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SANITARY MAINTENANCE

THE BUSINESS MAGAZINE FOR JAN/SAN DISTRIBUTORS

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it's not always about the product

Last month, I spent a few days visiting a loved one in the hospital. With hand washing compliance rates averaging a meager 48 percent, I was sure to monitor whether the nurses hand sanitized when they entered the room (they did).

But this is just one of the five key moments when World Health Organization (WHO) recommends health care workers perform hand hygiene. So how do you increase compliance? Is it different soap? Reminder signs? Or is it taking a different approach to the problem?

With real-time locating systems, or RTLS monitoring, health care workers wear a badge or a bracelet containing RTLS tracking technology that can be read by a soap or sanitizer dispenser to monitor an employee's hand washing habits.

Technological advances like this are what distributors need to take notice of—and Randy Brame, former president of Brame Specialty Company, the business featured in this month's

cover story, certainly has. He explains that competitors can always come in with cheaper products to steal business. But if distributors can identify a process improvement that can help a customer, they'll solidify the business.

"Technology is the one thing that's changing the fastest and is creating opportunities that didn't exist five years ago," says Brame. "[With the above example], the technology allowed the hospital to better take care of their customers and patients, but if you think about it, the product was never mentioned. It was the process. I think technology is where we'll be able to go in and sell process even deeper."

This technology wasn't being used in the hospital areas I visited, but it would have added to my peace of mind. Think about the process — and not necessarily the product — next time you visit a client. **SM**

Dan Weltin

SANITARY MAINTENANCE

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Demand For Janitorial Equipment And Supplies To Exceed \$7 Billion in 2019

U.S. demand for janitorial products, excluding chemicals, is forecasted to increase 2.2 percent per year through 2019, continuing the recovery that began in the latter part of the 2009-2014 period. Significant pent-up demand for automated floor cleaning equipment will drive advances. Read the article at www.cleanlink.com/18744news.



Why Paying Sales Reps Straight Commission Or Straight Salary Is Outdated

Sales consultant Dave Kahle explains why distributors should re-examine their sales compensation structures and use CRM software to measure performance. Read the article at www.cleanlink.com/45199cleanlinkminute.

INFECTION CONTROL WEBCAST

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In this webcast, Dr. Charles Gerba, noted microbiologist and co-author of the above study, presented key findings from his research and highlighted the common and sometimes surprising areas in which germs lurk, how germs spread and what interventions work in reducing the exposure to germs.

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A BRAME except by NAME

The aphorism says it's the first generation that starts a business, the second generation that runs it and the third generation that ruins it. Randy Brame had come to believe the fourth generation — if it ever gets to that point — wants no part of it.

Of course, Randy and his brother Jim Brame had already disproved the maxim by successfully growing Brame Specialty Company, based in Durham, North Carolina, during its third generation. But a few years back, Randy was beginning to wonder if his addition to the saying might be prophetic, as several colleagues in the janitorial distribution industry were having difficulty finding capable and willing successors.

This weighed on the Brame brothers, who were both approaching retirement age and looking for ways to keep alive the company founded by their grandfather.

Today, when industry members praise Brame Specialty Company for making the transition to a fourth generation look easy, Randy politely corrects them.

"We've been fortunate. ... What made it easy for us was Mercer," says Randy.

He's referring to Mercer Stanfield, who took over as company president in 2012. Stanfield is the first person to head the company while lacking the Brame surname. And while he is no insider, anyone who knows the Brame family knows he's not exactly an outsider either.

The company was founded by Robert Lee Brame, known as R.L., in 1924 and was passed down to son J.B. Brame, then later to J.B.'s sons Jim, Bob and Randy. The boys' sister, Linda, is a close family friend of the Stanfields. Growing up, Mercer was best friends with Linda's daughter Caroline. In fact, it was Linda's son, also named Jim, who landed Stanfield his first job at Brame Specialty Company.

"It's very convoluted," says Stanfield with a smile.

Then, not long after he began working for the family, Stanfield began dating and eventually married Amy Brame, daughter of the elder Jim Brame, who was serving as the company's president at the time.

"I think he probably got a lot of grief for dating one of the boss' daughters," says Jim.

Childish jeers didn't deter Stanfield, who resolutely went about his work, moving from a sales position at the company's branch in Wilmington, North Carolina, to sales at the branch in Charlotte, North Carolina, to director of purchasing in Durham, to director of sales in 2006, and, finally, to company president and COO three years ago.

Nothing was given to Stanfield simply because he married the boss' daughter. He worked his way up the company ladder on his own. Yet in many ways, that connection makes Stanfield the perfect person to captain the Brame ship, as he possesses an outsider's fresh perspective but the personal stake of an insider. And his willingness to step into any role the company had needed

had made Stanfield ready — though perhaps not waiting — when he was tapped as company president.

The Stanfield Story

Stanfield found himself at Brame Specialty Company after a brief, two-year stint with Georgia-Pacific Building Products upon graduating in 1994 from Hampden-Sydney College, a small liberal arts school in Farmville, Virginia. The second of three kids, Stanfield followed his older brother Will to the school from their hometown of Wilmington.

"I visited and just fell in love with it," says Stanfield.

Stanfield's father, William, who was known as "Oogie" to most, owned a public warehouse in Wilmington that performed shipping, receiving and storage for the port authority. After graduating from Hampden-Sydney, Stanfield's

what made the
transition easy
was Mercer
Stanfield



Mercer Stanfield proves the **correct choice** to lead **Brame Specialty Company** in its fourth generation

Nick Bullock, Associate Editor

brother Will eventually joined their father's business. Stanfield's younger brother, Taylor, develops real estate and manages the family's two restaurants in Wilmington.

But Stanfield forged a different path. Starting with the Georgia-Pacific job, he took a liking to sales that he would carry throughout his career.

It wasn't long after Stanfield joined Brame Specialty Company in 1996 that he also took a liking to Amy Brame, who was doing a medical school rotation in Wilmington at the time. Stanfield invited her out to drinks one evening, and by 1999 the two were married.

"If you've got a daughter or a son and they get to be the age that they're serious about somebody, one thing you have to do is get to know the future in-laws or potential future in-laws," says Jim. "And we already knew him and thought the world of him."

A medical residency then took Amy to Charlotte, and it just so happened that Brame Specialty Company had an office there, so in 1999 Stanfield joined his then-fiancée in the Queen City and opened up a new sales territory.

The young couple had always planned to move closer to Amy's parents and start a family, so when she became pregnant with twins, the first two of the couple's four kids, she took a private practice physician job in Durham. Stanfield, excelling in his sales role in Charlotte, took a position at Brame's corporate office as director of purchasing in 2002.

"We needed to fill a void there, and I was willing to do that," he says. "I was really excited to do something else for the company. I love sales, still do. I still sell. But I knew there was a need, and I was really, really happy to fulfill that role for however long I was needed to do that. It was a great way to get other experience within the company. I pretty quickly learned that it just wasn't my calling."

Despite knowing his future wasn't in purchasing, Stanfield was positive his future was still at Brame. He never considered leaving, nor does Randy ever remember hearing that purchasing wasn't Stanfield's preferred department. Not one to make waves, Stanfield viewed the director of purchasing job as an opportunity to expand his breadth of knowledge within the company and the distribution business.



"I thought things would take care of themselves," says Stanfield.

Stanfield stuck it out for four years until he transitioned to director of sales in 2006, with the prior director of sales moving into Stanfield's old director of purchasing role. There was no lobbying by Stanfield. Instead, the switch was made to provide Stanfield with a well-rounded résumé.

"If you're trying to create a college curriculum for an industrial distribution president, this was a good way to do it," says Randy.

Stanfield took advantage of the educational opportunity, not just within the company, but also within the industry. He began attending industry seminars and networking events, learning as much as he could about jan/san distribution. He also earned certification from the University of Innovative Distribution, an educational program through Purdue University that focused on the wholesale distribution industry.

Best of all, Stanfield was back in sales.

"I just really like engaging with customers. ... I think there's nothing better than analyzing a customer's needs, fulfilling those needs and closing the sale. I just think that's a thrill," says Stanfield. "We're a very sales-focused company."

Through The Generations

The products Brame Specialty Company has sold have changed considerably since R.L. founded the company in 1924. This is not because subsequent generations have taken the company in a different direction than that envisioned by R.L. The truth is R.L. didn't know what exactly he wanted

Mercer Stanfield (center), follows Randy Brame (right) and Jim Brame as president of Brame Specialty Company in Durham, North Carolina

to sell back in 1924 — that's why he named the business "Brame Specialty Company" instead of "Brame Sweeping Compound," the first product he sold. What's more, R.L. didn't want to limit his potential customers.

Originally from Oxford, North Carolina, R.L. chose Durham for a reason. The same year R.L. founded Brame Specialty Supply, a wealthy tobacco magnate named James B. Duke donated a large sum of money to Trinity College, just down the road from Brame's eventual office on Washington Street. Trinity College was renamed Duke University and became a feature stop on what's commonly known as North Carolina's Tobacco Road.

"Durham was buzzing at that point with industry, with commerce," says Randy of the influence of tobacco. "So he moved from Oxford, a small farm community, to Durham that was a bustling town."

The cash crop had turned Durham into quite the business hub in the 1920s, and R.L., a bit of a showman, was prepared to take advantage.

"He was the consummate salesman," says Randy. "He'd go in and he'd demonstrate the product. He'd have your tissue in a bottle and he'd have his tissue in a bottle. He'd shake the two bottles to show how his tissue would dissolve in water and the competitor's tissue wouldn't, so you would have fewer plumbing-related expenses during the course of the year than the other guy."



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J.B. Brame (left) took over the family business from his father, R.L., who started Brame Specialty Company by selling sweeping compound in 1924

After starting with \$100, his entire life savings, and a second-hand truck bought on credit, R.L. slowly began adding more products to sell. He'd take the profits from the sale of one product, invest it into another product and so on until he could afford to hire salesmen, a bookkeeper, warehouse workers and drivers.

R.L.'s son J.B. lacked his father's flare for sales, but made up for it with his trusting personality, eventually becoming president of the local Chamber of Commerce, Merchant's Association, Rotary Club and other organizations. He even served as

highway commissioner for a time.

"He sold on a different level," says Randy. "Rather than street sales, he went out and sold the benefits of Brame through his character and what he thought was important, which was giving back to the community."

J.B. joined the business upon returning from a U.S. Navy tour in World War II. He set out to build a brand new facility on the old Washington Street lot and incorporate the company. The postwar period also marked the company's first expansion, with a branch opening in Rocky Mount, North Carolina, in 1947. But expansion was uneven at times. At one point, J.B. approached his father about adding a second story to the Washington Street office with the hopes of continued growth. R.L. asked, "Well, why would I want to do that?" When J.B. said he wanted to

grow the company, R.L. responded by saying, "Son, it's as big as I want it to be."

This crushed J.B., who made a point of telling his three boys he would never say that.

Jim, Randy and the middle brother, Bob, grew up playing in the Washington Street warehouse, unloading box cars and, eventually, being trained in the family business.

Jim joined Brame Specialty Company in 1959, while R.L. was still president. Bob, who retired from the company nearly 20 years ago, joined in 1964. Randy jumped on in 1971, three years after his grandfather had died.

This third generation carried on J.B.'s expansion mind-set, opening locations in Wilmington, Charlotte, Roanoke, Virginia, and Richmond, Virginia. The company also opened a retail store named Not Just Paper in downtown Durham. Then in 1991, the Brames built their current 80,000-square-foot facility on Briggs Avenue, across town from the Washington Street location, which is still used by the company.

"Fifty percent of distributors don't want to grow," says Randy. "We want manufacturers to know that we want to grow."

Through the years, the company's product offerings continued to evolve and diversify, jumping from that original sweeping compound to grocery bags to laundry to warewashing supplies. As time went on, janitorial supplies constituted a larger and larger portion of the company's sales.

"Jan/san wasn't even a term when I started," says Jim.

Jim was heavily involved with the National Paper Trade Association for a time, and as the company's focus began to shift to janitorial supplies — or perhaps creating the shift — Randy ramped up his involvement with ISSA, eventually serving as the organization's president in 2004.

Today jan/san makes up roughly 75 percent of the company's business, and Stanfield has begun to take an active role in ISSA, as well, currently serving as a distributor director.

Securing The Future

Jim was 59 years old when he became CEO and made way for Randy as company president in 2004. Randy was 61 when it was his time to step down as president. Still thinking growth, the brothers were looking

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for someone younger to take over, someone who had proved he or she would be with the company for a while, says Jim Garrison, Brame Specialty Company CFO.

Even though Stanfield was not technically a Brame, nor was he the only person considered for the job, many at the company viewed him as the correct choice.

"People all knew Mercer," says Randy. "He'd been here a long time. They knew his management style. I suspect that there was some relief that now we know where the future of the company is going."

Back when Stanfield first moved to the Durham office, he began working closer with Garrison, trying to understand the financial side of the business — or any other part of the business, for that matter.

Stanfield has continued in this manner even after he was elevated to president and COO.

"He's got a real ability to relate to the guy on the dock, to management and customers," says Garrison.

Working in a family business can be difficult for some people, learning to be respectful of relationships and personalities. But Stanfield has managed it about as well as could be expected, says Garrison.

"He's been very good at that, not coming in swinging his elbows," he says. "That's his personality. He understands the situation, and he's able to navigate it very well."

Stanfield's disarming nature fits in well at the top of a company that has always emphasized loyalty above almost all else. While some distributors are more ruthless, says Garrison, Brame Specialty Company values loyalty to its manufacturers — but expects loyalty in return. The entryway of Brame Specialty Company's Briggs Avenue office is adorned with glass trophies and plaques celebrating \$2.2 million in sales with one manufacturer or \$2.6 million with another.

