

contractor's corner

NEWS, VIEWS AND INFORMATION FOR THE FACILITY SERVICE PROVIDER



INDUSTRY EVENT

BEYOND CLEAN

Attend ISSA Show North America 2024 and re-imagine what clean means in the world of innovation

Discover the future of cleaning at ISSA Show North America 2024 this November. Organized by Informa Markets as the leading show for facility solutions, ISSA Show North

America brings the industry's leading experts together to create impactful solutions for the global cleaning community.

Held at the Mandalay Bay Convention Center in Las Vegas, ISSA Show North

America will bring more than 14,000 registered professionals from over 80 countries together under one roof. Offering a unique experience tailored to enhance

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The Networking Event of the Year!



2024
CANADA NIGHT
SOIRÉE DU CANADA



ISSA Canada
and the sponsoring
members invite you
and a guest to attend
the networking event
of the year!

South Pacific EF,
Mandalay Bay Convention Center
Las Vegas, Nevada

NOVEMBER
19
5:30-7:30 PM



Canada

BEYOND CLEAN: Attend ISSA Show North America 2024

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your business, ISSA Show North America provides access to the latest products and innovations, and connects you with peers and industry leaders.

“ISSA Show North America is the single most important event in the cleaning and facility solutions industry,” said ISSA Executive Director John Barrett. “We’re excited to build on last year’s success and welcome back the entire industry to the fantastic Mandalay Bay Convention Center this November to elevate their knowledge, expand their network, and explore the latest innovative cleaning products and solutions.”

Show attendees can connect with industry-leading exhibitors showcasing the latest products, tools, equipment and technologies on the show floor. Opening on Tuesday, November 19, the show floor will feature more than 650 exhibitors – including 100 new exhibitors – from across the entire cleaning industry.

ISSA members receive a free expo pass (through October 31) that provides complete access to everything on the show floor, including cutting-edge facility solutions and the latest innovative products. These products and technologies aim to enhance safety, sustainability, and efficiency in various global sectors, including food and dining, hospitality and healthcare.

While on the show floor, attendees can meet colleagues at the *CleanMeet Zone*, a space set aside to have lively discussions and make real connections. Meet-ups are already scheduled for:

- Advocacy
- Distributors

- Contractors
- Facility managers
- Spanish-speaking professionals
- Emerging professionals
- Education Development Committee
- BSC Council
- Residential cleaning professionals.

Plus, *CleanMeet Zone* visitors can get a complimentary professional headshot!

The education portion of the show begins Sunday, November 17, and extends through Thursday, November 21, with offerings for building service contractors (BSCs), facility services professionals, and distributors. Courses are available in various formats: Multi-day, all-day, and half-day workshops, one-hour sessions, and 30-minute discussions.

SIGN UP FOR A WORKSHOP AND GET CERTIFIED

Attendees can level up their education at the show with a wide range of workshops. A certification to meet the needs of each attendee is attainable. Here’s a peek at just a few exciting opportunities:

The **CMI Carpeted Floor Care Certification Workshop** on Tuesday, November 19, will provide participants with the key to proper, professional maintenance of carpeted floor surfaces. It will offer an in-depth overview of carpeted floor sur-

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Canada

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New Member Appointed to ISSA Canada BSC Council

ISSA Canada is pleased to announce that Michael Casey, Executive Vice President of Canadian Operations at Scandinavian Building Services, has been appointed to the ISSA Canada Building Service Contractor Council. Casey replaces Russel Hay.

Born in Montreal, QC, Casey spent much of his childhood abroad, living in Saudi Arabia and travelling the world before calling Ontario home. With over 30 years' in the industry, Casey has honed his expertise in a variety of roles, and currently serves as Scandinavian's executive vice president of Canadian operations. Joining Scandinavian in 2009 as the operations director, Casey quickly assumed a leadership role, moving into the general manager role in 2011, and winning *Manager of the Year* in 2013. Bringing a naturally calm disposition and aptitude for financials, Casey has been a driving force of stability in times of substantial change. Embodying Scandinavian's core values, Casey enjoys quality time with family and friends, and can often be found travelling to warm destinations or partaking in an exhilarating ride on a roller coaster.



For more information on the ISSA Canada Building Service Contractor Council, please [click here](#).

BEYOND CLEAN: Attend ISSA Show North America 2024

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face care and current standards, including daily maintenance, long-term care cleaning methods, and preventative measures that protect and extend the life of carpeted surfaces. The workshop will also highlight the rapidly changing technological landscape regarding autonomous equipment.

The **CMI Hard Floor Care Certification Workshop**, also on Tuesday, November 19, is ideal for facility service professionals in the industrial, commercial, restoration, and public venue sectors. It provides an in-depth overview of hard floor care, current standards, and the latest efficient cleaning methods to address safety concerns and asset protection issues.

The **CMI Accredited Auditing Professional (AAP) Workshop** on Wednesday, November 20, is designed for industry professionals looking to enhance their knowledge and skills around quality assurance and building audits. This seminar also counts toward obtaining Accredited Auditing Professional (AAP) re-certification.

The **IICRC House Cleaning Technician (HCT) Training & Certification Workshop** on Wednesday, November 20, and Thursday, November 21, is a comprehensive overview of best practices in residential cleaning and dives deep into the science behind the cleaning. This course helps house cleaning professionals gain a competitive advantage by elevating their business to meet customer expectations as they focus on cleaning for health, not just appearance.

SEEK EDUCATION IN THE CLASSROOM OR SHOW FLOOR

In addition to the workshops, the ISSA

Show will feature more than 170 educational sessions in classrooms and at specialty booths amid all the action on the exhibition floor.

