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Ashkin Lists His 'Top Ten Cleaning Events for 2010'

January 5, 2011 — Stephen Ashkin, president of The Ashkin Group and founder of [Green Cleaning University](#), has just released his Top Ten Cleaning Events for 2010—last year's events that have had the greatest impact on green cleaning.

Reminiscent of David Letterman's Late Show Top Ten, here are Ashkin's Top Ten Green Cleaning events of 2010:

10. Integrated Cleaning and Measurement (ICM). This effort to measure cleanliness has the potential to allocate more cleaning resources to those places that can really protect health.

9. Green cleaning in schools. Nine states now require Green Cleaning in schools, with more expected to join the movement in 2011.

8. New FTC guidelines. The latest Federal Trade Commission guidelines are designed to help clarify product marketing claims, allowing purchasers to make more informed decisions.

7. Trade association support. Two key trade associations, ISSA and CSPA (Consumer Specialty Products Association), actively support green cleaning.

6. High-level interest. Once delegated to middle management, green and sustainable issues have become the domain of senior staff in all types of organizations and businesses in 2010.

5. Sustainability measuring and reporting. Dashboard tools that help measure and report sustainability have garnered considerable interest this year.

4. Union endorsement. The Service Employees International Union (SEIU) increased its interest in green cleaning, believing it is good for SEIU members, building occupants, and the environment.

3. EcoForm. ISSA's new EcoForm program is designed to standardize reporting of health, environmental, and other key product indicators and allow manufacturers to show what makes their products special.

2. Revisions to LEED rating system. The LEED rating system has been a driving force in the green cleaning movement. Possible revisions to the program, currently under consideration, will help keep it timely and relevant.

1. Acquisition of TerraChoice by Underwriters Laboratories (UL). Historically, green certification organizations have been extremely small. That all changed when UL, a billion-dollar company, acquired TerraChoice in August 2010. UL has the resources to elevate green to an entirely new level.

"As you can see, it has been an amazing year for the green cleaning movement," says Ashkin. "I can't wait to see what is in store for 2011."

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Orlando 2010 Show Recap

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ISSA/INTERCLEAN® North America 2010, hosted Nov. 9-12 at the Orange County Convention Center in Orlando, FL, USA, brought together members of the cleaning industry for a week of [education](#), business networking, and special events.



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Whether it was meeting [top suppliers](#), finding new customers, staying ahead of industry trends, or networking with peers, the event provided attendees and the more than 600 exhibitors on the show floor with a wealth of new opportunities.

Additionally, with attractions like the keynote featuring Former Prime Minister of Great Britain and Northern Ireland Tony Blair and the featured session with American football legend Joe Theismann, those in attendance garnered valuable leadership information to utilize in their businesses.

View Highlights From the Show

NEW View photos and videos from this year's event [here](#), plus read comments from your peers about what they found most valuable at the show in Orlando!

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- ISSA promotional videos, such as those in support of ISSA/INTERCLEAN trade shows, the ISSA Cleaning Industry Management Standard, and other association programs and services are generally available to third-party Web sites on an as-requested basis. All requests shall be forwarded to the Director of Web Communications for approval.
- In cases where ISSA has granted permission for third-party Web sites to post a specific ISSA promotional video or segment of an ISSA educational video, the following must accompany the video:
 - An ISSA-approved description of the video content
 - A description of ISSA, The Worldwide Cleaning Industry Association
 - A link to either www.issa.com/tv or to the association-specific program or event featured in the shared video (e.g., a link to the ISSA/INTERCLEAN trade show page on ISSA.com)
- Videos may not be used or posted in any manner that, in the sole discretion of ISSA, discredits the association or tarnishes its goodwill and reputation; violates the rights of ISSA or others; violates any law, regulation, or public policy; or mischaracterizes the relationship between ISSA and the user, including use of the videos that might be reasonably construed as an endorsement, approval, or sponsorship by ISSA of the user, the user's business, or organization, or the user's products or services.
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This policy is effective as of August 25, 2010.



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