"It's a partnership in their minds," says Garrison.

That loyalty extends to employees as well.

The funny thing about finding a capable and willing successor to a family business is that the business has to figure out how to keep employees, such as Stanfield, there long enough for them to become capable and willing. Although no conversation about keeping Stanfield at Brame ever took place, Jim and Randy had encouraged him to become more involved in the jan/san distribution industry. Likewise, shifting Stanfield from director of purchasing to director of sales was a way for Randy and Jim to round out Stanfield's distribution business acumen.

"They were investing in me," says Stanfield.

But, again, loyalty was expected in return, and Stanfield delivered.

Stanfield had stuck with the company for 16 years, working wherever he was needed, doing whatever was necessary. He had created several thriving sales territories and had worked in three different locations in half a dozen different positions. Just as he didn't force his way out of the director of purchasing position, Stanfield was never particularly vocal about his desire to take over as company president, even though it was definitely something for which he was striving.

"You just go out and do the absolute best that you can," says Stanfield. "And good things will happen."

That may sound cliché, but the rest of the Brame family speaks the same language.

"In the 40-some years I was here, there was never a guarantee," says Randy. "Things happen because you've earned it." **SM**

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SMALL MICROBEADS, BIG PROBLEMS

Legislation aims to stop sale of skincare products with microscopic plastic spheres that pollute bodies of water

By Jonathan DePaolis

They are small, tiny, indestructible little beads — and they could be in a waterway near distributors.

Microbeads, which are used in soaps and exfoliates, have become a hot topic lately as awareness of their potential pollution problem grows.

The Personal Care Products Council defines these small particles as “plastic beads that are used as exfoliates in personal care cleansing products.”

Similarly, Maryland House Bill 216 — which was signed into law earlier this year and now limits the sale, manufacturing and production of microbeads in the state — defines a “synthetic plastic microbead” as any intentionally added solid plastic particle that is not biodegradable, less than 5 millimeters in size, and used in a rinse-off personal care product for exfoliation or cleansing purposes.

The Personal Care Products Council explains that microbeads have been used “because of their safe and effective exfoliating properties, and because they do not irritate the consumers’ skin because of their low allergenic potential.”

As a result, microbeads are used in skincare products ranging from facial scrubs to industrial soaps for their scrubbing effect. One bottle of product can contain more than 300,000 microbeads.

With such a proliferation of these microbeads in skincare products, a large amount is winding up down restroom drains and into the Great Lakes and other bodies of water.

“It’s in soaps, cosmetics and toothpaste,” says Dan Morhaim, a Maryland democrat in the House of Delegates and sponsor of his state’s bill. “So, imagine every time everybody that we know brushes their teeth and spits down the drain, they are probably expelling microbeads.”

Research from the 5 Gyres Institute estimates that there are approximately 5.25 trillion pieces of plastic in the world’s ocean; 92 percent of that is from microplastics, which includes microbeads.

A Growing Problem

When microbeads end up in lakes, oceans or other bodies of water, it becomes a potential problem for aquatic life. Fish tend to mistake the tiny beads for food.

“We know that fish and possibly other wildlife consume these microbeads, and that’s not good for them for two reasons,” says Jennifer Caddick, engagement director for The Alliance for the Great Lakes, Chicago. “One, it’s not actually food, so they are filling up their stomachs with things that don’t provide any nutrients for them. And two, these plastic microbeads collect other toxins.”



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one bottle of product can contain 300,000 microbeads

Researchers are looking at whether or not the fish eating microbeads are showing signs of those toxins, she adds.

The unique chemistry involved in microbead creation makes them hard to destroy — particularly once they get into a body of water. The Personal Care Products Council, however, states there is no scientific evidence showing that the beads harm the environment, but that there is nonetheless a concern that over time they may end up in waterways in large quantities. Research is already starting to show this.

“In, for instance, Lake Erie and Lake Ontario, [researchers] were finding millions of these little things in their sampling nets,” says

Caddick. “It’s a pretty significant concern. When you look out on the Great Lakes, you don’t see them ... because they are so small. But the researchers sampled the waters with really fine nets and were able to find these microplastics in significant quantities. It’s really an unseen [problem] out there in the Great Lakes and other waterways.”

As such, many state governments have begun passing legislation to halt production, as well as limit or ban microbeads from products in both the cosmetic and commercial marketplaces.

Legislation

With the prevalence of microbeads in both the cosmetic and commercial cleaning marketplaces, waterways are becoming flooded with tiny, indestructible plastic beads.

But some states are starting to act, both in terms of cooperation and legislation.

Maryland Delegate Morhaim sponsored House Bill 216 earlier this year, and it was signed into law by the governor.

The bill prohibits the manufacturing of personal care products containing “synthetic plastic microbeads,” starting Dec. 31, 2017. It

also prohibits the sale of products containing microbeads, starting Dec. 31, 2018. Additionally, the bill prohibits the manufacturing of an “over-the-counter drug” containing microbeads beginning Dec. 31, 2018, and the sale of such products beginning Dec. 31, 2019.

The law also calls upon the Maryland Department of the Environment to “adopt regulations identifying biodegradable guidelines that are acceptable for use by a wastewater treatment plant ... and periodically review those guidelines to ensure that the most scientifically effective methods are being utilized to prevent, to the maximum extent practicable, the entrance of synthetic plastic microbeads in the natural aquatic environment.”

“It passed with overwhelming bipartisan support,” says Morhaim. “People worked collaboratively on the bill from all sides. We had the support of the cosmetic industry on the legislation, as well as environmental groups.”

A practicing physician, Morhaim teaches at the Johns Hopkins Bloomberg School of Public Health. A class project allowed students to put together a presentation on microbeads and the dangers associated with them. That work was presented to the Maryland legislature.



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"People were able to understand the dynamics of microbeads," he says.

But Maryland wasn't the only state to get in on the action. In Illinois, State Sen. Heather A. Steans sponsored

Senate Bill 2727, which was passed in 2014, that also will phase out and ultimately ban manufacture and sale of plastic microbeads used in personal care products. It was an agreement that the Personal Care Products Council supported.

"Our industry remains firmly committed to producing products that are safe for consumers, their families and the environment," the organization stated in a press release. "We look forward to continuing this important dialogue with policy makers and other groups that share in our commitment to establish a plastic microbeads phase-out plan that is acceptable to the Illinois legislature while minimizing marketplace disruptions for consumers."

Indiana, Maine, New Jersey, Colorado and Wisconsin are other states to join Illinois and Maryland in passing legislation. According to Caddick, 15 other states are considering legislation, including Great Lakes states like New York, Michigan and Minnesota.

With pending legislation on the horizon or already taking effect in some states, the Personal Care Products Council is seeing the companies it represents making a shift toward eliminating microbeads altogether. It is supporting The Council of State

Governments' proposal to set "a reasonable deadline for the industry to adequately phase out existing inventories and test and evaluate alternative materials that meet consumers' cleansing needs. Multiple inconsistent deadlines across the states would significantly hamper industry's efforts and undermine the goal of reducing the presence of microbeads in the environment."

What seems to be apparent is the drumbeat for a national standard concerning microbeads.

"Once there is momentum on an issue, it often moves forward," says Morhaim. "As a practicing physician, I'm very cognizant of the impact of environment on public health."

Manufacturers of soap products have responded with a willingness to self-police, says Caddick. Major companies have agreed to voluntarily phase out using microbeads in their products, including Procter & Gamble, Johnson & Johnson and Unilever. That might have something to do with the companies' customers.

"This is an issue that consumers have started raising a lot of concerns [over]," says Caddick.

The apparent legislation will affect the consumer market, but it is still unclear what influence, if any, it will have on the commercial cleaning industry.

"Legislation will have the greatest impact on the personal care product industry. In the weeks and months ahead, we will be looking very closely to see if there will be any impacts on the institutional and industrial cleaning product markets," says Brian Sansoni, vice president of communication, American Cleaning Institute, Washington, D.C.

Alternative Products

With many personal care industry companies supporting legislation, as well as a national law, the question becomes what alternatives can be used. After all, people still need to use soap or other exfoliates to get clean.

The Personal Care Products Council stated the personal care products industry is currently substituting "synthetic materials with a number of environmentally friendly natural bead alternatives, including those made from beeswax; rice bran wax; jojoba waxes; starches derived from corn, tapioca and carnauba; seaweed; clay and other natural compounds."

Industrial soaps using natural ingredients, such as pumice stone or walnut shells are also available.

"It just doesn't make sense to have this plastic in our products when there are so many easily available alternatives," says Caddick. "We know some manufacturers are reworking their products to use ground almonds or oatmeal, hummus or other natural things that will give that same abrasive quality that people want in their facial scrubs but not be harmful to the environment."

She called it a commonsense step to phase out microbeads.

For Morhaim, the cooperation from both sides of the aisle, as well as the affected industry and environmental groups has helped advance the issue.

"It's not always [the case] that you have the industry that's being regulated and environmental groups coming together on an issue, but in this case we were able to do so," he says.

Jonathan DePaolis is a freelance writer based in Frankfort, Illinois.

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RACK GUARDS CAN PREVENT RACKING COLLAPSE

It's not uncommon for forklift drivers to crash into racks. If shelves are unprotected or weakened, they could come crashing down

By Angelica Dudenhoefer

One thing that most warehouses have in common is racking. After all, the inventory has to be stored somewhere. Even though racks are an extremely necessary part of working in a warehouse, they can be dangerous if not properly maintained or protected by rack guards.

Warehouse racks are carefully engineered structures capable of holding large loads and massive amounts of products. If one part of the rack gets damaged, the integrity of the entire structure could become compromised.

Racking systems can collapse for many reasons, such as overloading the racks beyond the manufacturer's specifications, lack of maintenance and the most common reason: forklift impact.

Even the most skilled forklift drivers occasionally bump into the racks, which can damage their structural integrity. About 90 percent of rack failure can be attributed to forklift impact, says MJ Thomas, marketing and public relations specialist, Sentry Protection Products, Lakewood, Ohio. However, the proper use of rack guards and basic warehouse safety can greatly minimize the chance of a rack collapse.

It is difficult to determine the probability of a rack collapse, because every warehouse is different and there are multiple variables involved in each incident, such as the speed of the vehicle, the type of rack, what is on the rack and more. Having properly installed rack guards helps to significantly decrease the chance of rack failure and helps prevent a domino effect that could potentially bring down every rack in a warehouse.

Forklifts are going to hit racks; it's simply part of working in a warehouse. In fact, nearly 20,000 workers are injured in forklift accidents each year. To minimize the impact of a forklift collision and decrease the chance of a rack collapse, distributors should protect the vulnerable areas of the racks. This is where rack guards can make all of the difference.

Preventing A Catastrophe

If a rack collapses it can cause product damage, injury or even a fatality. That is



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WAREHOUSE SAFETY

why it is important to practice proper warehouse safety. This can be done by replacing the damage racks or by protecting against the initial damage.

about 90 percent of **rack failure** can be attributed to forklift impact

Rack guards work by creating a barrier between warehouse machinery such as forklifts and the racks that store products. They are often painted yellow so that they can easily be seen by the forklift operator. They should be placed over the vulnerable parts of a racking system, such as the corner uprights, vertical uprights and the first horizontal beam with the end frames.

"Having rack guards can save your personnel and products from a catastrophic event," says John Weber, president of Omega Industrial Products, Inc., Saukville, Wisconsin.

Rack guards are scientifically designed and engineered to

absorb the impact from forklifts and other machinery and to protect the structural integrity of the racks. Many manufacturers test the rack guard absorption rate in relation to the speed of impact by a forklift. Manufacturers have different absorption rates, but many rack guards can protect against impacts of approximately 10,000 pounds, depending on how fast the forklift is moving. Rack guards protect racks like air bags protect passengers in a car.

Every warehouse has different needs. It is important that distributors take the time to research their options. When purchasing rack guards, consider the length of the guards, what material they are made out of, how they are engineered and whether there will be a high degree of temperature fluctuation in the warehouse where they will be installed. Rack guards are designed to last a long time, so distributors should take the time now to research their investment and select the right system that meets their overall warehouse needs.

Proper Installation

To get the most out of rack guards, they must be installed properly. Most rack guards are surprisingly easy to install. This can be done by professionals or by warehouse staff with the use of simple tools. There are many types of rack guards and therefore many ways to install them. Some require the use of a drill hammer and the proper size drill bit, while others only require a rubber mallet or Velcro straps.

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WAREHOUSE SAFETY

placed where needed, distributors can consider professional installation. Many brands offer it, however, most distributors elect to do it in-house because it saves money.

Rack guards should always be installed according to the manufacturer's instructions. As a general rule, there should be one rack guard per rack leg. To find out how many are needed, simply count each rack leg. However, there are many types of rack guards, so be sure to explore all options before coming up with a final number to give to the manufacturer.

"Rack guards should be placed where the highest probability of an impact will occur," says Claire Porter, president, A-Safe, Inc., Raleigh, North Carolina. "This is usually near the bottom of the rack leg where the forklifts load and unload pallets."

Taking note of where distributors or warehouse managers notice the most damage will help them and the manufacturer determine what products to order and how many will be needed.

Some manufacturers state that two rack guards can be stacked for additional protection, but others warn that stacking rack guards creates a seam between them that the prongs of a forklift can slip between. Longer rack guards are available to help alleviate this problem.

Rack guards are designed to take a beating and are, therefore, very sturdy. In general, rack guards only need to be replaced if they have been damaged. It is essential to schedule regular inspections of both the racking systems and the rack guards to help ensure that they are functioning correctly. It is also crucial to inspect the ground that the racking systems are on.

Forklift damage can also occur on the floor and can destabilize the racking systems or the anchors that hold some rack guards in place.

