



## **The Ashkin Group**

**News Release**  
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### **Steve Ashkin to Speak at CleanMed Conference**

Bloomington, IN – April 4, 2009 - Stephen Ashkin, president of The Ashkin Group and Founder and Executive Director of the Green Cleaning Network, has been asked to speak at the upcoming CleanMed 2009 Conference, which will be held in Chicago on May 18-21.

CleanMed works with the healthcare industry, helping it transfer from conventional to more environmentally preferable and sustainable operating procedures.

The annual conference, which began in 2001, is now viewed as the healthcare community's largest gathering of medical professionals engaged in developing sustainable operations for their facilities.

Exhibitors and attendees not only include healthcare professionals, but also architects, designers, purchasing agents, environmental health and safety staff, nurses, as well as medical and building vendors.

From the start, members of the professional cleaning industry have both exhibited and attended the yearly event and, in recent years, this group's interest and attendance have increased.

According to Ashkin, his presentation will provide an overview of environmental and health considerations associated with cleaning products and ways to identify more sustainable options.

“We are trying to help environmental and facility managers identify and develop strategies to implement Green Cleaning

in their facilities,” says Ashkin. “This includes such things as the selection and use of cleaning chemicals, janitorial equipment, as well as paper products.”

Proper training programs and strategies, which Ashkin indicates are imperative for the implementation of a successful Green Cleaning program in any type of facility, will also be addressed.

“The healthcare industry is embracing sustainability and Green Cleaning like never before,” adds Ashkin. “CleanMed has played a key role in making this happen. Attendees leave inspired to make their [healthcare] facilities more environmentally responsible and, due the size of the healthcare industry, they can be instrumental in driving the transformation of the cleaning industry as a whole.”

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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.

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**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](mailto:steveashkin@ashkingroup.com).