Divided into several tracks, the sessions will provide information and resources to keep attendees up-to-date on the latest trends and solutions for cleaning and disinfection, facility management, leadership and business improvement.

The **Business Growth Strategies** track includes nine sessions, such as *"They'll Buy the Outcome: Not Who or Why or How you Clean!"* presented by Ed Marsh. This session will explore the impact of buying teams and risk aversion, and examine the effects of changing buying habits. It will also cover the specific steps you need to take to shift your culture and empower your marketing and sales teams to succeed. Marsh consults with B2B companies on revenue growth, and draws on years in management, marketing and sales, including extensive industrial and technology experience.

Also, in Business Growth Strategies, *"Building a Culture of Drive,"* hosted by Trent Lowenstein, will focus on how to acquire customers by looking at case studies from both residential and commercial cleaning businesses. Over the course of 13 years, Lowenstein has been a dedicated contributor to the success of numerous businesses, specializing in strategic initiatives aimed at enhancing revenue generation, establishing robust operational frameworks, and implementing performance-based incentive structures for employees.

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The **ESG (Environmental and Social Governance) and Sustainability** track hosts 11 sessions that cover everything from thought leadership to diversity in the workplace.

“Weaponizing Weaknesses: Embracing Neurodiversity in Your Organization,” hosted by Jonathan Lorbacher, discusses neurodiversity. Understanding the unique traits and talents beneath the surface of different neurodivergences can bring innovative thinking, vision, and resilience. Knowing how to work with neurodiverse people or how to embrace your own neurodiversity could be the shot in the arm that your business truly needs.

Likewise, the *“Generation We: Getting All Ages to Work Better Together”* session hosted by Lee Silber aims to discuss how each generation thinks and works – as well as understand what makes them tick so we can focus on each age group’s strengths and make the most of their natural tendencies. When we know what brings out the best in each generation, we see an increase in productivity and a decrease in stress. Plus, greater acceptance and respect come with a greater understanding of each generation’s influences.

The **Facility Operations and Maintenance** track offers five sessions that tackle crucial and relevant industry topics. *“AI CleanTech: Automating MRO for Campuses of the Future”* teaches business owners how artificial intelligence (AI) can be harnessed to augment on-premises facilities team efforts by identifying targeted maintenance, repair and operations (MRO) risk

gaps and leveraging machine learning to enhance facility operations automatically. Instructor Ray Edwards guarantees that by the end of this session, you’ll leave with a new vantage of building operational technology capabilities and a free-economic return on investment (ROI) modeling tool savvy enough to impress any finance and budgeting office’s facility needs.

In *“Standards: The Keys to Happiness in the FM World,”* presenter John E. Kelley will discuss how businesses can set standards that our industry believes are critical to success. When we set standards, it makes it easier to train our staff, show value to our clients, and set baselines to show that our delivery of services is consistent. Standards such as ISSA’s CIMS-GB can help the industry deliver consistency across all client verticals and geographies while also meeting Leadership in Energy and Environmental Design (LEED) and WELL Building Standard® requirements – whether the client wants to certify their facilities or not.

The **Leadership, Career and Talent Development** track encompasses 12 sessions including *“Transforming Janitorial Team Recognition and Retention with Technology-Driven Performance Programs,”* where participants can join presenters Eric Graham and Chris Brable in the ever-evolving landscape of facility management. Attendees will learn about current challenges many building service contractors (BSCs), educational institutions, and cleaning leaders are having with retention and performance;

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MARKET RESEARCH

BSCs Share Accomplishments and Challenges, Report Priorities and Plans

By KATHLEEN MISOVIC

Like any business, building service contractors (BSCs) need to meet both their customers’ and employees’ needs while making a profit. They rely on tools such as staff training and the latest cleaning products and equipment, as well as cleaning protocol and cleaning validation recommendations from industry experts such as ISSA.

Every year, Cleaning & Maintenance Management (CMM) surveys BSCs to learn about their success, their business priorities, and their methods for overcoming labour, revenue, supply chain, and other operational challenges. The survey results allow readers to discover industry trends and determine if their projected growth is on par with other BSCs.

STAFFING CHALLENGES

For at least the third year in a row, BSCs chose recruiting and retaining staff as their top business challenge. Half of this year’s survey respondents said it is a challenge to a large extent, compared to 47 per cent in 2023 and 57 per cent in 2022. Other top business challenges chosen by survey respondents were:

- Maintaining profitable margins – 39 per cent.
- Winning new bids/contracts – 36 per cent.
- Retaining customers – 31 per cent.
- Validating cleaning results – 24 per cent.

Recruiting and hiring qualified workers is the top challenge specifically among labour concerns. Most (76 per cent) of this year’s survey

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2024 BSC Benchmarking Survey Report

respondents named it as their number one concern, followed by paying staff enough to keep them from going elsewhere (48 per cent), retaining existing staff (44 per cent), and creating growth opportunities (40 per cent).

In addition to finding and retaining staff, BSCs are also concerned about keeping their existing workers safe. Most (77 per cent) respondents listed the risk of slips, trips, and falls as their biggest safety concern for employees, followed by lifting injuries (44 per cent), and sprains and strains (33 per cent).

Other top safety concerns for workers included:

- Repetitive stress injuries – 29 per cent.
- Exposure to toxic chemicals and hazardous materials – 26 per cent.
- Risks to older workers – 19 per cent.
- Lack of ergonomic work practices – 13 per cent.