Low-cost Solution

Rack protectors are a great way to protect a distributor against the incalculable costs of a rack collapse. To determine how much a company could potentially save by purchasing rack guards, picture the worst-case scenario: a domino effect where all of the racks collapse, the products are damaged, and workers are injured or killed. How much inventory is usually stored? What is it worth? How much would a lawsuit cost if someone were injured or killed? Odds are, the total sum would be millions of dollars. Compare this number to the manufacturer's quote for rack guards. Purchasing rack guards is usually less expensive than repairing or replacing racks, and it is definitely less expensive than a warehouse tragedy.

Unfortunately, many warehouses wait until they have replaced the rack's legs several times or they have had a major accident before they decide to purchase rack guards. Replacing the rack legs can be very costly. Distributors not only have to pay for the materials, but they incur additional costs, such as loss of production time, labor and the inability to use that area until the repair is made.

When it comes down to it, rack guards are inexpensive insurance against the potentially astronomical costs associated with product loss, workplace injury, insurance fees, fatalities or even lawsuits. **SM**

Angelica Dudenhoefer is a freelance writer based in Milwaukee.



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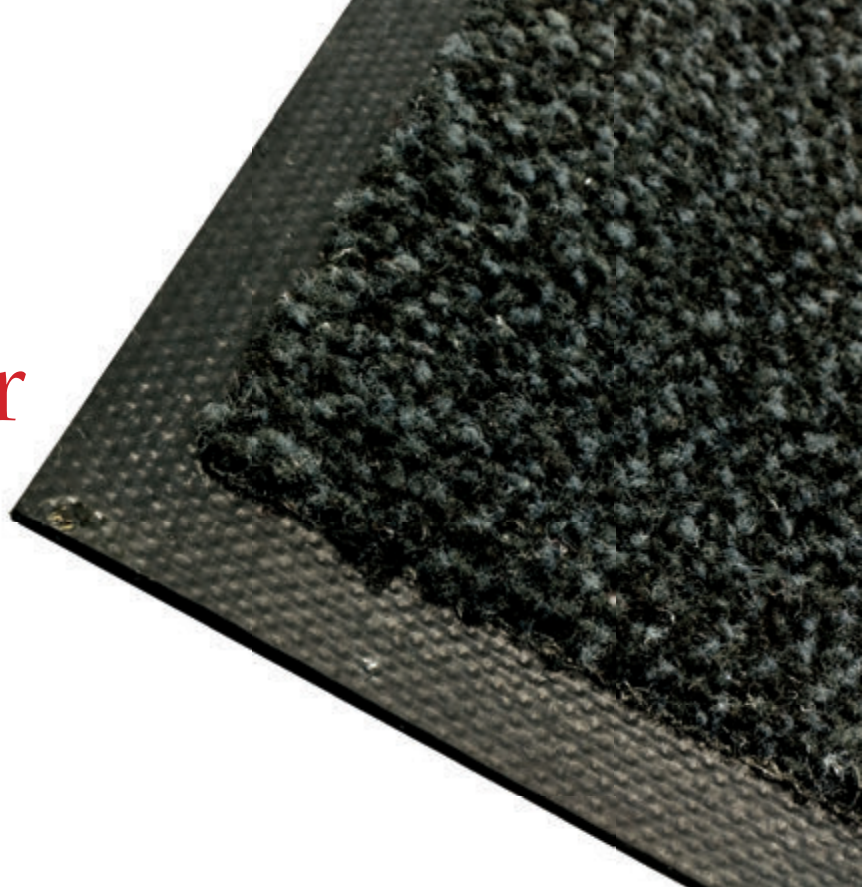


Compatible With All Devices

Made-to-order Mats

Custom walk-off matting can improve brand recognition and fit unique spaces

By Becky Mollenkamp



A plain stock walk-off mat was the first thing Gary Cumbo noticed as he walked through the revolving doors of a residential high-rise. The sales manager for Seaway Supply, in Maywood, Illinois, knew there was a better solution. The high-rise's property manager agreed after Cumbo presented a colorful brochure with custom matting options. The high-rise has since become a client of Cumbo's.

Custom-cut logo mats meant a more sizable investment than the basic mats the client was previously using, but the client quickly realized the benefits outweighed the cost.

"They weren't even aware they could do a half circle to fit in their particular front entrance," says Cumbo. "It was a nice feature to be able to present, and they were thrilled with results."

Whether buyers want a special shape, an unusual color or a logo, walk-off mats can be customized in myriad ways. These personalized designs are growing in popularity, and smart sales representatives frequently make mention of them during sales calls, especially during the late summer and early autumn months.

"The best time to sell mats is August and September, when people start to gear up for winter and bad weather," says Cumbo. "It's always good to educate the customer on

the mats you sell, but it's especially good to mention them at that time of year."

More Options, Greater Expense

There are very few constraints when it comes to customizing a floor mat. It's typically easy to work with manufacturers to create a specific shape, add a name, or match colors to the décor or brand.

The most popular customizations are adding images. For example, banks, hotels and other retail spaces often add oversize versions of their logos while also including a tagline or address. Universities, on the other hand, may prefer to use their mascots with or without the school name.

Another popular customization is creating sizes that fit perfectly in specific or unusual areas, such as wall-to-wall mats inside an elevator or angled mats for an odd hallway. These specially cut pieces can also include printing, which many facilities use to provide directions. For example, a company with two office towers could use matting cut to include two lanes off of a main welcome mat to visually direct patrons to each tower. The company could also print "North Tower" on one lane and "South Tower" on another for further directional assistance.

"We have found very few limitations when it comes to mat customization," says Gina Bertuccio, purchasing manager for Eagle Paper in Louisville, Kentucky.



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The best time to sell mats is August and September when people start to gear up for winter and bad weather

"As long as you can provide artwork to the manufacturer, it can do whatever you wish. Honestly, the sky's the limit."

There are a handful of requests manufacturers likely can't accommodate, such as blowing up a detailed logo large enough to fit a mat that covers an entire gym floor, or adding a logo to a grooved scraper mat. These limitations are rare and are far less likely to impede customer mat sales than cost, which can be a bigger roadblock.

A custom equivalent of a stock mat is typically two to four times more expensive. There may also be a one-time charge for artwork setup. Theft can also affect the bottom line. Although not common, certain high-profile accounts may have problems with people trying to steal logo mats, and, if successful, that means replacing these pricey products. Universities and sporting facilities may need to be more alert after installing custom mats.

"When the buildings are not occupied, the entrance should be locked to avoid pilferage," says Evan Ghen, vice president of sales at Scoles Floorshine Industries,

in Farmingdale, New Jersey.

In some cases, customers will forgo custom matting because of the price tag.

"There are plenty of times when I show a stock size and the customer says, 'I can live with that to save 20 percent,'" says Cumbo.

Other times, the customer may be receptive to a higher price point if the distributor sales rep drives home the brand and image benefits. Mats are frequently a customer's first impression of a facility, and property managers should think of matting as an advertising vehicle as much a cleaning tool.

"This is a form of marketing that solidifies a company's image," says Ghen. "The minute a customer walks into their building, it sees the company's colors, logo and brand. As the saying goes, perception is reality. It's a nice way for people to instantly connect with the company, school or retailer."

Custom Vs. Stock

As with any product, trends in matting can vary by region. In general, however, customized options are popular across industries, from professional and residential buildings

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to auto body shops and hospitals. The most receptive customers are typically those who have heavy traffic and are concerned with image and branding, such as retail shops, schools and universities, and hotels and other hospitality businesses.

"Requests are becoming more popular as companies are attempting to increase their own brand recognition and workplace design has become more important than in the past," says Chris Shalhoub, general manager of Holland Cleaning Solutions in Windsor, Ontario, Canada. Customized mats represent about 10 percent of Holland's total matting business. "It can help the company stand out and leave a strong impression with its building users."

Although most companies could use customized mats to improve brand consistency and recognition, there are some market segments that may be less likely to make the investment, says Ghen.

"It's really tough for an office to customize, because it has so many companies in the building," he says. "Hospitals seem to be living on extremely limited budgets, so

they usually have inexpensive mats due to budget constraints."

Despite these limitations, customized mats represent 35 percent of Scoles' overall matting purchases.

It's important to read a customer's willingness to hear about custom options. If a client is resistant, it may be better to focus on solving its matting needs with stock options.

There are, however, some tricks of the trade that can help sales reps convert hesitant customers into custom believers. First, focus on results. Shalhoub says it's smart to recommend customized versions of more popular mat types, like wiper and scraper, which customers already know and need. Also, encourage customers to use simple, straight-forward graphics, which are easier to reproduce and, therefore, will better please the customer.

Another great tip is to present a custom option alongside stock mats. Seeing the nicer customized mat may encourage a customer who hadn't previously considered the option to take the leap. Conversely, offering up the stock version to a customer who shows

interest in customized may boost their confidence that the rep isn't just trying to push the custom option to make more money.

Most importantly, customized matting should always be part of the distributor sales reps' presentations. It's wise to mention custom matting year-round, but it's especially important during the late summer months when all mat sales are on the rise.

"Most of the time, matting isn't top of mind for distributor sales reps," says Ghen. "The usual focus is on bigger-ticket chemicals, paper and equipment products. If they place a focus on selling matting, they will see an uptick in the category. And once they realize there is an opportunity with matting, they have no issue identifying the opportunity to customize." ■■

Becky Mollenkamp is a freelance writer based in St. Louis.

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Engineered Water Re-engineered

New technological advances have led to a wave of new cleaning products using activated water that distributors shouldn't ignore

By Lisa Ridgely

Activated or engineered water technology isn't new to the cleaning industry. In fact, it's been around for a long time. In the past, this technology required large machines that were cost- and size-prohibitive to most customers.

But in recent years, the cleaning industry has seen the emergence of technologies that activate water in small, hand-held devices for commercial cleaning purposes — a huge step forward for the green cleaning market.

"In the last half-dozen years or so, I have seen the industry on the cleaning chemical products side begin to innovate in a way that it hasn't done for years and years," says Vince Elliott, an industry consultant and president and CEO of Elliott Affiliates in Baltimore. "I'm excited by what I'm seeing, and the evolution is continuing."

Water electrolysis, ozone and hypochlorous acid are the three dominant types of activated water solutions in the marketplace today. None of them are "perfect," says Elliott, but they are good cleaners and can take the place of products such as glass cleaners, surface cleaners and sanitizers. None have yet been registered as disinfectants.

These activated water solutions each help reduce or eliminate the use of toxic cleaning chemicals.

"One of the great advantages of the activated water process is the products used ultimately break down into oxygen and water, so any potentially harmful effects are quite

easily dissipated by that strategy," says Elliott. "It's safer and healthier and better for the environment. So if you're into sustainability, it's a very innovative strategy to pursue."

Ideal Markets

Engineered water products have gravitated to certain markets, says Elliott.

"There's a heavy concentration of activated water products in the K-12 and college and university educational environments, as well as owner-occupied and commercial spaces," he says. "A lot is also being driven by building service contractors."

Engineered water products are being used to clean healthcare, veterinary and retail facilities. A wide variety of markets will continue to adopt engineered water technology, says Karla Leis, general manager for Orbio Technologies, Minneapolis.

"We are seeing the fastest adoption with building service contractors and end user customers in applications where image is important, there are a variety of surfaces to clean, and the high traffic of people requires a high cleaning frequency" she says. "We are seeing the most rapid adoption in education facilities, corporate campuses and large public venues."

Users that place a greater value on reduced costs throughout the entire supply chain are largely driving the increase in engineered water usage. A great advantage of engineered water products is that the manufacturing, transportation and storage

costs that are associated with traditional cleaning chemicals do not exist. This is because of engineered water's ability to be created on site.

For example, Orbio Technologies' On-Site Generation technology converts water, electricity and a small amount of salt into cleaning and antimicrobial solutions. The device is simply connected to a facility's tap water supply, a drain and a standard electrical outlet. The mixture of softened tap water and salt flows into an electrolytic cell, where the electrolysis process creates two streams: a cleaning solution and an antimicrobial solution. Those solutions are then dispensed into containers and machines that are used for cleaning.

"Customer awareness about the benefits of [On-Site Generation] has grown tremendously and it is becoming more and more 'normalized,'" says Leis.

Environmental awareness has also motivated end users to turn to engineered water products, since they are almost universally considered better for the environment. Not only do engineered water products have a smaller carbon footprint than their traditional products — again, from the reduced transportation and storage costs — but they're also scentless and residue free. Cleaning waste is less of a concern as well. When a mop bucket full of engineered water is dumped down the drain, it simply contains dirty water — not dirty water and chemicals.

"These products really move beyond green," says Elliott. "Even the [Environmental Protection Agency] will say that green products are five to 15 times less toxic than traditional cleaning products — but they're still toxic. These move beyond that realm, and I would call this, at the very least, extreme green."

Ozone Technology

Ozone is an oxidizer that deodorizes, sanitizes, and destroys bacteria, fungi, mold and allergens. Ozonated products quickly and safely convert back to oxygen.

"We use electronics to infuse extra oxygen out and into the water — that's a very simplified explanation," says John Hengsperger of Tersano Inc. in Oldcastle, Ontario, Canada. "In time, that solution just turns right back into water and oxygen again. Even though we create something that's a strong oxidizer, it's not a strong chemical. It's a safe, nontoxic chemical."

Ozone products can clean and sanitize

everything from hard floors and carpeting to stainless steel, counters, furniture and more.

"We'll replace your glass cleaner, neutral cleaner, stainless cleaner, all-purpose cleaner and your deodorizer. The only thing we won't replace is your hospital-grade disinfectant," says Hengsperger. "One customer we transitioned had 10 different chemicals, and we took them down to two: our product for the cleaning, then a disinfectant. The beauty of it as a cleaner is that it's also a sanitizer as well."

