs for germ survival and spread.

Cleaning for health – and not just appearance or smell – means implementing the industry's highest standards for cleaning by using the proper:

- Procedures
- Training
- Chemistry of cleaning and disinfection products
- Equipment
- Tools
- Personal protective equipment (PPE).

In the Cleaning for Health workshop, you will learn that:

- Germs are found in certain places – called “reservoirs” – and need a pathway to spread to other places and people.
- There are five reservoirs in the built environment that are important for infection control and cleaning for health.

• Cleaning for health actions focus on decreasing or eliminating the risk of germ survival and spread.

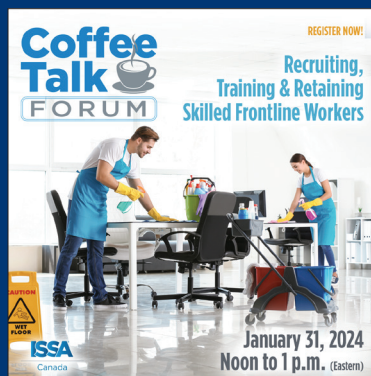
WHY “CLEANING FOR HEALTH?”

In 1993, Dr. Michael A. Berry published a ground-breaking textbook entitled “*Protecting the Built Environment – Cleaning for Health*.” Dr. Berry clearly explained the importance of cleaning for overall indoor environmental quality. He stated that “effective cleaning is the process of extracting and removing unwanted matter to the optimum extent to reduce exposure to unwanted matter.”

We conducted a two-day curriculum development workshop in November 2022, based on that textbook by Dr. Berry. Twenty experts attended and were led by Doug Hoffman (NORMI – National Organization of Remediators & Microbial Inspects), David Maurer (CPI – Creative Products International), Jim Mannes (Shaw Industries Group Inc.) and my self.

Our Cleaning for Health workshop was recently approved by the Florida Department of Health.

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Recruiting, Training and Retaining Skilled Frontline Workers

A Special ISSA Canada Coffee Talk Forum Presentation

Join ISSA Canada on **Wednesday, January 31** – from noon to 1:00 p.m. (Eastern) – for a special Coffee Talk Forum presentation.

During this episode, ISSA Canada Building Service Contractor Council Chair, **Ken Hilder**, speaks with **Michael Kroupa** (United Servicews Group), **Tony Raposo** (SPEICO services aux immeubles) and **Fernando Diniz** (Hallmark Housekeeping Services) to gain their insights into the issue of ongoing labour shortages.

Learn about the unique ways these facility service providers find and recruit workers, the training involved to ensure their frontline staff have the skills to succeed, and the incentives these companies have in place to ensure workers remain engaged in their work. The presentation will conclude with a question and answer period.

REGISTER NOW for this FREE event. It's an opportunity you can't afford to miss.

Cleaning for Health: Sprinting to Scale

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ment of Business and Professional Regulation to provide four hours of continuing education credits. Our goal in 2024 is to work with cleaning industry leaders and governments, not just to continue to approve one workshop, but an entire workforce development program.

WHY “ESSENTIAL CLEANING PROFESSIONAL?”

My employee identification card for the hospital I work with reveals something important. On the front of the card is my name and photo. But the back of the card states that I am an essential employee and that “during a disaster or other state of emergency, this identification card will serve as a pass through police, fire and armed services checkpoints.” My ID card allows me to get to work and do my job.

But, what we discovered throughout the COVID-19 pandemic emergency and after disasters like hurricanes, when there are curfews, many of our cleaning industry colleagues, who we know are essential, do not carry identification cards that state that they are essential employees and help them get to their place of work

WHAT WAS LEARNED AT THE CLEANING FOR HEALTH WORKSHOP?

ISSA and our partners (NORMI, CPI, Shaw Industries) conducted 54 workshops and trained 756 workers from January to September. We learned that:

- 658 – or 87 per cent – had not participated in any sort of training activities in the past five years.
- 695 – or 92 per cent – had not completed any training on federal or state government standards in the past three years that address hazards, and risk and safety at work, including the use of PPE.
- 680 – or 90 per cent – did not know what the active ingredients were in the cleaning products they used. Many workshop attendees mentioned water as an ingredient but did not know a second ingredient.