CUSTOMER CONCERNS

BSCs believe that their customers' top challenges have also remained consistent. When listing challenges their customers deem very important, 81 per cent of 2024 respondents selected improving facility image, compared to 85 per cent in both 2023 and 2022. Reducing the overall cost of cleaning was another top customer concern, with 72 per cent of 2024 respondents confirming their customers find this issue very important, compared to 71 per cent in 2023 and 77 per cent in 2022.

Other top customer challenges chosen by 2024 survey respondents included:

- Ensuring the health, safety, and security of building and tenants – 69 per cent.
- Tenant retention – 58 per cent.
- Asset preservation – 51 per cent.

BEYOND CLEAN: Attend ISSA Show North America 2024

how technology can help provide greater transparency into daily work and improve overall cleaning outcomes with validation programs; and how to use performance data to structure rewards and challenging programs to improve retention and recognition of top-performing staff.

This track also offers crucial human resources sessions such as *“Mitigating the Risk of Sexual Harassment and Workplace Violence,”* where Wendy Christie will present on the complex subjects of sexual harassment and gender identity discrimination.

The **Residential** track includes nine events, such as *“The Profit Amplifier Sales & Marketing Blueprint,”* which offers attendees the opportunity to unlock explosive growth without spending more money or working harder. Session speaker Debbie Sardone will share her four-step framework for getting more leads, closing more sales, and keeping clients for life.

Victoria Yassem's *“Digital Marketing: How to Grow Your Presence and Get Leads,”* offers a transformative journey to unlock the potential of digital marketing for your cleaning business. Establishing a robust online presence is essential for companies to stand out and attract new clients.

Finally, the **Technology & Innovation** track offers eight must-attend sessions that will help participants navigate the future of technology. Join *“Scaling Your Cleaning Business with AI: Strategies for Competitive Advantage”* with best-selling author and renowned small business coach Dean Mercado, where he will share secrets to scaling your cleaning business using the power of AI. Plus, the new ISSA Technology + Innovation Committee is bringing you additional sessions on Wednesday afternoon to help attendees learn and connect with each other. Don't miss *“AI Revolution: Unlocking Efficiencies”* with Jill Frey, and *“Learn the Fast and Fun Way to Adopt New Technology: PEER to PEER Learning,”* featuring a panel of committee members.

2024 IS THE YEAR TO UNITE

The ISSA Show isn't just about education. It offers several opportunities for attendees to network and live it up during a host of social events. Here are just a few opportunities to consider:

- **Residential Roundtables**, Monday,



November 18, 4:30-6:30 p.m. Join your residential peers for lively discussions during the jam-packed evening roundtable event, with an energizing Q&A session about your business operations.

- **NEW! BSC Night Shift Networking** at the Foundation Room, Monday, November 18, 7:00-10:00 p.m. Join us for a special evening of peer-to-peer networking, light appetizers, and interviews with the *Cleaning & Cocktails* podcast team. This event is brought to you by BSCAI, ISSA, ISSA Show North America, and sponsored by Spartan Chemical Company, Essendant, TMA Chemnet, Gofer Parts, Nilfisk and Ameripolish. [*\$75USD, BSCs only*]

- **Rise and Shine: Orientation Breakfast for First-Time Attendees**, Tuesday, November 19, 8:00-9:00 a.m. Join us for a special morning designed exclusively for first-time attendees. This event is your entry point to making the most of your ISSA Show experience. [*Free for first-time attendees with all pass types*]

- **Networking Breakfast for Distributors: Elevate Your Skills, Elevate Your Game**, Wednesday, November 20, 8:30-10:00 a.m. Start your morning with a dynamic Networking Breakfast, where you'll dive into the art of negotiation and communication with the renowned expert, Mickey Bergman – a master hostage negotiator, two-time Nobel Peace Prize nominee, and author of *In the Shadows*. This event is sponsored by American Dish Service, Charlotte Products, Diversey, Eternity Technologies, Faultless Professional, and Gofer Parts. [*\$50 USD, distributors only*]

- **Facility Manager/Facility Services Provider Happy Hour**, Wednesday, November 20, 3:30-5:00 p.m. Meet and network with facility service provid-



The Role of Artificial Intelligence in Professional Cleaning

An extensive look at how AI will shape the industry

By ALLEN P. RATHEY

When one considers technology commonly used in the cleaning industry, autonomous floor scrubbers and smart, Internet of Things – connected dispensers and systems most likely come to mind. Although you may not think about it, these technologies use artificial intelligence (AI).

Machines, integrated circuits, and software used in the cleaning industry tap into AI when they purposely use information to manage and perform cleaning tasks and related operations. When we supply information and purpose to this equipment, we largely control the decisions and outcomes.

INFORMATION, PURPOSE AND CONTROL

AI has advanced rapidly in recent years due to more computing power, large language models in systems such as ChatGPT, and better algorithms, prompting the question: “Who’s in control, and what does it all mean?”

Interestingly, Chat GPT calls itself a language model, and not a reasoning machine. Humans have supplied the information and, to a large extent, its purpose and, hence, have some degree of control over outcomes.

“Language models encode what is reflected in human text rather than offering a deep understanding of it, although they may sometimes project the appearance

of such deep understanding,” notes the book *The Age of AI: And Our Human Future*, authored by Henry A. Kissinger, Eric Schmidt, and Daniel Huttenlocher.

So, in many ways, humans still control AI, but with advancing technology, AI has more ability to “think,” at least within certain limits.