The goal is to change the product being used, not the way staff does its job, says Hengsperger. The ozone product is dispensed into bottles, mop buckets and extractors the same way traditional products are, and it's used to clean and sanitize in ways similar to traditional products. This makes it easier for cleaning staffs to transition to the new product.

Despite having a solution that is stronger than bleach and hydrogen peroxide, the safety rating of ozonated water is 0-0-0.

"If you get it on your skin, in your eyes or even if you drink it by accident, there's no harm done," says Hengsperger.

Additional savings for customers have included a dramatic drop in slip-and-fall lawsuits due to a lack of chemical residue on the floor and a higher gloss finish that helps customers delay or avoid stripping and rewaxing.

Hypochlorous Acid-based Products

Another player in the engineered and activated water scene is San Antonio-based GenEon Technologies, a design and development firm that has created multiple technologies using electrochemical activation to produce a hypochlorous acid-based cleaner, sanitizer and disinfectant, as well as a color-coded glass and general purpose cleaner, and a heavy-duty degreaser made from potassium.

"Engineered water is based on the platform of electrochemical activation," says John Shanahan, GenEon's vice president of sales and marketing. "All electrochemical activation until GenEon came along was based on the concept of taking salt water and electrifying it with a low voltage to get the sodium and chloride to separate, creating a stream of sodium hydroxide on one side and hypochlorous acid on the other."



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Hypochlorous acid is 80 to 200 times more effective than bleach as a disinfectant, he says, but it's nontoxic. In the past, the chemistry was understood, but the ma-

added easy-to-identify color-coded cleaners and degreasers."

One differentiator for these engineered water products is that they aren't clear. Us-

in many cases, engineered water products complement the chemicals distributors already sell

chines that separated the solutions were large and expensive.

"We thought, it's got to be as easy to use and as intuitive as a cell phone, and it should be affordable," says Shanahan. "So we looked at the technology, we shrunk the machines in size, and we stripped out some of the components and parts that we didn't feel were essential to the development of hypochlorous acid and

ing minerals and food-grade organic dyes, GenEon's glass and general-purpose cleaner is blue and its heavy-duty degreaser is green.

"That decision was made partly based on feedback from distributors, who wanted an easy way to sell and present products that users would be able to use and interpret with ease," says Shanahan. "We don't want our customer to be confused by two colorless liquids."

GenEon is working with the EPA to unveil one of the first-ever registered disinfectant in engineered-water form.

Helping Distributors Make The Sale

Everyone acknowledges that manufacturers and distributors have to make a living and that the sale of chemicals and related equipment has been a trusted way to do so. But manufacturers and distributors could be blindsided by technological advances if they don't embrace them soon.

"Customers look to their distributors for advice on best practices and new technologies, and they have come to expect their trusted distributor to help them understand the options and which products and technologies will provide the best solution for the application," says Leis.

Shanahan compares the current situation distributors are in to the one faced by telephone companies when mobile phones became more popular than landlines.

By helping distributors feel comfortable with and knowledgeable about engineered water products, manufacturers can help distributors see the technology as a sustainable profit center. This isn't about asking distributors to stop selling chemicals, because there will always be a market for them, says Shanahan.

"We never ask our distributors to choose between selling a traditional chemical to a client or selling our product; in many cases our technology complements the chemical they already sell," says Shanahan. "Our product becomes the technology that you go to the school district that your competitor has and you win the bid on that — not on a lower margin but a far higher margin, because our products have a higher gross profit than the chemicals they're selling today."

Embracing Innovation

Although distributors may have concerns about the industry impact of activated water products and on-site generation technologies, particularly in regard to their traditional chemical sales, there are long-term benefits for those distributors that introduce customers to these innovations, says Leis.

"Distributors that consider the long-term implications of a technology shift realize that being first to introduce their customers to innovations that deliver strong benefits in terms of cost savings, simplicity and sustainability will not only help them protect those customer relationships, but have the opportunity to win new business as well," she says.

Part of what engineered water represents are technology and innovation, says Shanahan, which are especially important to the next generation of workers entering the industry.

"These young people are technologists, who grew up with technology and want to sell technology," he says. "It will be very hard to recruit the youth into this business to sell urinal cakes."

Elliott urges both manufacturers and distributors to embrace technology and innovation, as they are integral to the evolution of the cleaning industry.

"While distributors are making money off the chemical sales, the training and the support, they need to develop an innovation team that is preparing to deliver tomorrow's technology and tomorrow's products," says Elliott. "In the next few years, you will see technology that moves beyond anything in the market today." ■

Lisa Ridgely is a freelance writer in Milwaukee. She is a former Deputy Editor of Sanitary Maintenance.



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A Budding Problem

As states legalize marijuana, distributors need to be aware of new odor issues that may arise

By Jonathan DePaolis

It's a tale as old as time ... or at least for as long as people have lit up this particular bud. Marijuana smoke comes with a certain pungent smell.

Measures have passed by voters in four states, plus Washington, D.C., allowing recreational use of marijuana. An additional 19 states allow marijuana to be used for medicinal purposes.

Along with the freedom of living uninhibited and toking up comes the responsibility — or prerogative of local businesses, at least — to ensure an odor-free area for customers or nearby patrons. In order to combat the pot smell problem, businesses have looked to the marketplace for odor control solutions — and several manufacturers have risen to the challenge.

Brian Coffey, the national sales manager of Fresh Wave IAQ, Long Grove, Ill., — which does business in the states that have legalized marijuana — has seen the marketplace grow.

"Mostly, it is in hospitality," says Coffey. "In Colorado, we've had a couple of customers come to us [because] they are seeing a lot of out-of-state visitors coming in, trying out the products in their hotel rooms and the [smoke] penetrates the walls."

In addition to hotels, marijuana sellers are looking for ways to deodorize their stores, says Todd Sauser, director of marketing, Nilodor Inc., Bolivar, Ohio.

Colorado voters approved recreational marijuana use in November 2012, and marijuana-selling stores opened in January 2014.

In Washington, voters also approved an initiative to legalize recreational marijuana in November 2012. Oregon voters approved a ballot measure in 2014 to allow for non-medical cultivation and use of marijuana.

Washington, D.C., also approved legalizing marijuana but restricted recreational use to private residences, greenhouses and garages.

Earlier this year, Alaskan voters also approved legalizing marijuana, but for the moment those 21 and over are only allowed to possess 1 ounce or less of marijuana and can only grow it on their private property. It currently is still illegal to use, buy or sell marijuana in public places in Alaska, but beginning in 2016, businesses will be allowed to sell the plant.

Removing Odor A Challenge

With different rules or restrictions in different states, one thing is consistent with marijuana — the need to eliminate odors.

"Like it or not, there are some negative connotations with marijuana odor out there," says Coffey.

Already the smell of cannabis is creating problems. According to an article in *The Oregonian*, police were called to a Philomath, Oregon, apartment because the repeated smell of marijuana was bothering neighbors. However, in this case, a court ruled that, unlike rotten eggs and raw sewage, pot is not legally offensive.

This is just one example of potential odor problems caused by the legalization of marijuana. When it comes to the smell of pot, businesses aren't looking to just hide or cover up the smell — they want it removed.

The problem, however, is that a lot of products on the market mask the odor with a fragrance instead of removing it.



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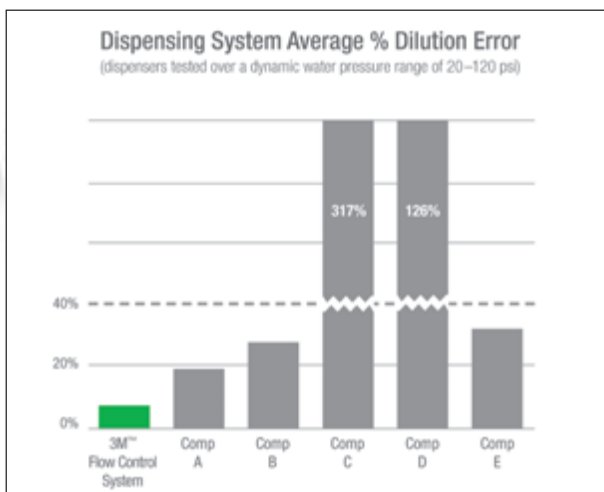
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3M offers a variety of cleaner concentrates that meet Green Seal® Standard GS-37.* They're also designed to be used with cold water instead of hot, helping to decrease energy use and prevent scalding.

“The 3M Flow Control System helps maximize accuracy, simplify dispensing and minimize waste,” says John Dyer, a Senior Research Specialist at 3M.

▶ EASY TO USE.

Building services employees find the 3M Flow Control features straightforward: the simple, two-dial design is easy to learn and simple to operate. This saves training and workforce time. The three-point locking system also limits chemical exposure and possible theft, ensuring safety while saving money.

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marijuana odors are not going to be limited to only one area

“They are able to tackle the odor for a limited amount of time, but it comes right back,” says Coffey. “Everything in our line is made up of essential oils and water. When you put that blend of essential oils into contact with an odor molecule, it breaks it down and eliminates it.”

Marijuana smoke odor can be a different challenge compared to other smells.

“Really, when you’re talking about marijuana odors, you’re talking about smoke or some residue from a plant,” says Coffey.

Aerosols and gels are common ways to neutralize the odor. Manufacturers also make water-soluble additives to be used with mopping solutions, says Sauser.

For larger jobs that need deep penetra-

tion to remove odors from carpet, upholstery and walls, distributors may need to offer a machine that emits dry vapor particles.

“The [hotel staff] rolls that machine in, turn it on and it puts out our product at a very small particle size,” says Coffey.

The vapor then penetrates the odor molecules, breaks them down at the particle level and dissipates the odor.

A Growing Problem

Even though public marijuana use is legal in only a handful of states, manufacturers have seen demand for marijuana odor control products grow during the last three years — and expect interest to increase.

“As long as the states keep legalizing

marijuana, I think there will be a demand just like anything else,” says Sauser. “It’s getting into the public sector, and not everybody is on board with it, so you need something to help control [the odors] or you’re going to have a lot of angry and upset customers or people.”

Ohio is attempting to pass legislation allowing recreational and medicinal use of marijuana, while Pennsylvania is proposing legislation for medicinal use. Measures failed in 17 states in 2015.

What could help the market expand for distributors is that it is not simply an odor problem for marijuana growers or dispensers. It can be a problem in every facility in a given state — and anywhere in that facility.

“When you think about where these odors are going to be, it’s not in one [area]. When most people think about odors, they think about the bathroom or restrooms,” says Coffey. “This is a different kind of problem, because it is everywhere: it’s in hallways; it’s in hotel rooms; it’s in rental cars.” ■

Jonathan DePaolis is a freelance writer based in Frankfort, Illinois.

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Quat Binding Is A **Serious Threat** In Foodservice Facilities

One in six people will get a foodborne illness.
Ineffective chemicals could be to blame

By **Becky Mollenkamp**

Quaternary ammonium chloride (quat) is an active ingredient in disinfectants that are used widely throughout the cleaning industry. These disinfectants are popular because of their effectiveness against germs, bacteria and viruses; their relatively low toxicity at proper dilution; low odors; and long shelf life.

When used properly, quat disinfectants can be very effective. But if used incorrectly, quat binding can occur, drastically reducing the cleaning efficacy.

Quat binding is still a relatively new and misunderstood issue in the jan/san industry. It is garnering more attention, however, because of its potential to negatively impact cleaning results.

The phenomenon of quat binding occurs when the active ingredient (quaternary ammonium chloride) becomes attracted to and absorbed into fabrics. The science behind how this happens is simple: Quats are positively charged ions, and cotton and other natural textiles are negatively charged; positive attracts negative.

The result is that at least a portion of the quat does not end up on the surface it is supposed to be cleaning. In fact, one study found that the quat level of disinfectant in a solution-filled pail was decreased by 50 percent after a cotton cloth was soaked in the pail for just 10 minutes. That means the solution applied to the surface with a cotton cloth would contain only half of the parts per million (ppm) listed on the label.

“As soon as this phenomenon occurs, the quat disinfectant is off label and in violation of federal law,” says J. Darrel Hicks, author of “Infection Prevention for Dummies.” “The worst part is that the disinfectant isn’t killing pathogens as it should and, in fact, may be producing microorganisms that are resistant to the disinfectant.”

Despite the troubling implications, many within the industry remain uninformed about quat binding.

Foodservice Dangers

Quat binding is a concern for anyone working in custodial services, but it may be most critical in foodservice areas. Although there has been a spotlight placed on the problem in health care, quat binding in foodservice remains center stage.

Industry manufacturers estimate that between 50 to 80



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percent of foodservice operations use cotton towels for front- and back-of-house cleaning.

“Cotton, paper and some nonwoven towels can bind up to 40 percent of sanitizer solutions, depleting the ppm to noncompliant levels based upon sanitizer manufacturer usage instructions, FDA food code and individual states’ food codes,” says Dawn Huston, director of product marketing for wipes in the Americas, AVINTIV, Inc., the parent company of the Chicopee brand, Charlotte, North Carolina. “When the towel binds the quat, a portion of the sanitizer is rendered unavailable to be applied to food contact surfaces and increases the risk for health code violations and foodborne illness outbreaks in restaurants.”

Awareness needs to grow given the seriousness of quat binding for an industry where health is a top concern.

One in six Americans — roughly 48 million people — get sick from eating contaminated food each year, according to the U.S. Centers for Disease Control and Prevention (CDC). In addition, about 3,000 people die each year from foodborne illness, states the CDC.

“It could cost a facility up to \$75,000 per outbreak,” says Tara Millar, product manager at ITW Pro Brands in Olathe, Kansas. “Plus, [cleaning operations] are throwing money out the window on chemicals because they are not being used properly.”

