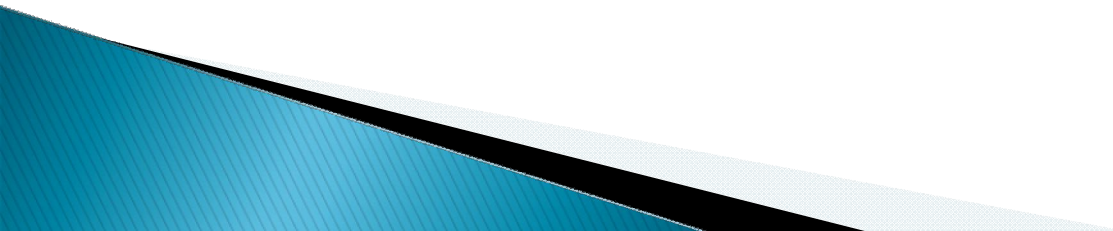


ISSA and the Greening of the Cleaning Industry

Bill Balek, ISSA
May 5, 2009
GC3

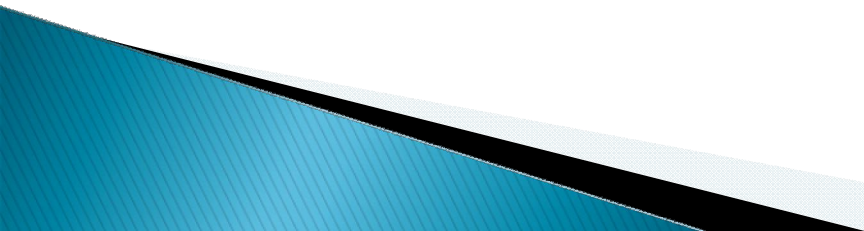
Overview

- ▶ How ISSA Helped Green the Cleaning Industry
 - ▶ Strategic Planning
 - ▶ Progressive Decisions, Directions
 - ▶ Effectively Delivering the Message
 - ▶ Public Policy that Fosters Green Markets
- 

ISSA: Background

- ▶ Non-Profit Trade Association
- ▶ Representing the Cleaning Industry
 - Manufacturers
 - Wholesalers
 - Distributors
 - Facility Service Providers
- ▶ ISSA Role
 - Promote Business Opportunities for Members
- ▶ Unique Perspective
 - Proximity to End Use Markets
 - Progressive vs. Protect Status Quo

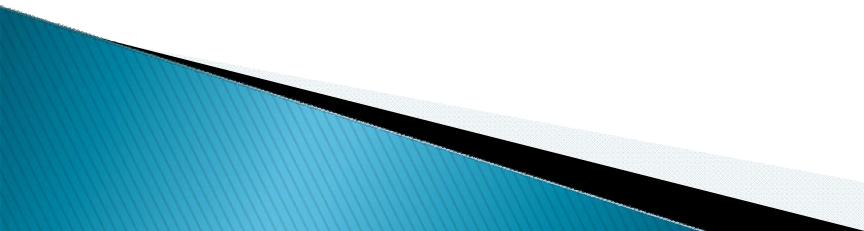
ISSA: Strategic Planning

- ▶ Where Market Will Be in 5 to 10 years
 - ▶ What Can ISSA Do to Prepare Members
 - Programs, Education, Resources
 - Prepare Our Members to Thrive
 - ▶ Greening of the Industry
 - Mid '90s: Environmental Scan
 - Markets Going Green
 - Environmental Preferability
 - Key Component of Business Strategies
- 

ISSA: Progressive Directions

- ▶ Given the Prognosis for the Future
- ▶ What Should Our Direction Be?
 - As an Association
 - As an Industry
- ▶ Protect Status Quo?
 - Create Barriers to Green
- ▶ Progressive Directions
 - Stewardship
 - Right Thing to Do
 - Good Business Opportunities

ISSA: Delivering the Message

- ▶ Market is Going Green
 - ▶ Businesses Must Prepare for New Reality
 - Survive
 - Thrive
 - ▶ Dedication of Resources:
 - ▶ Staff
 - ▶ Seminars, Workshops
 - Education
 - Networking
- 

ISSA: Delivering the Message

- ▶ Books, Publications
 - Green Cleaning for Dummies
 - The Business of Green Cleaning
- ▶ Web Content: www.issa.com/green
 - LEED-EB and Green Cleaning
 - Green Cleaning Procurement Policies
- ▶ Green Cleaning University
 - Electronic Media
 - Professional Designation
 - Help Differentiate in Green Marketplace

ISSA: Delivering the Message

- ▶ How You Say It = What You Say
- ▶ Delivering the Message
 - Non-Threatening
 - Constructive
 - Don't be Critical
 - Associations Stand in Close Proximity to Members
- ▶ Essential to Success
 - For Companies to Listen, Hear Message
 - Integration into Business Strategies

ISSA: Public Policy

- ▶ Foster Environment that Promotes Green Business Opportunities
- ▶ Alliances
 - EPA Design for the Environment
 - OSHA
 - Healthy Schools Campaign
- ▶ Sponsorships
 - CleanGredients
 - Resource for Manufacturers
 - Promote Greener Cleaning Chemicals

ISSA: Public Policy

- ▶ State Govt. Green Cleaning Policies
 - 16 states
 - 13 bills pending
 - Promote pragmatic policy
 - Drives market
- ▶ EPA Office of Pesticide Programs
 - Disinfectants, Sanitizers
 - Claims of Environmental Preferability
 - Drives Innovation
 - Greener Disinfectants

Thank You!!

Discussion

