



The Ashkin Group

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ASHKIN GROUP ADDS SENIOR PROJECT MANAGER TO TEAM

Bloomington, IN—October 20, 2008—The Ashkin Group has added Jeff Pease as its new Senior Project Manager.

Among his duties, he will be working with jansan distributors to develop and manage Green programs from a sales perspective.

The Ashkin Group is the longest-standing, leading organization advocating the use of Green cleaning products and processes. Stephen Ashkin, President, founded the

organization in 1990 and is also Executive Director and Founder of the Green Cleaning Network.

“Jeff’s duties are actually much more than just helping distributors develop Green cleaning programs,” says Ashkin. “We help them identify their ‘bundle’ of products, programs and services, which helps differentiate them from their competitors. This way, they can develop more effective marketing and sales tools.”

According to Pease, distributors are looking for ways to differentiate themselves in the marketplace. “With this sales program, we help train their [sales] reps and perhaps most important, help them succeed at selling Green,” says Pease.

The initiative was started about four years ago when it became apparent that many distributors had little time or knowledge to develop a Green program and train their reps. “But now, the need has grown so large that we decided to create an entire department [headed by Pease] to manage it,” Ashkin says.

Pease has a master's degree in business administration and a 20+ year history holding senior sales and marketing management positions, including:

- Corporate Vice President of Sales and Marketing for Brady Industries, a privately-held janitorial distributor based in Las Vegas, Nevada
- Senior Vice President for Marketing and Channel Development for Castle Rock Industries, which is now part of Karcher Floor Care, Inc.
- Vice President of Sales for supplyForce.com, a leading National MRO (maintenance, repair, and operations) service company for Fortune 1000 companies
- Vice President of National Accounts for Affiliated Distributors, one of the largest buying and marketing groups in North America.

“Green opens doors for distributors and I have admired Steve and all that he has accomplished for distributors by Greening the cleaning industry,” says Pease. “Much of this

he did single-handedly and I am now proud to help him and be a part of his team.”

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Steve Ashkin is available for interviews, presentations, and commentary on Green Cleaning-related issues, sustainable buildings, industry trends, and facility management. He may be reached by calling (812) 332-7950.

About Stephen Ashkin and The Ashkin Group

Stephen P. Ashkin is president of The Ashkin Group, a consulting firm specializing in Greening the Cleaning process and Executive Director of the Green Cleaning Network, both based in Bloomington, IN.

In the book *Environmentalism Unbound*, Dr. Robert Gottlieb describes Steve Ashkin as the "leading advocate for a stronger environmental profile among cleaning product manufacturers and suppliers" and the "most visible industry figure advancing the cause of environmentally preferable products."

The Ashkin Group provides Green consulting services for school districts as well as building owners, product manufacturers, and cleaning contractors. For more information on The Ashkin Group, visit <http://www.ashkingroup.com>, call (812) 332-7950, or e-mail: steveashkin@ashkingroup.com.