Currently, AI is not good at non-repetitive tasks. However, it is potentially good at repetitive tasks in professional cleaning – such as emptying trash, dusting, and floor care – with limits that relate mainly to financial considerations. For example, building the perfect dusting robot would be an expensive undertaking, one most

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2024 BSC Benchmarking Survey Report

TECHNOLOGY AND AI

The number of BSCs that currently use autonomous/robotic equipment, or who are considering using it, has remained consistent during the last three years. Among this year's respondents, 15 per cent said they are already using autonomous/robotic equipment while 30 per cent are considering it. Last year 17 per cent reported using the equipment, with 20 per cent considering it. In 2022, 13 per cent said they were using the equipment, and 25 per cent were considering it.

Cleaning validation programs/technologies remain the top choice among cleaning solutions, with 58 per cent of respondents listing it as the technology they are most likely to implement in the next 12 months. Other top technology choices for future implementation include the following:

- Internet of Things (IoT)/Smart technology – 36 per cent.
- Autonomous equipment/robotics – 34 per cent.
- Enterprise resource planning (ERP) systems – 15 per cent.

A new question the survey asked this year was how BSCs were implementing artificial intelligence (AI) into their operations or services. Although most BSCs (40 per cent) replied they were not using AI technology, 27 per cent reported that they were in the early stages of exploring AI solutions for specific tasks, six per cent said that they have partially integrated AI technology for various operations/services, and two per cent stated they have fully embraced AI technology in their operations/services. One respondent commented that his business uses AI to standardize administrative processes and procedures.

Download the 2024 CMM Building Service Contractor Benchmarking Report.

SOURCE: CMM Online

The Role of Artificial Intelligence in Professional Cleaning

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useful where the size of an operation justifies the cost of development.

HELPER TECHNOLOGY

Employee training is an area where AI is already helpful. Just as airline pilots train on simulators, cleaning workers can receive training using augmented reality (AR) and virtual reality (VR).

In the current environment, with the relatively low cost of entry-level custodians and the modest needs of most jobs, technology solutions will not be top-of-mind in most operations, at least as it relates to the labour pertaining to commercial cleaning endeavours.

However, as helper technologies such as AR and VR become less costly to access – due to supply and demand market pressures or the ability to rent or lease these services – these helper or service techs will gradually become a part of the daily lives of many workers.

AI APPLICATIONS IN CLEANING

In addition to training workers, we can apply AI to professional cleaning in various ways, such as:

- **Autonomous cleaning equipment:** AI can enable the development of smart cleaning robotic equipment that can navigate complex environments, avoid obstacles, and perform various cleaning tasks, such as vacuuming, mopping, disinfecting and sanitizing. These innovations can reduce the need for human labour, increase productivity, and improve quality and consistency. They can also collect and analyse data on cleaning performance, the condition of the facilities, and user feedback to optimize cleaning schedules, routes, and methods.
- **Occupancy sensors:** Sensors that detect people's presence or movement can help determine how often areas should be cleaned, and where lights and HVAC can be turned on or off to save energy.
- **Data analysis:** Companies can improve their labour deployment efficiency by studying relevant data. For example, if



an area has frequent foot traffic, cleaning operations can adjust schedules to focus more attention there.

- **Intelligent cleaning products:** AI can enable the development of intelligent cleaning products that can adapt to different types of surfaces, stains, and dirt to deliver the optimal amount of cleaning agents, water, and energy. These products can improve cleaning efficiency, quality and safety, and reduce environmental impact and operational costs. They can also monitor and report the usage and performance of the cleaning products, and provide recommendations for maintenance and replenishment.

- **Smart cleaning management:** AI can enable the development of smart cleaning management systems that can integrate and analyse data from various sources – such as sensors, cameras, autonomous equipment, products and users – to provide real-time insights and actionable suggestions for cleaning operations. These systems can help optimize the cleaning resources, workflows and outcomes, and enhance communication and collaboration among the cleaning staff, managers and clients. They can also provide feedback and training for the cleaning staff, and improve their skills and satisfaction.

- **Content creation:** AI can create and translate original training content, including procedural guides and checklists.

- **Business strategy:** AI tools such as ChatGPT and MSCopilot can provide mar-

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Hygiene & Happiness

The role of cleaning in business performance and employee satisfaction

By RACHEL OLSAVICKY

Today's facility managers are under mounting pressure to do more with less. Supply chain challenges, labour shortages, and Canadians' increased expectations around cleanliness and hygiene post-pandemic are making an already demanding job even more difficult.

According to a recent Statistics Canada report, more Canadians who were working exclusively from home are returning to the office in both hybrid and full-time capacities, with the number of hybrid workers tripling over the past three years.¹ In fact, 12.6 per cent of the workforce aged 15 to 69 still exclusively work from home. As business leaders increasingly focus on their workforce's return to the office, the rise in foot traffic is requiring facility managers to

ramp up their hygiene practices. With facility managers spending an average of 40 per cent of their time overseeing cleaning performance,² simple changes to hygiene management can have a big impact.

When it comes to employee satisfaction, leaders are typically concerned with factors like work-life balance, compensation and company culture. A clean environment is unlikely one of the first things that comes to mind. However, leaders may be surprised to learn that 86 per cent of office employees cited cleanliness as the most important aspect of a good work environment.³ A comprehensive approach to hygiene is the key to unlocking improved employee satisfaction and, in turn, better business performance. With an efficient approach to cleaning, facility managers can optimize staffing and resources, re-

duce employee complaints, and ultimately deliver a superior environment throughout the facility.

