



## Sustainability Dashboard release

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### Official Launch Date Announced for Sustainable Dashboard Tools

Bloomington, IN – Stephen Ashkin, CEO, and Cynthia Schultz, COO, of Sustainability Dashboard Tools, LLC, announced that the company's online, Web-based system will be officially launched November 10, 2010.

The date was selected to coincide with the ISSA/INTERCLEAN® North America tradeshow, which will be held November 9–12 in Orlando, Florida.

"Unlike other sustainability software programs, which seem to be designed for large, multinational manufacturers and retailers, our Tool has been specifically designed to meet the unique needs of the professional cleaning industry," states Ashkin.

Beyond just providing reports on greenhouse gas emissions and LEED-EBOM requirements, \* "users will be able to use the Tool to improve their performance and reduce costs," adds Ashkin. "After all, when we reduce the use of energy, water, waste, and other materials, not only are we reducing [our] impact on the environment, but we are also saving money."

Similar to a car dashboard, the Tool presents information on a computer monitor. "This allows managers to see the most critical indicators, track their progress, and easily spot problem areas at a glance."

Both Ashkin and Schultz say the primary goals of the Tool are threefold:

- That it be easy to use and cost effective for all companies, large or small
- That it help users become more sustainable by using natural resources more responsibly
- That it reduce operating costs

Ashkin notes that because this is a Web-based application, it can be upgraded constantly. "This is extremely valuable as we continue to integrate more suggestions on how users can improve their [sustainable] performance. The Tool will help users identify improvement opportunities and will suggest ways to make those improvements.

The development of the system started more than two years ago. An early version was displayed at last year's ISSA/INTERCLEAN North America tradeshow in Chicago.

"It has undergone major upgrades and has been beta tested for several months now," says Schultz. "Feedback from beta testers, the U.S. Environmental Protection Agency, the U.S. Green Building Council, and others has been extremely positive. We are really looking forward to November 10."

\*Leadership in Energy and Environmental Design for Existing Buildings: Operations & Maintenance

Stephen Ashkin is available for interviews, presentations, and commentary on sustainability-related issues, Green Cleaning, sustainable buildings, industry trends, and facility management. He can be reached by calling 812-332-7950.

### About Sustainability Dashboard Tools, LLC

Sustainability Dashboard Tools, LLC, has created new software technology designed specifically for professional cleaning companies. The company's CEO is Stephen Ashkin, President of The Ashkin Group and Executive Director of the Green Cleaning Network; its COO is Cynthia Schultz. Sustainability Dashboard Tools' software allows users to measure the natural resources their

businesses use and the greenhouse gas emissions they generate. Armed with this information and improvement advice provided by the Tool, businesses can make commonsense changes that reduce their impact on the environment. Such changes save businesses money and make them more efficient and competitive while also benefiting their facilities, employees, and local community as well as the environment.