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Give Away & Challenge From the Ashkin Group

December 2, 2010 — The Ashkin Group is making Stephen Ashkin's presentations at the just-concluded ISSA/INTERCLEAN® North America trade show available for download.

Ashkin two presentations available for download are:

[Green Cleaning Fundamentals: Overcoming Confusion and Getting Down to Basics](#)

[The Future of Green Cleaning: Where Are We Going?](#)

The Challenge

Ashkin also noted that in one of his presentations, "The Future of Green Cleaning," he mentioned that purchasers of green products—including green cleaning products—are now encouraging companies to fully disclose the ingredients in their products.

To encourage companies in the professional cleaning industry to begin full-disclosure programs, Ashkin says that The Ashkin Group and Green Cleaning University "will recognize the first manufacturers in our industry to adopt full disclosure. We will also encourage schools, universities, hospitals, LEED-certified facilities, and other organizations to reward these companies by selecting their products."

According to Ashkin, this is a necessary "next step" in the evolution of green cleaning. "Transparency and credibility are required for the [Green] movement to evolve and grow."

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About The Ashkin Group

Based in Bloomington, IN, The Ashkin Group—led by "the father of green cleaning," Stephen Ashkin, is a consulting firm specializing in greening the cleaning industry.

For more information, visit www.AshkinGroup.com.

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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.



NOVEMBER 9-12, 2010 • ORLANDO, FL • USA

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!

Additional Resources

- [Educational Conference Handouts](#)
- [Best Customer Service Award Winners](#)

- [Green Connections Center Supporters](#)
- [Event Sponsors](#)

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 - o On occasion and upon request, ISSA may elect to provide third-party Web sites with customized artwork and links to ISSA.com where EQC videos may be viewed. Approval to provide such links may only be provided by the Director of Web Communications.
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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:
 - o An ISSA-approved description of the video content
 - o A description of ISSA, The Worldwide Cleaning Industry Association
 - o 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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