OPTIMIZING RESTROOM CLEANLINESS

In offices and workplaces, bathrooms are a hygiene hotspot. Restrooms that do not meet employee expectations account for over 45 per cent of office building complaints,⁴ and that's more than any other area of the workplace. Making sure restroom maintenance runs efficiently is the key to optimizing cleaning practices for the entire facility. A major factor in ensuring bathrooms measure up to employee standards (while lightening cleaning personnel's workload) is choosing the right dispensers for your facility.

With Canadians prioritizing personal hy-

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The Role of Artificial Intelligence in Professional Cleaning

keting and business growth strategies based on the criteria provided.

- **Research:** Large language models such as those used by ChatGPT and Microsoft Copilot enable market analyses, determining customer preferences, though the results are not in real time as the information models used may be several years old.

- **Customer service:** ChatGPT or AI-driven chatbots can help create customer service responses, answer FAQs, direct questions to the right person or department, and book appointments.

EDUCATION IS TOP PRIORITY

One definition of intelligence is that it is the purposeful ability to capture, adapt and use information.

As concerns arise regarding the ability of AI to take over society, causing mischief or worse, it's wise to remember that AI arose from human intelligence, not vice versa.

In principle, improving human potential through the practical application of knowledge should precede improving AI, and expanding our workers' ability to capture, retain and build on human knowledge. Expanding workers' skill-sets is a top priority.

Workers imbued with a growth mindset through expanded knowledge can, in turn, help inform, develop, and maintain related AI for better cleaning that is grassroots-driven, customer-centric and financially attractive.

— *Allen P. Rathey, director of the Indoor Health Council (IHC), is an educator who specializes in healthy facilities. He has assembled an advisory group of scientists, Ph.D.s, and facility and public health experts who share his passion for helping people everywhere create and maintain safe and healthy indoor environments.*

SOURCE: CMM Online

Hygiene & Happiness: The role of cleaning in business performance and employee satisfaction

giene in post-pandemic times, empty soap and paper towel dispensers can be a major source of dissatisfaction. Implementing high-capacity dispensers that are easy to use and quick to refill can combat this by reducing soap and towel outages for employees, and maximizing cleaning staff's time. Ultimately, reducing the time that maintenance personnel must spend checking for refills and refilling dispensers frees them up to focus more on other high-traffic areas, and the overall cleanliness of the facility.

MAKING HYGIENE HIGH-TECH

Smart technology has expanded into almost every aspect of our lives, so why not add cleaning to the list? Most offices today are serviced with frequency-based cleaning. When all areas of the facility are getting the same number of cleans, this means high-traffic areas are likely not being serviced often enough, while lower-traffic areas may be getting cleaned too much. Seventy per cent of cleaners say they come across empty dispensers on cleaning rounds.⁵ Commercial hygiene is ready to see the benefits of data-driven cleaning, which harnesses the power of real-time data to identify when and where there are service needs in your facility.

Data-driven cleaning ultimately takes some of the pressure off of facility managers by removing the guesswork from cleaning operations.

Gone are the days of empty soap dispensers and getting stranded in the bathroom stall with no toilet paper (we've all been there). With data-driven cleaning elements, sensors track real-time levels of soap, paper towel and toilet paper dispensers, and notify cleaning staff when they are running low or need a refill. In addition to saving cleaning staff valuable time by eliminating unnecessary dispenser checks, real-time hygiene insights help facilities accomplish consistent, high-quality cleaning standards, which is a key factor in driving down complaints and boosting employee satisfaction.

Data-driven cleaning does not have to stop at the restroom. Implementing people counters throughout the facility provides staff with updates on which areas are being used more heavily and need

cleaning versus low-traffic rooms that can be skipped. The ability of maintenance staff to prioritize their time becomes especially critical when considering that 70 per cent of cleaners often find that rooms they're supposed to clean have not been used since they were last cleaned.⁶ Further, 73 per cent of cleaners say if they knew which rooms had been busiest, it would be easier to know where cleaning was most needed.⁷ Now is the time to modernize traditional cleaning methods and bring the data revolution to commercial hygiene to experience the benefits fully optimized cleaning can have across the entire business.

DELIVERING CONTINUED OPERATIONAL SUCCESS

Ensuring an office space stays clean can feel like a never-ending battle some days, but it doesn't have to be that way. Employing strategic cleaning practices, such as leveraging high-capacity systems and real-time data insights, is the key to driving a higher standard of cleanliness throughout the facility. By taking a more proactive approach to hygiene management, commercial businesses can achieve a culture of productive, happy employees and continued operational success for years to come.

— *Rachel Olsavicky serves as the Regional Marketing Manager for Commercial and Public Interest at Essity Professional Hygiene. For the last four years, Rachel has dedicated her expertise to the Tork brand by bringing a comprehensive understanding of the market dynamics in these sectors.*

REFERENCES

- ¹ 2024 Statistics Canada report "Research to Insights: Working from Home in Canada."
- ² 2020 Quantitative study for Essity "Bringing the office Customer to Life."
- ³ June 2022 Behaviorally – Qualitative and quantitative office segment research with 600+ respondents in North America and Europe.
- ⁴ Statista: average across 2017 to 2021, 185 respondents North America, building service contractors and commercial cleaning provider.
- ⁵ 2023 Quantitative research with 100 Facility Managers in the United States.
- ⁶ Ibid.
- ⁷ Ibid.

SOURCE: REMINetwork



Strengthening Client Relationships

By ADAM POVLITZ

In the competitive world of commercial cleaning, companies must go beyond basic services to build strong client relationships. By offering value-added solutions, commercial cleaning service providers can enhance client satisfaction and build trust and loyalty.