Although there are government regulations that require pH testing of chemicals in the foodservice industry, that has no real impact on quat binding.

“Testing the pH of chemicals and testing the available ppm of active ingredients in a quat are two totally different animals,” says Millar. “The tests are for two different qualities.”

When ppm is at problematic levels, it comes with consequences.

“In most states if the ppm of the sanitizer is too low it is a minor violation. In some states it is a critical violation, losing up to seven points on the health inspection score and requiring a follow-up visit by the inspector,” says Huston.

Workers in restaurants, cafeterias or breakrooms should follow the same policies and procedures to avoid quat binding as they use in other areas of the facility. Choosing nonquat products or switching to microfiber or micro denier textiles is critical.

“There is an education curve, and there needs to be a thought shift on how to sanitize effectively and properly,” says Millar.

Preventing Quat Binding

To reduce the threat of quat binding, custodial executives must train staff on the pros and cons of various disinfecting techniques. There are three ways disinfectants can be applied to surfaces.

- **Spray and wipe:** Directly applying disinfectant to the surface eliminates the potential of quat binding. Unfortunately, there are several downsides to this method, including difficulty covering hard-to-reach areas, and overspray and inhalation of the chemical.

- **Using a spray bottle** presents other issues related to ensuring dwell time on a surface for a minimum of 30 seconds to allow the sanitizer to be effective and aerosol dispersion impacting their patron’s dining experience,” says Huston.

- **Dip and wipe:** In this method, a dry cloth is dipped into disinfectant for a few seconds and then excess solution is wrung out. Although it can initially reduce the problem of quat binding, absorption can still occur over the time that the same cloth or mop is used.

- **Soak and wipe:** A common approach for disinfecting is to soak cloths in the quat solution for 10 minutes (or for many hours)

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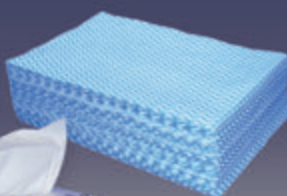
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before use. The biggest concern about this approach is that cotton cloths absorb quats.

Quat binding is not visible to the naked eye. This means that no matter what method is used for applying disinfectants, there are no signs one can look for in hopes of avoiding absorption problems.

"Therein lies the problem — the person using the disinfectant has no idea when it becomes ineffective, so they go along their merry way in blissful ignorance while people continue to get sick because the solution was ineffective," says John Scherberger, principal, Healthcare Risk Mitigation, Spartanburg, South Carolina.

So what can be done? First, although quat binding can't be seen, its occurrence can be detected using a special test kit. Distributors can offer their customers inexpensive quat test strips.

"The disinfectant should be tested, first with no cloths, mops or rags present," says Hicks. "If the test strip verifies the solution has the available ppm matching the product label, that is good."

the person using the disinfectant has no idea when it **becomes ineffective**

Once the solution passes muster, add mops, cloths or rags to the verified chemical and retest in five minutes. If the test strip now reveals that the solution is no longer within the label's ppm, the quat is off label and useless as a disinfectant, says Hicks.

Another important step in preventing quat binding is to evaluate the cleaning tools. Quats and cotton simply don't mix, so it's important to rid custodial closets of one or the other. Switch to hydrogen peroxide cleaners if wanting to keep cotton, says Hicks.

Rather than using cotton mops, terry cloth towels or t-shirt type rags for cleaning, use microfiber or micro denier textiles with quat cleaners.

"There is a small amount of quat binding with these textiles, but the amount is so insignificant it is a non-issue," says Scherberger.

To further simplify the process, some manufacturers offer disposable wipes made of textiles that are specifically designed to be soaked with quat disinfectants.

Other manufacturers offer quat disinfectants at concentrations sufficient to compensate for quat absorption. These products are diluted at such a level that even after textiles have absorbed the quat, there is still a sufficient concentration of the chemical to meet Environmental Protection Agency regulations for disinfectants.

Because of their cost and effectiveness, quat-based chemicals aren't going away anytime soon, which means quat binding will continue to plague restaurants and other foodservice facilities. With such a strong focus on disinfecting, distributors can help custodial managers guarantee proper disinfecting by taking a second look at chemical dilutions, textiles and application methods. **SM**

Becky Mollenkamp is a freelance writer based in St. Louis.

SANITARY MAINTENANCE

Visit us at Booth #1528

2015 ISSA/INTERCLEAN LAS VEGAS SHOW GUIDE



Pull-out
Exhibitor List
& Floor Plan

Meet The
Next ISSA
PRESIDENT

Four Day
Seminar
Schedule

Special supplement to the September issue of *Sanitary Maintenance* magazine

2015 ISSA/INTERCLEAN Show Guide

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**JOHN
BARRETT**
ISSA Executive Director

The business climate continues to shift and so must you. That is why this year's event is designed to provide you with the solutions you need to strengthen and grow. You'll leave with new contacts, new strategies and new insights.

For starters, you'll find more than 700 exhibitors — some of whom will be set up in the new Outdoor Exhibits, which will feature products that don't lend themselves to display indoors. Here you will see live demonstrations of high-pressure washers, gum removal equipment, propane burnishers and floor strippers, water reclamation products, rider sweepers and material handling equipment. Plus, an Airstream RV and a handful of semi-trucks — showcasing products and equipment — will also be parked in the area so you can rest assured that you will be able to find new supply lines and keep up to date with new products and innovations.

Back by popular demand is the Advanced Distributor Program track, which is tailored to your unique needs. But don't overlook the opportunity to glean the customer's perspective by sitting in on other sessions. You can take advantage of four days of education: from Tuesday, Oct. 20, through Friday, Oct. 23. Find out about hot topics such as infection control, green-cleaning trends, and how to navigate the industry's merger-and-acquisition environment.

Your knowledge will also deepen from this year's keynote speakers. First you'll hear from the team of fighter pilots at Afterburner, who will reveal the secrets of Flawless Execution — even in uncertain, fast-changing environments. Then acclaimed stand-up comedian

and longtime talk-show host Jay Leno will share his unique brand of everyday observations, as well as a lifetime of lessons and business insights in a private performance. Finally, investor Kevin O'Leary — “Mr. Wonderful” from TV's “Shark Tank” — will discuss what it takes to be successful in today's economy during the Excellence Awards Luncheon, Friday, Oct. 23, at 1 p.m. You'll also get to rub elbows with some of the industry's elite during this event, where the ISSA milestone members and ISSA Innovation Award and ISSA/INTER-CLEAN Best Customer Service Award winners will also be unveiled.

Finally, we understand that the cleaning business is all about people. So to maximize the networking opportunities, this year's Show Floor Happy Hour will encompass the whole exhibit space — inside and out — with more than 40 companies hosting hospitalities at their booths. Plan to stop by your favorites on Thursday, Oct. 22, from 4 p.m. to 5 p.m., to chat with colleagues, enjoy a beverage or snack, and pick up some raffle tickets for a chance to win some amazing prizes, including a GoPro camera and an all-expense paid trip to ISSA/INTERCLEAN 2016 in Chicago.

Thank you for making this week the one single greatest destination for leaders in the cleaning industry. We know your most precious commodity is time. So we've listened to your feedback and packed this event with education, opportunity and networking.

I hope you'll agree that it's time well-spent.

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Honoring Our Proud History



DAN WELTIN

Editor-in-Chief

*Sanitary Maintenance
and Contracting Profits*

During the ISSA Excellence Awards Luncheon, ISSA will honor long-standing members reaching a historic milestone. This year in Las Vegas, I'm proud to say that *Sanitary Maintenance* will be among those companies on stage as the publication celebrates 70 years of membership.

Sanitary Maintenance and ISSA's relationship dates back to even before the publication existed. *SM*'s predecessor, *Brooms, Brushes and Mops*, was present at the historic St. Louis meeting when seven distributors created ISSA, then called National Sanitary Supply Association (NSSA). *Brooms, Brushes and Mops* was made the association's official publication and its editor, Ed Kratsch, served as the first secretary, pro bono. Eventually, Kratsch left the publication and stayed with NSSA full-time until his untimely death in 1942.

With the association in desperate need of a secretary, the NSSA president urged *BBM* Publisher Harry Apple to fill the post. Though he initially hesitated, Apple agreed — again without compensation.

When Apple shed *BBM* and launched *Sanitary Maintenance* in 1943, the magazine still served as a mouthpiece for NSSA. In fact, the first issue included information about the recently concluded NSSA convention.

Over the years, as the association and its trade shows grew, so did our coverage. In 1951, the magazine began publishing the "Who's Who" brochure for the convention, listing vendor personnel at the show, booth numbers and the types of products on display. For 30 years, this booklet was an indispensable resource for navigating the sprawling show floor. That publication eventually evolved into the ISSA Show Guide that you're reading now.

Since both their inceptions, ISSA and *Sanitary Maintenance* have had the shared vision of informing distributors and improving the jan/san industry. We are proud of the fact that the association has repeatedly recognized our contributions to the industry. In 1977, Apple received the first Jack D. Ramaley Industry Distinguished Service Award. Apple's son Robert, who followed in his father's footsteps as publisher, received the same award in 1989. ISSA honored our current CEO, Bob Wisniewski, with its Young Executive Society (YES) Special Industry Achievement Award in 1992.

When a representative from *Sanitary Maintenance* takes the stage on Friday, Oct. 23, it will be in honor of seven decades of membership, but also for a partnership that runs even deeper.

Photo courtesy of ISSA





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ISSA/INTERCLEAN Booth 1157



CONVENTION HIGHLIGHTS

Schedule At A Glance



Photo courtesy of ISSA

MONDAY, OCTOBER 19

ISSA Golf Tournament, benefiting the ISSA Foundation (at Arroyo Golf Club at Red Rock).....12:30 p.m.
CIMS: ISSA Certification Expert (I.C.E.) Workshop Part 1..... 1 p.m. – 5 p.m.

TUESDAY, OCTOBER 20

ISSA Convention Seminars..... 8 a.m. – 5 p.m.
IICRC Basic Skills Commercial Carpet Care Maintenance Certificate Program 8 a.m. – 11:45 a.m.
CIMS: ISSA Certification Expert (I.C.E.) Workshop Part 2..... 8:30 a.m. – 11:30 a.m.
ISSA Lunch and Learn 11:45 a.m. – 12:45 p.m.
CITS: Accredited Certification Trainer (A.C.T.) Workshop Part 1 1 p.m. – 5 p.m.
IICRC Basic Skills Hard Floor Maintenance Certificate Program..... 1 p.m. – 5 p.m.
Women's Forum 3:30 p.m. – 5 p.m.

WEDNESDAY, OCTOBER 21

Keynote Address with Afterburner 8 a.m. – 9:30 a.m.
Exhibit Hours 9 a.m. – 5 p.m.
ISSA Convention Seminars On The Trade Show Floor 10 a.m. – 5 p.m.
CITS: Accredited Certification Trainer (A.C.T.) Workshop Part 2 10 a.m. – Noon

THURSDAY, OCTOBER 22

Keynote Address with Jay Leno 8 a.m. – 9:30 a.m.
Exhibit Hours 9 a.m. – 5 p.m.
ISSA Convention Seminars On The Trade Show Floor 10 a.m. – 5 p.m.
CMI Supervisor Session Part 1 1 p.m. – 5 p.m.
Show Floor Happy Hour..... 4 p.m. – 5 p.m.
ISSA LinkedIn Reception 4 p.m. – 5:30 p.m.

FRIDAY, OCTOBER 23

Exhibit Hours (includes show floor education)..... 9 a.m. – 1 p.m.
ISSA Excellence Awards Luncheon and Closing Keynote Address with Kevin O'Leary 1 p.m. – 2 p.m.
CMI Supervisor Session Part 2 2 p.m. – 5 p.m.
ISSA Convention Seminars..... 2:15 p.m. – 4 p.m.

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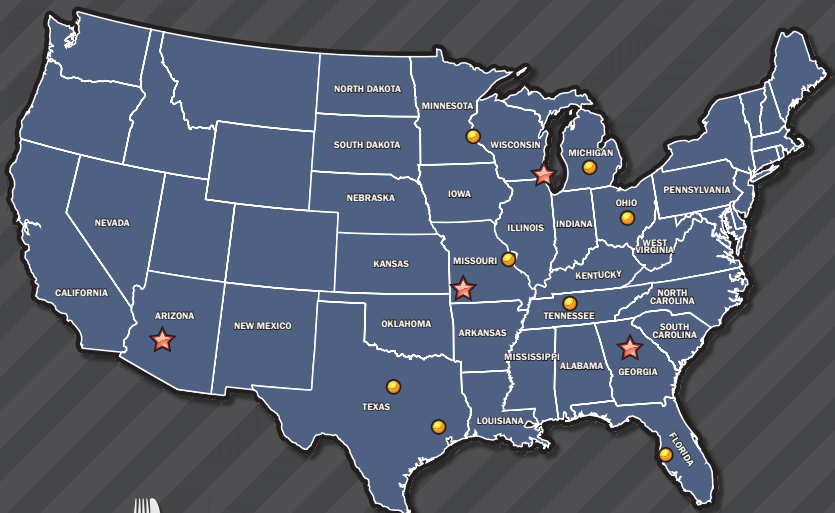
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JIM SCHINNER
CHAIRMAN

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From identifying opportunities, to formulating solutions, RJ Schinner is dedicated to being your partner in success, helping you grow your top line and bottom line.

For over 60 years RJ Schinner has proudly been serving the janitorial supply, packaging, and food service industries. As our industry continues to experience change and disruption, RJ Schinner is committed to providing our customers with superior personal service and performance.



