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Ashkin Book Major Fundraiser for IFMA Foundation

Stephen Ashkin's new book, *The Business of Green Cleaning*, was recently released at a Gala benefiting the International Facility Management Association (IFMA) Foundation, which was held October 15-17 at the Dallas Convention Center in Dallas, TX.

According to Ashkin, proceeds from the book have already raised more than \$60,000 for the foundation.

The IFMA Foundation, which is separate from IFMA, was established in 1990 and is supported by IFMA members, chapters, and corporate sponsors. The foundation provides education, research, and scholarship grants for facility manager professionals. These efforts are designed to better understand and improve operations of the built environment.

The Business of Green Cleaning, which is co-authored by David Holly, The Ashkin Group's Director of Contractor Services, offers guidance designed to make the adoption of a Green Cleaning program easier for facility managers.

The book provides background information about Green Cleaning, as well as practical steps such as contract language for both cleaning products and services. It also contains over twenty case studies that show how Green

Cleaning was accomplished in various settings.

One Ashkin. Two Buyers

In addition to the book release, the Gala featured a fundraising auction. Along with numerous other items, attendees were invited to bid on Stephen Ashkin, who would provide a day-long presentation on Green Cleaning issues to the highest bidder.

According to Jennifer Shramo, a member of the IFMA Foundation Board of Trustees, two companies were actively bidding for Ashkin's services: Bentley Prince Street and Millicare, both carpet and flooring manufacturers that place a great deal of emphasis on manufacturing environmentally responsible products and processes.

"Originally, Bentley Prince Street won the auction," says Shramo. "However, Millicare, which helped fund the book, asked to match the winning bid if Ashkin would also provide a day-long presentation for their company. Steve agreed to this and helped us raise an additional \$12,000."