Beyond specialized services such as carpet and upholstery cleaning, window washing and floor care, cleaning companies can also differentiate themselves with tailored solutions, proactive communication, innovative technologies and sustainability initiatives. These comprehensive value-added services address the specific cleaning requirements of each client, enhancing their overall experience. This builds stronger and more enduring rela-

tionships that drive the long-term success of the cleaning business and its clients.

By providing solutions to accommodate different needs and preferences, they demonstrate a deep understanding of each client's requirements and priorities. Let's discuss some key value-added tactics for commercial cleaning businesses.

TAILORED SOLUTIONS FOR EVERY SPACE

It's essential to recognize that every client has unique needs and preferences. At the heart of a service philosophy lies a deep understanding that no two spaces are the same. A commitment to tailored solutions should be evident in every aspect of the work – from the initial assessment to the final inspection.

Commercial cleaning companies should recognize the distinct needs of var-

ious environments, whether the stringent sterility required in a medical facility or the dynamic cleaning demands of a bustling corporate office. Commercial cleaning companies demonstrate flexibility and attentiveness by offering personalized solutions tailored to specific preferences. Tailoring customized cleaning plans to meet each client's particular needs demonstrates a commitment to excellence and ensures efficient and effective fulfillment of all cleaning requirements.

PROACTIVE COMMUNICATION: THE CORNERSTONE OF CLIENT CONFIDENCE

Effective communication is vital for any service-oriented business. Keeping clients informed every step of the way, from service updates and offers to schedule

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Why Precision Matters in Financial Record Keeping

By TODD WHALEN

In the intricate world of business management, the numbers tell the story. Financial records aren't just figures on a spreadsheet; they are the lifeblood of any operation.

Whether you're running a custodial service or managing a large-scale building maintenance operation, the precision of your financial records can make or break your business. Inaccuracies can lead to regulatory issues, financial losses and operational inefficiencies. Understanding why precision matters in financial record-keeping is essential to ensuring the long-term success and stability of your business.

ACCURACY IN FINANCIAL REPORTING

Financial reporting forms the foundation of strategic decision-making. When your financial records are accurate, you can rely on your financial statements to reflect the true health of your business. This accuracy enables you to make informed decisions about a variety of business issues, from allocating your resources to scaling your operations. Inaccurate records, however, can lead to misguided decisions that harm your business in the long run.

Regulatory compliance is dependent on financial accuracy. Various regulations require precise financial documentation, and errors in your reporting can lead to severe penalties. For example, under-reporting income or failing to track expenses properly can result in fines or legal action, which can be financially devastating.

Precise financial records are also essential for attracting investors, who need to trust that your records are accurate before they will commit their capital. Inaccuracies can erode this trust and drive potential investors away.

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Strengthening Client Relationships

changes, demonstrates reliability and professionalism.

By keeping communication lines open, cleaning businesses can continually refine their services to better cater to clients' evolving needs. This level of attention not only strengthens the client-provider relationship but also fosters a shared partnership focused on mutual success.

CUTTING EDGE TECHNOLOGY

Commit to staying at the forefront of technology in facility services. Embracing technological advancements such as eco-friendly cleaning products, AI-automated scheduling systems, and data analytics boosts efficiency. Implementing predictive maintenance can anticipate and prevent potential issues before they happen, improving overall operations.

By leveraging innovative equipment like HEPA filtration vacuums, electrostatic disinfection and green cleaning methods, cleaning companies elevate their service standards while cleaning responsibly. This adds tangible value to the client's overall experience.

QUALITY ASSURANCE

Consistent delivery of high-quality cleaning services is paramount. Implementing rigorous quality control measures and conducting regular inspections ensures that clients receive exceptional results every time.

Quality assurance practices involve regular communication and feedback. Allowing clients to voice their concerns or preferences fosters a collaborative partner-

ship. Prioritizing quality assurance ensures client satisfaction, trust, reliability and long-term partnerships. With each interaction, clients feel valued and appreciated, enhancing loyalty and a positive reputation in the industry.

SUSTAINABILITY INITIATIVES

As environmental concerns grow, clients increasingly prioritize sustainability. Commercial cleaning companies can differentiate themselves by adopting eco-friendly cleaning practices and implementing waste reduction strategies, such as using microfiber cloths and mops, which can be washed and reused.

Clients value innovative solutions that improve cleanliness and reduce environmental impact, giving them more reasons to feel good about choosing a commercial cleaning business.

By integrating value-added services such as tailored solutions, proactive communication, cutting-edge technology, quality assurance, and sustainability initiatives, cleaning companies can exceed client expectations. This results in stronger relationships and positions them as trusted partners in maintaining clean and healthy work environments.

— Adam Powlitz is CEO and president of Anago Cleaning Systems, one of the world's leading franchised commercial cleaning brands and a leader in technological advances relating to business operations and janitorial services. Visit his website at anagocleaning.com or connect with him on [LinkedIn](https://www.linkedin.com/in/adampowlitz).

SOURCE: ISSA Today

BUSINESS PRACTICES



Why Precision Matters in Financial Record Keeping

TAX COMPLIANCE

Every tax season, businesses are required to file returns for income tax, sales tax and more. Precision in record-keeping ensures that your business can complete these filings accurately, minimizing the risk of errors that could lead to costly audits.

When tax records are accurate, the process of preparing and filing taxes becomes much more streamlined. This not only reduces the stress associated with tax season, but also cuts down on the costs associated with hiring accountants or dealing with penalties for discrepancies. Moreover, keeping precise records can protect your business from the scrutiny of tax authorities, who are often quick to investigate companies with inconsistent or incomplete financial information.