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CONVENTION HIGHLIGHTS

New for 2015

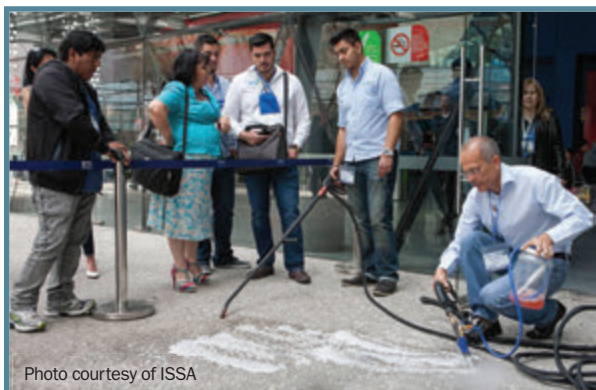


Photo courtesy of ISSA

Outdoor Exhibit Space

The show floor, open Wednesday through Friday, has a new addition this year — an outdoor exhibit area. Attendees can take advantage of the beautiful Las Vegas weather and step outside to check out new and exciting product demonstrations. ISSA will host a bar in this new area during the Show Floor Happy Hour on Thursday, Oct. 22, from 4 p.m. to 5 p.m., allowing attendees to connect with the people behind the brand and enjoy great food and drinks.

Excellent Idea Contest

Cleaning industry professionals have the opportunity to catch the attention of Kevin O'Leary, investor and host of "Shark Tank," with their best solutions to common business challenges.

Prior to the convention, attendees submitted their elevator pitch for the greatest solution to any business challenge in a short video.

O'Leary will announce his choice of "Solution Guru" during his keynote address at the ISSA Excellence Awards Luncheon on Friday, Oct. 23, and will play the video of the winning solution for the audience. He'll also describe why the innovative idea hits home.

More Time For Networking

The Show Floor Happy Hour, running from 4 p.m. to 5 p.m. on Thursday, Oct. 22, has always been a popular networking opportunity. For the last two years, ISSA has added its LinkedIn Reception to the party. This year the fun lasts longer, as the reception — taking place outside the ISSA Resource Center — will run a half hour past the overall Show Floor Happy Hour to allow attendees the opportunity to visit booths during the happy hour and still have time to make it to the reception for drinks, food and a chance to win great prizes.



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Secrets Of Flawless Execution



AFTERBURNER, INC.

Global Team Of Real
Fighter Pilots

Wednesday, Oct. 21
8 a.m. – 9:30 a.m.

Flawless Execution isn't about perfection, it's about the relentless pursuit of flawless outcomes. This simple, scalable methodology is key to harnessing the power of complexity, according to **AFTERBURNER INC.**, a team of elite military professionals trained to instruct groups to pursue Flawless Execution.

Members of the group will be on hand to reveal the secrets of flawless outcomes at ISSA/INTERCLEAN 2015 on Wednesday, Oct. 21. Attendees will learn how to reach mission-oriented goals, overcome threats, maintain flexibility and, most importantly, be in full fighter form every single day. Attendees will also see rare cockpit footage and state-of-the-art graphics that will keep them on the edges of their seats.

Founded by U.S. Air Force fighter pilot Jim "Murph" Murphy in 1996, Afterburner trains organizations around the world in the simple, scalable improvement processes of Flawless Execution. Utilized by elite military teams around the world, the Flawless Execution model is a proven success tool for high-stakes missions that

allow for zero failure. It integrates sound organizational development and combat-proven methodologies into the processes and actions of all team members. The result is a refined process that produces achievable goals and, ultimately, a successful outcome.

Afterburner's team has a powerful mix of combat experience combined with extensive business skills. Many members are graduates of top business schools and academies.

Flawless Execution is dynamic and powerful because it is simple to use, yet the effects are lasting. The results are disciplined, coordinated and predictable. Afterburner says your team can improve execution and stay one step ahead of the competition in four simple steps (see sidebar).

The Afterburner team has trained more than 100 *Fortune* 500 companies on the Flawless Execution Model. Afterburner has also been on the *Inc.* 500 list of fastest growing companies twice.

The Flawless Execution Model

Plan — The plan starts with an objective that is clear, measurable and achievable and supports your company's overall strategy.

Brief — Communicate the plan. It is essential that people on the front lines know the leadership's exact expectations. Businesses ignore this — often at their peril.

Execute — Even with a solid plan and a good brief, a mission can still fail due to Task Saturation or task overload. Task Saturation is the reality or perception of having too much to do without the time or resources to accomplish it. Even with appropriate resources, people

still must manage conflicting priorities. As Task Saturation increases, performance decreases; therefore, Afterburner assists teams in combating Task Saturation by identifying resources and managing priorities.

Debrief — After each mission, Fighter Pilots hold a nameless, rankless debrief. Each person, without fear of reprimand, rehashes what worked, what did not work, and why both the good events and the bad events occurred. They then take the key lessons learned from the debrief and apply them to the next plan. Debriefing speeds up learning. It fine tunes the processes that ensure success.

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Funny Business



JAY LENO

Comedian And TV
Talk Show Host

Thursday, Oct. 22
8 a.m. – 9:30 a.m.

Known for his trademark large chin, witty pop-culture references and snarky humor, **JAY LENO** graced television screens every weeknight for two decades.

On Thursday, Oct. 22, attendees of ISSA/INTERCLEAN 2015 will get an up-close chance to laugh with the standup comedian and former talk show host as he shares his unique brand of everyday observations and a lifetime of lessons and business insights.

With his everyman style and personality, Leno, often billed as the hardest-working man in show business as host of “The Tonight Show” for nearly 20 years, will help attendees ponder life’s oddities and make them think twice about their business perspectives. Don’t be surprised if Leno sprinkles in some new comedy material, as well.

Before becoming the king of late night television, Leno honed his comedy in clubs all over the country, sometimes booking as many as 300 gigs a year in the 1970s. In addition to his stand-up career, Leno began his career in television and film, writing behind the scenes and making appearances on television shows such as “Good Times” and “Welcome Back, Kotter,” as well as films “American Hot Wax” and “Silver Bears.”

Leno’s major break came in March 1977, when he performed a stand-up routine on “The Tonight Show Starring Johnny Carson.” Ten years later in 1987, Leno, who served as a regular guest host, was named the permanent guest host of “The Tonight Show.” When Carson retired in 1992, NBC passed the torch on to Leno. Leno hosted his first show as Carson’s successor on May 25, 1992, with comedian Billy Crystal as his first guest.

Even though he took over “The Tonight Show” desk full-time, Leno never stopped touring on the comedy circuit, where he averaged 150 gigs a year.

While host of “The Tonight Show,” Leno was beloved for his hysterical monologues, celebrity interviews and his “Headlines” feature, where he would roast real newspaper headlines that should have never made it into print. Another popular skit was his “Jaywalking” segment, where he would ask people on the streets of Los Angeles basic questions they often would answer incorrectly.

Leno’s reign as the host of “The Tonight Show” ended in 2014. His final show, episode, 4,610, was on February 6, 2014, with his final guest, Crystal, and musical guest, Garth Brooks, along with a few surprise guests.

Under Leno’s leadership, “The Tonight Show” garnered four Emmy Awards, and Leno was awarded numerous accolades, including a star on Hollywood’s Walk of Fame in 2000 and induction into the Television Academy Hall of Fame in 2014. Leno’s “The Tonight Show” attracted more than five million nightly viewers.

Nowadays, the “retired” Emmy award winner is the host and producer of “Jay Leno’s Garage,” an auto-centric television show that details his avid collection of classic automobiles and motorcycles. Leno has also maintained an active schedule as a touring stand-up comedian, appearing in 200 live performances a year in venues across the United States and Canada, as well as charity events and USO tours. In addition, he is a best-selling children’s author, corporate speaker, movie voice-over artist and philanthropist.

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How You Can Be A Successful Entrepreneur



KEVIN O'LEARY

Investor And Host Of
"Shark Tank"

Friday, Oct. 23, at the
ISSA Excellence Awards Luncheon
1 p.m. – 2 p.m.

KEVIN O'LEARY is no stranger to business success. On Friday, Oct. 23, during the ISSA Excellence Awards Luncheon, O'Leary, a successful investor and host of ABC's television show "Shark Tank," will share what it takes to be successful in today's volatile economy. He'll also give the audience a taste of what it's like to enter the "Shark Tank" when he chooses the winner of the ISSA Excellent Idea Contest.

Attendees will hear O'Leary's unique observations from his six years as an investor on the hit reality show, including what every manager can learn from the companies made famous on the program. O'Leary's advice comes from a career of building and managing multiple businesses and being an investor in hundreds more. His no-nonsense approach is a refreshing way to examine the reasons for failure in business and how to identify the building blocks of success.

After garnering extraordinary success at the computer software company he founded and sold for \$4 billion to Mattel, O'Leary found himself on television, quickly becoming a sought-after host and personality on a range of television shows, including "Shark Tank" and CBC's "Dragons' Den." He is also an entrepreneur/investor co-host for the Discovery Channel's "Project Earth," which explores innovative ways humankind could reverse global warming through large-scale geo-engineering projects.

O'Leary recently launched O'Leary Funds, an investment fund company, O'Leary Ventures, which focuses on partnering with startups, O'Leary Fine Wines, and a best-selling book series on financial literacy. In his first book, "Cold Hard Truth On Business, Money & Life," O'Leary describes his incredible journey from his sometimes difficult childhood to the way he built his first company, managed personal pressures and achieved remarkable success. In his follow-up, "Cold Hard Truth On Men, Women & Money," O'Leary details how getting a handle on finances can be challenging at any age. No matter their age, O'Leary's advice will help readers make and keep more money. His latest book, "Cold Hard Truth On Family, Kids & Money," picks up where his last personal finance book left off, offering another 50 common money mistakes.

In 2014, O'Leary founded O'Leary Financial Group, a group of brands and services that share his principles of honesty, directness, convenience and above all, great value.

He is also chair of O'Leary Funds, the manager of the publicly traded family of O'Leary Global Equity and Income Funds. In addition, O'Leary is a contributing columnist to CTV, BNN and the Bell Media Radio Network, and a contributor to CNBC, ABC News and "Good Morning America."

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ISSA/INTERCLEAN Booth 1229

EDUCATIONAL EVENTS

Seminar Schedule

MONDAY, OCT. 19

1 p.m. - 5 p.m.

CIMS: ISSA Certification Expert (I.C.E.) Workshop Part 1

Attendees of this workshop will learn how to lead their customers' cleaning organizations through the CIMS and CIMS-GB certification process. The workshop will discuss the challenges cleaning organizations face so participants can be prepared to offer cost-saving solutions.

Separate registration required: \$995 for ISSA members, \$1,595 for nonmembers.

TUESDAY, OCT. 20

8 a.m. - 11:45 a.m.

IICRC Basic Skills Commercial Carpet Maintenance Certificate Program

Speaker: Richard Bodo

Attendees will learn how to maintain and restore carpeting in both commercial and residential facilities. Participants meeting session requirements will earn a certificate.

Separate registration required: \$140.

8:30 a.m. - 11:30 a.m.

CIMS: ISSA Certification Expert (I.C.E.) Workshop Part 2

A continuation of Monday's CIMS I.C.E. workshop.

9:30 a.m. - 10:15 a.m.

Gender And Generations: Driving New Leadership

Speaker: Tracey Wilen

For new organization leadership, look within at women and younger employees. During this session, Wilen will share findings from the new book "Women Lead," based on interviews with 200 female leaders and surveys of more than 3,000 managers of both genders across multiple industries. Participants will learn why quality leadership matters more than gender, why women are critical at the negotiating table, and more.

9:30 a.m. - 10:15 a.m.

Advanced Distributor Program: Selling Value with Business Solutions

Speaker: Dave Frank

Distributors will learn an industry-proven model they can take back to their companies. Attendees will be challenged to rethink their sales approaches, analytical tools and B2B deliverables.

Photo courtesy of ISSA



EXHIBITOR LIST- continued

Megall Industries (Qingdao) Ltd.	618	Paket Corp.	482	Rolite Co.	3095
Mercantile Development, Inc.	661	Palmer Fixture Co.	1211	Ron-Vik, Inc.	3764
Met-All Industries.	537	Panasonic Corp. of North America	3829	Root-Lowell Manufacturing Co./RL Flo-Master.	2220
Micro Essential Laboratory	873	Pancomp International Ltd.	668	Rosemor International Ltd.	725
MidLab, Inc.	932	Paperless Proposal.	573	Royal Paper, Inc.	3409
Midwest Rubber Service & Supply Co.	3715	Paracipise Systems, LLC.	168	Royce Rolls Ringer Co.	861
Midwest Specialty Products, LLC.	3762	Pathosans	346	Rubbermaid Commercial Products, Inc.	1117, 10006
Miele, Inc.	176	PDQ Manufacturing, Inc.	3201	S.M. Arnold, Inc.	519
Milazzo Industries, Inc.	612	Perfect Products, Inc.	1265	S.P.E. Elettronica Industriale	2695
Millennium Mats Co.	3090	Perform Manufacturing, Inc.	373	Saalfeld Redistribution	3357
Milwaukee Dustless Brush/Gordon Brush		Peter Greven Skin Care	134	The Safety Zone.	125
Wisconsin.	533	Petoskey Plastics	1995	Salt Depot, Inc.	3406
Minuteman International, Inc.	1646	PIC Business Systems	3094	San Jamar	928
Misco Products Corp.	3237	Pitt Plastics, Inc.	3229	Sanitary Maintenance	1528
Mi-T-M Corp.	2929	PLUSLUX, LLC.	677	Santoemma S.r.l.	613
Mobile-Pack, LLC.	387	Polyfun Plastic Products Co. Ltd.	1189	Sapphire Scientific.	3077, 11008
Moerman Americas.	1793	POPS Technologies, LLC.	3849	SCA	2047, 11000
MoeWorks, LLC.	1974	Portico Systems, LLC.	790	Scensible Source Co.	653
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Note: Exhibitor List and Floor Plan are accurate as of August 24, 2015. Advertisers are highlighted.