OSHA states that “employees in the cleaning industry face a number of hazards. Cleaning industry employees may be exposed to potentially hazardous chemicals, may be asked to work with equipment that can present a danger, and may be asked to

perform tasks that may cause an injury or illness if not performed properly.”

In 2024, ISSA and its members will strengthen partnerships and collaborate to ensure that essential cleaning professionals have access to and can complete training on knowledge, skills and abilities that are crucial to ensure a safe and health work environment.

To help make our training accessible, our Cleaning for Health workshop is available in eight languages: English, Spanish, Portuguese, Arabic, Chinese, Italian, Korean and Haitian Creole.

WHAT ARE RESERVOIRS AND WHY SHOULD WE CARE?

Cleaning professionals work in unique settings, and we consider germs differently where we work than other workers might. Germs are everywhere, including in and on the human body, and in the built environment. Some of these germs will make us sick, while some germs will not. Our bodies are very good at protecting us against many germs, but when people are weak or ill, their defenses may not work as well. Also, some germs can still cause infection in someone healthy.

Germs need a place to live. We call these places “reservoirs.” Essentially, they're like habitats. Reservoirs can be in the human body: the skin, the digestive system or gut, the lungs and airway, the blood, or anything that is wet from your body (vomit, diarrhea, sweat, saliva, snot). Reservoirs can also be in the environment: water and wet surfaces, dry surfaces, dirt and dust, equipment, and in the air as particles and droplets.

Germs can spread from reservoirs when we cough, sneeze, sing, talk and breathe; they can spread from the things we touch with our hands and then touch our face, especially our eyes, nose and mouth; through cuts and abrasion in our skin, from splashes and sprays; and, of course, the toilet sneeze.

Reservoirs are the places on and in our bodies and the built environment where germs live. Germs frequently spread between and among these reservoirs.

Understanding where germs live helps us recognize where there is a risk for them

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Cleaning for Health: Sprinting to Scale

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to spread, and how our cleaning for health actions work to stop them from spreading and making people sick.

DO WE NEED TO MEASURE CLEANLINESS?

Yes, it is important to measure cleaning effectiveness in addition to the labour and material cost of the cleaning process. The best way to measure the effectiveness of a cleaning process is to measure before and after the cleaning. Surface cleanliness is vital to reducing the spread of bacteria, viruses and mold that can make people sick. Remember, surfaces may look clean but still contain germs.

Comedian Howie Mandel joined ISSA on a mission to “Rethink What Clean Means.” This industry video series explains the need to clean and how to measure cleanliness. The videos “Howie Clean It” in hotels, restaurants and restrooms have been a massive hit at every Cleaning for Health workshop.

In 2024, we will continue to put people first, and ensure that our members’ stories and case studies on how they clean can protect the health of people and the built environment are promoted so that when someone walks through the door, they know their health and well-being is our top priority.

WILL ISSA BE DOING ANY RESEARCH IN 2024?

It is critical that ISSA and its members conduct research to drive progress and knowledge. We are calling upon all sectors of the cleaning industry to have a responsibility to continue to bridge the gap between knowledge and action, and to ensure that evidence is used to guide and inform decision-making.

We know the importance of conducting representative research and show how when people can’t make it to a study, then the study needs to come to them. At ISSA, we are focused on giving the term “research for cleaning” a real meaning: research for action and action for change.

We are participating with universities such as Penn State and City University of New York, as well as our valued ISSA members, to answer important research questions, such as:

- How do we better understand peo-

ple’s knowledge, attitudes and practices, and how they drive the choice and use of cleaning products?

- What factors influence people on how a cleaning product is perceived as being effective?
- What knowledge, skills and abilities do essential cleaning professionals need to be safe and successful?
- What training courses and facilities do we need to train one million workers annually?

WHAT IS OUR BIG HAIRY AUDACIOUS GOAL FOR 2024?

A Big Hairy Audacious Goal (BHAG) refers to a clear and compelling target an organization is trying to reach, and inspire our ISSA staff and members to reach. At ISSA, we have one:

To train one million workers every year to clean and protect buildings and their occupants now and in the future.

From January to September, our Cleaning for Health workshops were “presented under Grant Number SH-38958-22-60-F-17, ISSA FY22 Susan Harwood Training Program ARPA Infectious Diseases Grant from the U.S. Department of Labour’s Occupational Safety and Health Administration. It does not necessarily reflect the views or policies of the U.S. Department of Labour, nor does mention of trade names, commercial products or organizations imply endorsement by the U.S. government.”