OPERATIONAL EFFICIENCY

Precise financial records play a crucial role in your day-to-day operations beyond compliance and reporting. Access to real-time financial data allows you to make decisions quickly and with confidence. For example, understanding your cash flow situation at any given moment can help you decide when to hire additional staff, invest in new equipment or expand your service offerings.

Accurate records also enable you to identify trends within your business. Whether it's a recurring expense that could be reduced or an unexpected surge in revenue, having precise financial data helps you spot opportunities and risks early. This insight is invaluable for effective budgeting and forecasting, which are key components of long-term financial planning.

FRAUD PREVENTION

Unfortunately, businesses are often targets for fraudulent activities. However, precise financial record-keeping can act as a strong deterrent

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How to Hire the Best for Your Business

Best practices for attracting top cleaning and maintenance staff

By MARK ARDUINO

As a franchise owner in the commercial cleaning industry, understanding the pivotal role that effective hiring practices play in the success of the unit franchisees is critical. It's important to recognize that the industry thrives on the reliability, professionalism, and skill of cleaning technicians, making it crucial for franchisees to hire and retain the best talent.

There are a few steps that franchisees can take to build a dedicated cleaning team that delivers exceptional service and drives the success of their business.

WRITE AN EFFECTIVE JOB POSTING

Crafting an effective job posting is the cornerstone of a successful hiring process for cleaning or maintenance staff. A well-structured job posting attracts qualified candidates and sets the tone for the company's professional image. Here are some key elements to consider when writing a compelling job posting:

Clearly outline the job duties and responsibilities – Provide a detailed description of the job duties and responsibilities. What specific tasks will the candidate

be required to perform? Be as thorough as possible to avoid any misunderstandings or mismatched expectations. This transparency also allows potential candidates to self-assess their fit for the role and helps attract viable candidates.

Use clear and concise language – Avoid industry jargon or technical terms that may confuse or deter potential candidates. Use simple, straightforward language that anyone can understand. Remember, the goal is to attract a vast pool of qualified applicants, so clarity is critical.

Highlight the benefits of working for your company – What makes your company a great place to work? Do you offer competitive salaries, comprehensive benefits, opportunities for professional development or a positive work environment? Emphasize these perks to entice potential candidates and differentiate your job posting from others.

Tailor the job posting – Customize the job posting to align with the specific role and industry. Highlight the skills, experience and qualifications essential for success in the cleaning or maintenance field. Research industry trends and incor-

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Why Precision Matters in Financial Record Keeping

to fraud. When businesses meticulously keep and regularly review their records, they are more likely to notice fraudulent activities.

A robust financial record-keeping system not only helps in detecting fraud early, but also reinforces internal controls. Regular audits and reviews highlight irregularities and raise red flags before they become significant issues. This level of scrutiny promotes accountability among staff, ensuring that everyone is following best practices and adhering to financial protocols.

FIVE STEPS TOWARD ACCOUNTABILITY

Custodial professionals and BSCs can take five steps to implement robust record-keeping systems:

1. Implement a reliable system: Establish a comprehensive record-keeping system that is easy to use and accessible to those who need it. Consider using accounting software that automates data entry and reduces the likelihood of errors.

2. Prioritize staff training: Make sure your team is well-trained in proper financial reporting procedures. Regular training sessions can help keep everyone updated on best practices.

3. Conduct regular audits: Schedule regular reviews of your financial records to check for accuracy and completeness. This can help catch errors early and maintain the integrity of your data.

4. Leverage technology: Invest in technology solutions that can automate routine tasks like invoicing and expense tracking. Automation not only saves time, it also minimizes human error.

5. Seek professional guidance: Seek advice from accountants, financial experts or professional tax resolution services, especially if your business is growing or if you're dealing with complex financial situations.

Precision in financial record-keeping isn't just about avoiding errors, it's about building a foundation

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How to Hire the Best for Your Business

porate relevant keywords to ensure your job posting stands out in search results.

Finding the best candidates – Identifying potential candidates is crucial to the hiring process. To attract the best cleaning or maintenance staff, it's essential to cast a wide net and explore various channels.

One effective strategy is to tap into industry-specific job boards. These platforms cater to professionals within the cleaning or maintenance sector, increasing the chances of reaching qualified candidates. Websites like Indeed and CareerBuilder offer specialized job search options, allowing you to target your job posting to specific industries.

Leveraging social media platforms is another powerful tool for reaching potential candidates. Platforms like LinkedIn, Facebook, and X provide extensive networking opportunities and allow you to share job openings with a broader audience. Engaging with industry-related groups and forums on social media can help you connect with professionals actively looking for new opportunities.

Attending industry events and conferences is another excellent way to network with professionals in the field and identify potential candidates. These events provide opportunities to meet like-minded individuals, exchange ideas, and showcase your company's values and job opportunities. Participating in industry associations or organizations can also help you stay connected to the latest trends and developments in the cleaning or maintenance sector, making you more attractive to potential candidates.

SCREENING CANDIDATES EFFECTIVELY

Moving beyond the initial applicant pool, screening candidates is key in identifying the most suitable individuals for your cleaning or maintenance team. To conduct effective screening, consider the following practices:

• **Ask specific questions about the candidate's experience and skills:** Dur-



ing initial phone screens or interviews, investigate candidates' past experiences. Ask about their proficiency in cleaning or maintenance tasks, familiarity with industry-specific equipment and techniques, and any relevant certifications or training they may possess.

• **Conduct thorough background checks:** Background checks are essential for ensuring the safety and security of your workplace and clients. Verify the candidate's identity, employment history and potential criminal records.