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We look forward to seeing you in Las Vegas. Be sure to stop by booth #1528.



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SANITARY MAINTENANCE Booth #1528

Exhibit Hall Hours
Wednesday, Oct. 21 | Thursday, Oct. 22 | Friday, Oct. 23
9 a.m. - 5 p.m. | 9 a.m. - 5 p.m. | 9 a.m. - 1 p.m.

10:30 a.m. - 11:15 a.m.

Cleaning For Infection Control: Not Just Spray And Wipe!

Speaker: Nicole Kenny

A variety of recent research studies will help attendees make the case for successful implementation of an overall cleaning and disinfection program. Attendees will learn how to identify desired traits of disinfectants and best practices for using disinfectants to minimize occupational health and safety concerns, while still meeting infection prevention needs.

10:30 a.m. - 11:15 a.m.

Hot Topic Session - TBD

Speaker: TBD

ISSA is saving this spot for a topic of timely relevance that will be important to attendees come October.

11:45 a.m. - 12:45 p.m.

Lunch And Learn: Slicing Through The Noise: Powerful Communication For Leadership And Professional Success

Speaker: Barry Maher

Attendees of this networking lunch will leave with better communication skills in order to interact with all types of people. Maher will teach easy, effective persuasion techniques, as well as tactics for overcoming communication problems that could derail business relationships.

Separate registration required: \$29.

1 p.m. - 5 p.m.

IICRC Basic Skills Hard Floor Maintenance Certificate Program

Speaker: Bill Griffin

Gain a comprehensive understanding of how to clean, maintain and care for hard floors. Attendees will learn how to identify each floor type and perform maintenance, restorative work and routine tasks. They'll also receive cleaning, polishing, and spot and stain removal tips.

Separate registration required: \$140.

1 p.m. - 5 p.m.

CITS: Accredited Certification Trainer (A.C.T.) Workshop Part 1

This workshop teaches the trainer how to improve necessary workplace skills. With A.C.T. accreditation, ISSA can position professionals to train, proctor exams and help confer certification. CIMS I.C.E. certification is a prerequisite for this class.

Separate registration required: \$995 for ISSA members; \$1,595 for nonmembers.

1 p.m. - 1:45 p.m.

Behind The Broom: Are Your People On The Same Page?

Speaker: Kevin Keeler, Judy Giles, Lance Witschen

The "Behind the Broom" authors will instruct how to create and implement operational standards to improve cleaning, workplace culture and the bottom line. Tips to be shared include expanding technology use, communicating cleaning systems to stakeholders, gathering worker input, validating through certification, and celebrating success.

1 p.m. - 1:45 p.m.

Grow Your Business While Others Shrink

Speaker: Jim Pancero

Working harder for a shrinking share of the market? Sales managers can sell their way out of this dilemma by following four immediately implementable growth initiatives: coaching weaknesses, increasing prospecting time, shifting leadership styles, and getting more involved. Attendees will take home a detailed program workbook with steps to bring these opportunities back to their sales teams.

1 p.m. - 1:45 p.m.

Society 3.0 - The Future Of Work

Speaker: Tracey Wilen

The modern workforce requires individuals and firms to have an actively engaged workplace. Advice from the book "Society 3.0" will be shared, as well as lessons from the healthcare, media, automotive and manufacturing industries.

1 p.m. - 1:45 p.m.

The Winning Numbers Behind Sustainability

Speaker: Steve Ashkin

For those with a strong green cleaning program, sustainability is the next business requirement. Tap into the enormous amount of research available in the United States and abroad to determine what sustainability information needs to be measured, tracked and reported. Attendees will learn specific opportunities and tools to help meet customer reporting needs, and find solutions that internally reduce environmental impact and save money.

1 p.m. - 1:45 p.m.

How to Become A Pro Using ISSA Tools

Speaker: Jaime Herrera

This training-session, presented completely in Spanish, will provide an overview of the tools and resources that ISSA provides to its members. Facility managers, cleaning supervisors and managers will learn how to design quality systems, develop cleaning services that protect public health, improve the environment and increase the bottom line.



EDUCATIONAL EVENTS

Photo courtesy of ISSA

TUESDAY, OCT. 20

1 p.m. - 1:45 p.m.

Advanced Distributor Program: Strategic Pricing For Distributors

Speaker: Brent Grover

Don't delegate pricing to the sales team — it's too time-consuming. For smaller customers, this job should be given to support staff. For larger clients, give sales pros sophisticated and analytical market data. In this session, distributors will learn to implement a plan that breaks pricing down by customer segment and product line.

2 p.m. - 2:45 p.m.

Behind The Broom: Steer Your Operations Away From The Cliff

Speakers: Kevin Keeler, Judy Giles, Lance Witschen

The "Behind the Broom" authors will share how a quality-control program can get attendees' operations moving in the right directions. Staff inspections — and communicating those results across the organization and client base — can improve operations and expand overall business.

2 p.m. - 2:45 p.m.

Career Coach: Marketing In The Digital Age

Speakers: Tim Wolf, Marc Collings, Stephane Dagenais, Bonnie Yatkeman, Irina Kem

Marketing is complicated. Messages compete with a bombardment of digital content, and recipients' attention spans are short. Improving marketing messages can be just as complicated, sorting through buzzwords such as clickability, engagement, gamification, big data and advertainment. ISSA's Young Executive Society (YES) has assembled a panel discussion to teach the tools and tricks of marketing in today's digital age.

2 p.m. - 2:45 p.m.

Help Facilities Save Money And Reduce Environmental Impact

Speaker: Steve Ashkin

Building owners and facility managers are focused on reducing their total operating expenses, which includes more than cleaning. Service providers need to move away from discussing the direct cost of cleaning and instead focus on the spend on energy, water, waste and other expenses. Distributors, service providers and manufacturers will learn about strategies, processes and products that can help their customers save money and reduce environmental impacts.

2 p.m. - 2:45 p.m.

Advanced Distributor Program: Filling The Glass For Sales Success

Speaker: Barry Maher

Maher will skip the fluff and focus on the business nitty-gritty by sharing practices from his bestselling book "Filling the Glass: The Skeptics Guide to Positive Thinking in Business." Distributors will learn sales strategies and motivation tips that can help transform both experienced veterans and green rookies.

2 p.m. - 2:45 p.m.

Straight Talk

Speaker: Larry Johnson

Honesty in business is rare. Whether its fear of reprisal, natural timidity or not wanting to hurt feelings, many employees avoid telling the truth. With this session, establish a new standard of communication — encouraging candid discussions, expression of opinions and healthy debate. Learn how to create a culture of accountability and responsibility, and conduct difficult conversations without fracturing relationships.

3 p.m. - 4:45 p.m.

IICRC Hard Surface Program: The Art And Mystery Of Hard Surface Flooring

Speakers: Mark Warner, Stan Hulin, Claudia Lezell, Paul Pleshek

Five sessions are rolled into one with this information-packed review of hard floor care's hottest topics, complete with a Q&A. Attendees will hear a summary of the state of hard surface flooring, as well as review the evolution of new hard surfaces, including green flooring. Discussion will also include floor safety standards, slip-and-fall issues and flooring inspections.

3 p.m. - 3:45 p.m.

Attract The Best Millennials To Your Sales Team

Speaker: Jim Pancero

The Millennial generation is businesses' greatest opportunity to replace retiring Baby Boomers. But how can executives position their companies to attract these young workers? Attendees will learn the different motives, interests and opportunities Millennials pose. Also, learn how to maximize the performance of this next-generation sales team.

3 p.m. - 3:45 p.m.

Advanced Distributor Program: Mergers And Acquisitions For Distributors

Speaker: Brent Grover

For those considering buying or selling a distributor business, this is a must-attend session. Grover will give a preview from his much-anticipated book, "The NAW Guide to Distributor Mergers & Acquisitions." Distributors will gain insights from a study of more than 100 recent industry transactions, their valuation methods and deal structures. Highlights from six in-depth interviews with professional advisors about their hands-on experience will also be shared.



The image shows a collection of Spring Grove products including a roll of paper towels, a box of tissues, and several containers of disinfectant spray. A hand is shown using a paper towel to wipe a surface. The Spring Grove logo, a stylized 'S' inside a circle, is visible in the top left corner of the image area.

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EDUCATIONAL EVENTS

TUESDAY, OCT. 20

3 p.m. - 3:45 p.m.

Listening: Your Key To Extraordinary Leadership

Speaker: Scott Hunter

One of the qualities of effective leaders that is under-appreciated is the ability to listen. Every great leader listens in a way that allows people to experience being heard, appreciated, acknowledged and known. In this program, attendees will discover how being an effective listener can be the key to success as a leader.

3 p.m. - 3:45 p.m.

CIMS: The Professional Standard For Clean, Healthy And Sustainable Facilities

Speaker: Dan Wagner

Proper cleaning can produce healthy and productive indoor environments. ISSA's CIMS and CIMS-GB certifications can serve as a benchmark to deliver an unprecedented level of professionalism and customer value.

3:30 p.m. - 5 p.m.

Women's Forum

Speaker: Panel Discussion

Industry executives and members of the ISSA Hygieia Network will discuss the opportunities and trends women should be aware of as they pursue careers in the cleaning industry.

A networking cocktail reception will follow the session.

4 p.m. - 4:45 p.m.

Creating An Insanely Positive Workplace Culture

Speaker: Larry Johnson

Apply the same management practices that *Fortune* magazine's "100 Best Companies To Work For" employ to inspire positivity amongst their employees. Attendees will learn recruitment strategies that maintain, grow and develop office culture; performance feedback best practices; and proven motivation and engagement tactics.

4 p.m. - 4:45 p.m.

Advanced Distributor Program: Sales Wisdom Of The Dinosaur

Speaker: Dave Fellman

Just because the business world has changed doesn't mean that sales fundamentals have to change, too. Fellman's fast-moving session will cover numerous examples of Dinosaur Wisdom worth revisiting to ensure success in any sales environment. Distributors will learn what makes a buyer tick, how to use it to turn them into a customer, as well as other valuable advice regarding customer communications and negotiations.



Photo courtesy of ISSA

4 p.m. - 4:45 p.m.

The Spoken Word: Your Access To Power

Speaker: Scott Hunter

Studies indicate that 70 percent of American workers have “checked out.” Business executives and supervisors need to hone their ability to speak in a way that engenders hope, confidence and enthusiasm within their organizations. Attendees will discover the true function of language and how to best provide leadership for employees.

WEDNESDAY, OCT. 21

10 a.m. - Noon

CITS: Accredited Certification Trainer (A.C.T.) Workshop Part 2

A continuation of Tuesday’s, CITS A.C.T. workshop.

11 a.m. - 11:45 a.m.

7 Steps To Marketing Success

Speaker: Jean Hanson

Learn how to create a marketing system that produces consistent and predictable results, instead of trying hit-or-miss tactics on the fly. This session will teach attendees to produce content that builds trust, educates and gets attention. Also discover a systematic approach to generating leads.

This session takes place at the ISSA Education Theater on the trade show floor.

Noon - 12:45 p.m.

Selling Clean As Risk Management

Speaker: Rosie Rangel

Learn how to use the ISSA Value of Clean tools to make the case for proper cleaning as a way to invest in reduced workplace safety risks and increased profits. Attendees will also learn the lingo that helps them network with risk management and safety officers — the people who can help them secure budget requests.

This session takes place at the ISSA Education Theater on the trade show floor.

Photo courtesy of ISSA



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EDUCATIONAL EVENTS

WEDNESDAY, OCT. 21

1 p.m. - 1:45 p.m.

Combating Public Enemy #1: Infectious Pathogens

Speaker: Rosie Lyles

Dangerous germs are everywhere. If the proper cleaning actions are not taken daily, it puts public health at risk. No matter the facility, cleaning professionals need effective infection prevention protocols. This session will cover common community-acquired infections and how they can spread. Lyles will also identify the financial burdens associated with infection outbreaks and how to communicate the value proper infection control protocol can provide facilities.

This session takes place at the ISSA Education Theater on the trade show floor.

2 p.m. - 2:45 p.m.

Patient Room Cleaning Times

Speaker: Keith Sopha

Although cleaning and disinfection are important in controlling nosocomial infections in hospitals, there are very few benchmarks available for time standards. This session will review the Best Practices for Environmental Cleaning for the Prevention and Control of Infections developed by the Provincial Infectious Diseases Advisory Committee. Sopha will also cover research that helps determine how much time is required to clean and disinfect based on best practices.

This session takes place at the ISSA Education Theater on the trade show floor.

3 p.m. - 3:45 p.m.

State Of The Residential Cleaning Industry

Speaker: Panel Discussion

Members of Association of Residential Cleaning Services International (ARCSI) will provide an update of current issues affecting the residential cleaning industry.

This session takes place at the ISSA Education Theater on the trade show floor.

4 p.m. - 4:45 p.m.

IEHA Educational Theater Session

Speaker: Panel Discussion

Members of IEHA will present information relevant for in-house service providers.

This session takes place at the ISSA Education Theater on the trade show floor.

Photo courtesy of ISSA



THURSDAY, OCT. 22

10:30 a.m. – 10:50 a.m.

Custodial Training Roundtable

Speakers: Marion Ivey, Mickey Crowe, Bill McGarvey, Bill Griffin
Brant Insero moderates this roundtable of master trainers as they field questions about training front-line and supervisory staffs.

This session takes place at the ISSA Education Theater on the trade show floor.

11 a.m. - 11:45 a.m.