At ISSA, we draw attention to the most critical issues impacting the cleaning industry, the extraordinary people tackling them and the voices of those affected. We coordinate activities to bring these issues to life, and convene the right people and resources to drive the change in these areas.

We have big plans in 2024 as we take Cleaning for Health to scale in partnership with our ISSA members.

— Dr. Gavin Macgregor-Skinner is director of the Global Biorisk Advisory Council® (GBAC), a division of ISSA. As an infection prevention expert and consultant, he works to develop protocols and education for the global cleaning industry to empower facilities, businesses, and cleaning professionals to create safe environments.

SOURCE: ISSA Articles

NEWS FLASH

James S. Graham Appointed President & CEO of Atlas Graham Furgale

Atlas Graham Furgale Ltd. is pleased to announce a significant leadership transition with the departure of Ryan Proulx. Simultaneously, the company is pleased to announce the appointment of James S. Graham as President and CEO of the company.

Graham, former President and CEO from June 2005 until his retirement in December 2015, brings a wealth of experience and a deep understanding of Atlas Graham’s values and heritage. His proven leadership and commitment to excellence position him well to guide the company into its next phase of growth.



The Board of Governors, the Graham family and the Furgale family have the utmost confidence in Graham’s ability to lead the company successfully. His strategic vision and passion for the business will ensure the continued success and sustainability of Atlas Graham Furgale.

During this transition period, the company remains focused on providing exceptional products and service to its customers. Atlas Graham Furgale extends its gratitude to its employees, customers, agents and vendors for their continued support and commitment.

LEARN MORE

ISSA HYGIEIA NETWORK
AN ISSA CHARITY

ISSA Hygieia Networking & Leadership Conference

Workplace Allies:
The Power of Having
Someone in Your Corner

Thursday, April 25 | 9:00 a.m. to 6:30 p.m.
Four Points by Sheraton Hotel Mississauga Meadowvale

CALENDAR OF EVENTS

January 31: **ISSA Canada Coffee Talk Forum**, Noon to 1:00 p.m. (Eastern). [Click here](#) for more information.

January 31: **How to Leverage International Cleaning Week 2024 Webinar**, 1:00 to 2:00 p.m. (Eastern). [Click here](#) for more information.

February 7 & 8: **IICRC Upholstery & Fabric Cleaning Technician Certification**, 8:00 a.m. to 5:00 p.m., 160 Cidermill Dr., Unit 8, Vaughan, ON. [Click here](#) for more information.

February 21 & 22: **FREE WHMIS Refresher Course**, Virtual Event, 10:00 a.m. to Noon (February 21) and 3:00 to 4:00 p.m. (February 22). RSVP for both sessions is required. [Click here](#) for more information.

March 12, 14, 19 & 21: **CMI Train the Trainer**, Virtual Event, Noon to 4 p.m. (Eastern). [Click here](#) for more information.

April 25: **ISSA Hygieia Network, Networking & Leadership Conference** - Mississauga, ON. [Click here](#) for more information.

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ward to rolling out a robust calendar of educational programs across the country. Additionally, the association is extremely excited to be hosting an ISSA Hygieia Networking & Leadership Conference at the Four Points by Sheraton Hotel Mississauga Meadowvale, in Mississauga, ON, on April 25. And, if that's not enough, mark your calendars for Tuesday, November 19, when Canada Night makes a return to ISSA Show North America 2024 taking place November 18-21 at the Mandalay Bay Convention Center in Las Vegas, NV.

ISSA Canada is here to support the industry from coast-to-coast. If you require information about your membership or are interested in becoming a member, please call at (905) 665-8001 or toll free at 1-866-684-8273, or visit the ISSA Canada web site at www.issa-canada.com.



C&W Services Develops Large-Scale Training Program Through ISSA CIMS and CIMS-GB

For more than 70 years, C&W Services has provided innovative self-performed facility maintenance and operation services to a diverse portfolio of clients and market segments throughout the United States, Canada and Puerto Rico. The service provider is 14,000 employees strong and responsible for managing 600 million square feet. C&W Services is the facilities services group of Cushman & Wakefield.