• **Schedule in-person interviews:** In-person interviews offer an opportunity to further assess candidates' qualifications and compatibility with your company culture. Prepare a structured interview process with specific questions that delve into their problem-solving skills, communication style and ability to handle challenging situations.

Implementing best hiring practices is essential for the success and growth of your commercial cleaning or maintenance company. By adhering to the best practices, your company will build a dedicated and competent workforce, ultimately enhancing service quality and customer satisfaction.

– *Mark Arduino is the Master Franchise Owner of Anago of Metro Detroit, part of the Anago Cleaning Systems brand supporting over 1800 franchises across the United States and Canada. For more information about Anago of Metro Detroit, visit AnagoCleaning.com/Metro-Detroit.*

SOURCE: FC&M Magazine



ISSA Unveils New Wave of CIMS Advanced by GBAC Certified Cleaning Organizations

ISSA Canada, a Division of ISSA, the worldwide cleaning industry association, is pleased to announce that four Canadian member companies have successfully achieved the Cleaning Industry Management Standard (CIMS) Advanced by GBAC certification or CIMS-Green Building (CIMS-GB) Advanced by GBAC certification in the second quarter of 2024.

CIMS and CIMS-GB certification help to set cleaning organizations and their green cleaning operations apart in the marketplace. It also helps companies meet the growing demand for the Leadership in Energy and Environmental Design (LEED) certification. CIMS and CIMS-GB certification are required in many cleaning service bid specifications as customers look for an effective way to identify high-quality providers committed to customer satisfaction.

“CIMS Advanced by GBAC certification is a globally recognized program that has opened many doors for companies to do business with federal agencies, property management firms such as Jones Lang LaSalle (JLL) and private organizations,” said ISSA Chief Global Education Officer Brant Inero. “CIMS allows cleaning organizations to demonstrate their commitment to the highest standards of managing their business. Achieving CIMS certification elevates cleaning providers by providing a pathway to ensure efficient

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Why Precision Matters in Financial Record Keeping

for your business’s success. From ensuring regulatory compliance to making informed operational decisions, accurate records are a non-negotiable aspect of effective business management. By prioritizing accuracy, you protect your business from potential pitfalls, enhance operational efficiency, and position yourself for long-term growth and stability. For custodial professionals and BSCs alike, meticulous financial record-keeping is a critical component

and quality operations, enabling them to deliver the highest level of customer service to their clients.”

Relevant for in-house operations and outsourced building service contractors of all sizes, CIMS leverages five core elements of management best practices and requires participants to meet 100 per cent of the mandatory elements and 60 per cent of the recommended elements, per section. An ISSA-accredited third-party assessor completes an on-site evaluation to validate that the cleaning operation follows documented systems and processes that support cleaning for health. CIMS-GB takes this certification a step further, placing additional emphasis on the organization’s green cleaning program.

Congratulations to the Canadian organizations who recently achieved CIMS-GB and CIMS-GB with Honors Advanced by GBAC certification:

- **CleanMark Group Inc.**, Toronto, ON (CIMS-GB Advanced by GBAC).
- **SQM Janitorial Services Inc.**, Mississauga, ON (CIMS-GB Advanced by GBAC).
- **Connect Building Services**, Scarborough, ON (CIMS-GB with Honors Advanced by GBAC).
- **Shinol Inc.**, Toronto, ON (CIMS-GB with Honors Advanced by GBAC).

For more information about the CIMS Advanced by GBAC, visit www.issa-canada.com.

of maintaining a successful and sustainable business.

– *Todd Whalen is the founder of Advanced Tax Solutions, a premier tax consultancy renowned for its comprehensive and tailored tax services. As a certified public accountant licensed in Colorado, Whalen represents clients before the IRS nationally, leveraging his status as an enrolled agent and certified tax resolution specialist.*

SOURCE: CMM Online

CALENDAR OF EVENTS

October 9: **ISSA Hygieia Network Meet & Greet**, Club Loreley, 389 Dean Ave., Oshawa ON. 4:30 p.m. to 6:30 p.m. (Eastern). [Click here](#) for more information.

October 10: **LEED v5 Update: USGBC Embraces Cleaning Industry Webinar**, Noon to 1:00 p.m. (Eastern). [Click here](#) for more information.

October 16: **ISSA Hygieia Network: Building Confidence in the Workplace Webinar**, 2:00 to 3:00 p.m. (Eastern). [Click here](#) for more information.

October 22, 24, 29 & 31: **CMI Train-the-Trainer Virtual Certification Workshop**, Noon to 4:00 p.m. (Eastern). [Click here](#) for more information.

November 18-21: **ISSA Show North America 2024** – Mandalay Bay Convention Center, Las Vegas. [Click here](#) for more information.

November 19: **Canada Night 2024**, South Pacific EF, Mandalay Bay Convention Center, Las Vegas, NV, 5:30 to 7:30 p.m. [Click here](#) for more information.

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BEYOND CLEAN: Attend ISSA Show North America

ers from a variety of industries and learn about the similarities of your opportunities and challenges. This event is sponsored by Gofer Parts, Staples Facility Solutions, and Trojan Battery.

Don’t forget to visit the Innovation Showcase & Theater from Tuesday through Thursday. It is the place to be to explore new cleaning industry technologies, innovations and cutting-edge solutions. And it’s directly on the show floor. There is also the Automation Runway, a new dedicated space for live technology demonstrations.

You also don’t want to miss the experience of hearing who the Industry Choice Award winner will be when it is announced on Thursday at noon. So pack your bags and get ready to elevate your business at ISSA Show North America 2024.

SOURCE: ISSA Today

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 www.issa-canada.com