



The Ashkin Group

News Release **For immediate release**

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New Newsletter Column Addresses Underlying Green Issues

Bloomington, IN – Sept 1, 2009 -The popular *DestinationGreen*—the monthly e-newsletter of The Ashkin Group—has introduced a new column.

The new column, which will be authored each month by David Holly, Director of Contractor Services for The Ashkin Group, is entitled “Green Contractors” and will focus on Green Cleaning issues “specifically from a building service contractor’s (BSCs) perspective,” says Holly.

DestinationGreen began publication five years ago and now has more than 5,000 subscribers.

Originally, the primary audience for *DestinationGreen* was janitorial distributors, manufacturers, building owners and managers, as well as other advocates for Green Cleaning, sustainability, and environmental responsibility.

“But during a [question and answer] session, a building service contractor asked, ‘What should you do when a client says they do not want Green Cleaning in their facility?’ That’s when I knew we needed to broaden our perspective to address more [Green Cleaning] issues,” says Holly.

Looking deeper into the contractor’s question, Holly realized that the real issue was not that the end customer did not want to use Green Cleaning products, “but they didn’t believe they were as effective as conventional products.”

Because of this, Holly says his first column, which will appear in the October issue of the e-publication, will focus on Green Cleaning products as well as certification issues.

“I also want to make sure we regularly address how Green Cleaning can impact a [janitorial] contractor’s business,” Holly adds. “Of course, our goal is a healthy environment for everyone, but we are business people and there are business issues and opportunities in Green Cleaning and I want those covered as well.”

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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.