C&W Services sought to consolidate its training program to complement its international scale and provide consistent cleaning results at every level of the organization. The service provider also opted to pursue formal certification to distinguish its service as effective and sustainable.

ISSA's Cleaning Industry Management Standard (CIMS) and Green Building (GB) program certifications provide knowledge and skills that equip participants to clean more effectively and sustainably. These certification programs guarantee an organization offers high-quality training and sustainable cleaning practices. Moreover, CIMS and CIMS-GB provide a framework for cleaning that runs throughout the entirety of an organization.

C&W Services was drawn to ISSA's measured approach to cleaning, which helps organizations enhance cleaning results on a company-wide scale. The service provider knew that the green building practices offered in CIMS-GB would help its customers meet their sustainability goals.

"CIMS and CIMS-GB clearly outline the characteristics of a successful cleaning program and is designed to deliver consistent, high-quality cleaning services to customers," said C&W Services Innovation and Optimization Senior Director George Schmidt. "The standards set by these certification programs align with our organization's philosophy."

C&W Services has been CIMS and CIMS-GB certified since 2005 and has renewed its certifications every two years. As

a result, the company has realized the following benefits:

- **Streamlined training and more consistent results.** The CIMS certification programs helped C&W Services form a more cohesive training program. According to Schmidt, "This is a company-wide endorsement that guarantees effective, consistent cleaning throughout our organization on an international scale. The entire C&W Services family better understands the cleaning process, and how to provide our customers with the best possible service."

- **Stronger customer relationships and growth.** Formal certification has demonstrated C&W Services' long-term commitment to cleanliness and sustainability. "We pursue re-certification every two years because it allows us to measure our organization's compliance against the industry standards, and highlight our dedication to continued improvement and innovation," added Schmidt. Consequently, the organization has seen higher customer retention and more growth opportunities.

- **Enhanced response during the pandemic.** C&W Services learned to enhance administrative aspects throughout its cleaning program, which proved indispensable during the pandemic. For example, the service provider kept a steady supply of personal protective equipment (PPE), cleaning chemicals and environmentally sourced consumables despite supply-chain shortages. Additionally, it instilled its team with methodical detail and precision, making it better equipped to adapt to pandemic guidelines and mandates.

"The CIMS and CIMS-GB certifications provide a guidebook for setting up your cleaning program for more consistent and sustainable cleaning results," said Schmidt. "We've witnessed the benefits of CIMS and CIMS-GB year after year!"

[LEARN MORE ABOUT CIMS CERTIFICATION »](#)

Stand Out From the Crowd

Validate services to build lasting trust.

Cleaning Industry Management Standard (CIMS) Advanced by GBAC assures excellence for quality - driven building service contractors and in-house organizations that strive to maintain hygienic environments for the benefit of building occupants.

 **80%** Reported **Sales Growth**



 **79%** Reported an **Increase** in **Customer Retention**

 **79%** Reported a **Decrease** in **Employee Turnover**

 **3/4** Reported a **Profit Increase**

 **9/10** Reported a **Reduction** in **Operational Expenses**

 **88%** Reported an **Increase** in **Productivity**

 **85%** **Reduction** in **Work Related Injuries**

Learn more



cims.issa.com

Occupant Safety Concerns? We've Got You Covered.



Why Choose ISSA's Cleaning Industry Management Standard (CIMS)?

Choose CIMS Advanced by GBAC to achieve optimal operations in your organization.

- A comprehensive certification for quality driven building service contractors and in-house cleaning organizations.
- Created to maintain hygienic environments for the benefit of building occupants.

Download the Standard
cims.issa.com

"The CIMS Standard assures TCS employees and customers that systems are in place that instill quality service for all and that we will continue to refine and improve our delivery of services to benefit all stakeholders." – **Rada Bishenkevich | Project Manager**

Enhanced Criteria

The CIMS Standard has been bolstered by critical elements from the GBAC STAR accreditation program.

Evolved Certification

The first major update of components for the CIMS Standard since its inclusion of the Green Building (GB) elements aligning with LEED building certification requirement.

Empowered Organizations

GBAC's expertise in infection prevention best practices will help cleaning service providers support their customers and help internal stakeholders create more hygienic environments for building occupants.



For more information visit cims.issa.com