CITS: Strengthening Your Service-Profit Chain

Speaker: Lucas Wendt
Better service from the frontline will lead to greater customer satisfaction and profitability. Learn how ISSA's training verification and professional certification program, the Cleaning Industry Training Standard (CITS), can increase professionalism among frontline janitors.

This session takes place at the ISSA Education Theater on the trade show floor.

Noon - 12:45 p.m.

Creating A Culture Of Promotion

Speaker: Liz Trotter
A lot goes into creating a successful business and a place where great employees want to work. Learn how to design a company structure that promotes advancement opportunities. Attendees will also learn ways to discover if and when an existing employee has the skills to be considered for promotion. Trotter will also cover how to counsel and coach an employee who asks for a promotion before they're ready for the move.

This session takes place at the ISSA Education Theater on the trade show floor.

1 p.m. - 1:45 p.m.

CETA Educational Theater Session

Speaker: Panel Discussion

Insightful and timely information will be provided by members of Cleaning Equipment Trade Association (CETA).

This session takes place at the ISSA Education Theater on the trade show floor.

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EDUCATIONAL EVENTS

THURSDAY, OCT. 22

1 p.m. - 5 p.m.

CMI Supervisor Session Part 1

The Supervisor and Management Boot Camp is designed to improve both technical and soft skills involved in cleaning, maintaining and servicing facilities. This course is suited for aspiring entry-level workers, as well as tenured professionals wanting to increase their education and learn new management techniques.

Separate registration fee is required. Visit www.issa.com for more information.

2 p.m. - 2:45 p.m.

Fill Your Marketing Hourglass

Speaker: Jean Hanson

Rather than being a sales funnel focused on generating leads, the marketing hourglass emphasizes the importance of creating a total customer experience. Learn seven steps linked to specific business actions that are designed to move prospects and clients logically through the stages of the buying process. Hanson will provide an interactive tool so attendees can build their own "Marketing Hourglass."

This session takes place at the ISSA Education Theater on the trade show floor.

3 p.m. - 3:45 p.m.

Going Viral: Understanding Public Infection Spread

Speaker: Dr. Charles Gerba

In today's highly mobile world, infectious outbreaks can multiply quickly within a single building and travel across large distances within 24 hours. Dr. Gerba, aka Dr. Germ, will discuss real-world examples of how cleaning professionals can reduce risks and associated costs in facilities where diseases can spread rapidly.

This session takes place at the ISSA Education Theater on the trade show floor.

FRIDAY, OCT. 23

10 a.m. - 10:45 a.m.

Improving Customer Retention and Employee Retention In Tandem

Speaker: Derek Christian

Residential cleaning customers want to see the same faces in their homes each week — it builds trust between customers and service providers. At the same time, employees like to develop solid working routines with the same customers. Christian will detail a simple, but powerful, program to engage employees through personal goal setting and motivation, for the purpose of improving service quality and customer retention.

This session takes place at the ISSA Education Theater on the trade show floor.

Photo courtesy of ISSA



2 p.m. - 5 p.m.

CMI Supervisor Session Part 2

A continuation of the Supervisor and Management Boot Camp from Thursday.

2:15 p.m. - 3 p.m.

Cost Savings Through Safety Regulatory Compliance

Speaker: Bill Fellows

"Safety first" is a commonly repeated mantra — and it should be. Protecting both janitors and building occupants should be a cornerstone to all cleaning programs. Learn how committing to comprehensive safety programs and regulatory compliance can result in substantial cost savings.

This I.C.E. recertification session is open to all show attendees.

2:15 p.m. - 3 p.m.

I.C.E. & CIMS: Assisting Customers In Meeting HR And Green Cleaning Requirements

Speaker: John McCann

Two key pillars of the Cleaning Industry Management Standard (CIMS) are human resources and green buildings. Yet, they are also two sections that organizations often struggle with. Learn best practices in these crucial areas directly from a CIMS assessor, plus hear worthwhile compliance tips.

This I.C.E. recertification session is open to all show attendees.

3:15 p.m. - 4 p.m.

The Journey To Transparent Quality Using CIMS

Speaker: Cliff Beiser

Transparent Quality sounds impressive, but what does it really mean? How can it help organizations improve its customer relationships? Using the Quality Systems component of CIMS as a foundation, a CIMS assessor will demonstrate the advantages of transparency, how data visualization can lead to improved customer satisfaction, and how quality metrics can be used to foster a culture of continuous improvement.

This I.C.E. recertification session is open to all show attendees.



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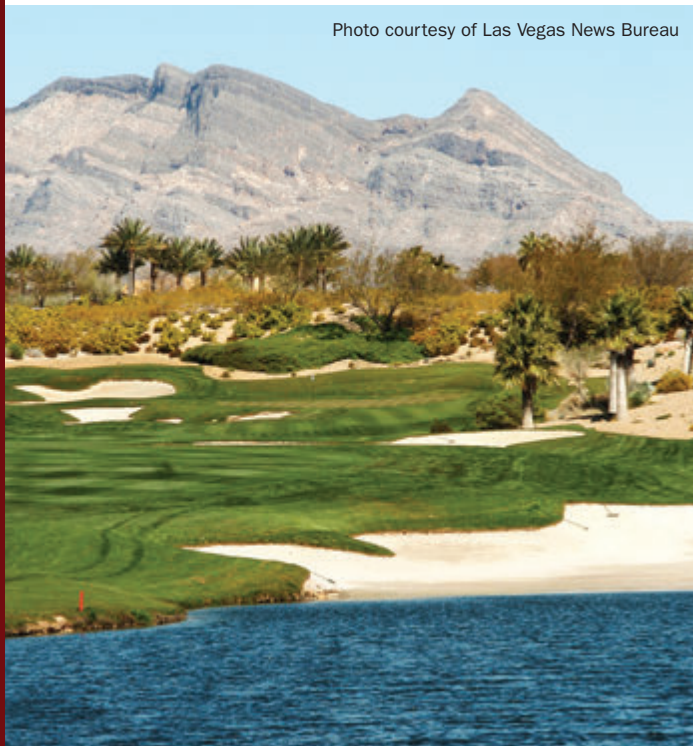
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Networking Opportunities

Photo courtesy of Las Vegas News Bureau



ISSA/INTERCLEAN isn't all work. There are plenty of opportunities to mingle with colleagues and have some fun

Golf Tournament

Fly into Las Vegas a day early with your clubs to participate in the ISSA Golf Tournament at the Arroyo Golf Club at Red Rock, on Monday, Oct. 19. Registration is \$175 per player and includes green fees, a golf cart, a box lunch, locker room usage and team prizes. Golfers can form their own team or be paired with a congenial foursome. All teams will be equalized with a handicap system. The scramble tournament begins at 12:30 p.m., with a shotgun start. Proceeds from the tournament benefit the ISSA Foundation, which provides more than 50 scholarships to college-bound students every year.

Lunch And Learn

On Tuesday, Oct. 20, from noon to 1:45 p.m., join speaker Barry Maher for a lunch and learn session titled "Slicing Through the Noise: Powerful Communication for Leadership and Professional



Photo courtesy of ISSA



Left: Arrive a day early and network on the golf course. Top: The ISSA Zone Sports Bar is a great place to stop for a drink and check out highlights from the MLB playoffs. Bottom: The Networking Lunch features education and roundtable discussions

Success." Maher is a management and sales consultant and author of "Filling The Glass" and "No Lie: Truth Is The Ultimate Sales Tool."

ISSA/INTERCLEAN Bistro

The ISSA/INTERCLEAN Bistro is back again and ready to satisfy attendees' show floor appetites. Located at booth 3796, the Bistro enables attendees to enjoy a healthy meal over a lunchtime meeting right on the trade show floor. Attendees can reserve tables ahead of time for lunch with colleagues or customers, or purchase individual tickets.

Entire tables may be reserved all day. Make reservations at www.issabistro.com or pick up tickets onsite at the ISSA/INTERCLEAN Bistro kiosk near registration on Tuesday, Oct. 20. The Bistro is open for lunch from 11 a.m. to 2:30 p.m., Oct. 21 to 23.

ISSA Meeting Hub

For an easy and convenient way to hold a private meeting amongst the busyness of the trade show floor, attendees can reserve a spot at the ISSA Meeting Hub. Private rooms or an open lounge setting are available directly on the trade show floor. Room reservations are available for just a few hours, for a day or for the entire duration of the show. A variety of room sizes are available, with space up to 12 people.

ISSA Zone Sports Bar

Anytime during show hours attendees can make a pit stop to chat with fellow sports fans or grab a drink at the ISSA Zone on the trade show floor at booth 1657. This area features television sets that broadcast continuous sports coverage, as well as a full-service bar serving soft drinks and alcoholic beverages.

Show Floor Happy Hour

Relax and have fun with colleagues during the Show Floor Happy Hour taking place on Thursday, Oct. 22, from 4 p.m. to 5 p.m. in the new outdoor exhibit area, as well as individual booths on the show floor. Drinks and light snacks will be served.

ISSA LinkedIn Reception

Are you a member of ISSA's LinkedIn group? Meet other members of the group on Thursday, Oct. 22, from 4 p.m. to 5:30 p.m. outside the ISSA Resource Center, booth 899, to network and have a chance to win great prizes. Join the ISSA - The Worldwide Cleaning Industry LinkedIn group for an invite.

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Trade Show Awards

Numerous accolades will be given out during the show

ISSA Excellence Awards Luncheon

The 2015 ISSA Innovation Award Program winners and Best Customer Service Award winners will be revealed at the ISSA Excellence Awards Luncheon on Oct. 23 at 1 p.m. ISSA members that have reached significant member milestones will also be honored.

Kevin O'Leary, investor and host of the television show "Shark Tank," will headline the luncheon as keynote speaker. O'Leary will also reveal the winner of ISSA's Excellent Idea Contest. Prior to the convention, attendees submitted their elevator pitch for the greatest solution to any business challenge in a short video.

Innovation Awards

The cleaning industry will determine this year's most innovative products. The ISSA Innovation Award program features 38 product entries from manufacturers in five product categories: cleaning agents, dispensers, equipment, services and technology, and supplies.

All 38 products will be on display at booth 399. Online voting at www.issa.com/vote for determining the 10 ISSA Innovation Award winners runs until Oct. 16. Attendees also have a chance to vote while at the show from Oct. 21 to Oct. 23 for five Visitors' Choice Award winners.

The winners of both awards will be revealed on Oct. 23 at the ISSA Excellence Awards Luncheon.

Best Customer Service Awards

During the trade show attendees can choose which exhibitor made their trade show experience worthwhile. The ISSA Best Customer Service Awards are determined by which exhibitors best met attendees' needs, answered questions, offered solutions or provided outstanding interactions.

Winners will be announced at the ISSA Excellence Awards Luncheon.

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Photo courtesy of ISSA

Attendees can check out the ISSA Innovation Award nominees at booth 399 and vote for their favorite product

Industry Achievement Awards

During ISSA/INTERCLEAN, ISSA will present the following awards to outstanding members of the cleaning industry:

- The Jack D. Ramaley Industry Distinguished Service Award may be conferred by the board to those individuals who have demonstrated outstanding service to the cleaning and maintenance industry through their innovation, professionalism, leadership, elevation of industry standards, promotion of the association's growth and development, unselfish dedication without personal gain, and emulation of the ISSA Code of Ethics. Recent winners include Ids Boersma (2014), Arlo Luke (2013) and Jim Chittom Sr. (2012).

- The Manufacturer Representatives' Distinguished Service Award recognizes a person within the industry who has had a positive impact on the industry and the association, and who has been supportive of manufacturer representatives. This award is presented on behalf of all independent manufacturer representatives. Recent winners include John Stroud (2014), Tom Vander Bie (2013) and Gary Gradinger (2012).

- The YES Industry Special Achievement Award honors an individual or company from the industry that has made substantial contributions to the advancement of the cleaning industry and ISSA, and who has demonstrated strong support of the Young Executive Society (YES). Recent winners include James Ammons (2014), Richard Rones (2013) and Mark Bevington (2012).



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SPECIALTY EVENTS

Alliance Partners

Las Vegas will also host other industry associations that co-locate events with ISSA/INTERCLEAN



Photo courtesy of ISSA

CETA Annual Convention

The Cleaning Equipment Trade Association's (CETA) 2015 Annual Convention will be held Oct. 20 to 23 at the Las Vegas Convention Center. The cleaning convention will offer several education sessions focusing on safety procedures, legislation, drivers of profitability, marketing and more. Attendees of ISSA/INTERCLEAN can also find CETA members at their booths in the designated pavilion on the show floor.

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IEHA Annual Convention

IEHA is celebrating its 49th Annual Conference and Convention from Oct. 18 to 23 at Bally's Las Vegas. This is the 17th year the organization has co-located its annual convention with ISSA/INTERCLEAN. The conference features more than eight hours of in-house manager-focused educational sessions, as well as additional ISSA-sponsored education sessions.

BSCAI Annual Convention

Celebrating its 50th anniversary, Building Service Contractors Association International (BSCAI) is once again co-locating its annual convention in Las Vegas with ISSA/INTERCLEAN. The event will run from Oct. 21 to 24 at the Bellagio and Las Vegas Convention Center. The convention features a host of education sessions, including peer-to-peer seminars and a welcoming keynote address from Bill Rancic, an entrepreneur and first winner of "The Apprentice." The event also provides numerous networking opportunities with hundreds of industry professionals.

ARCSI Convention & Education Conference

The Association of Residential Cleaning Services International (ARCSI) 2015 Convention and Education Conference will be held Oct. 19 to 23 at Harrah's Hotel & Casino and the Las Vegas Convention Center. The cleaning convention will offer many education sessions focusing on website strategies, customer complaints, employee retention, problem workers and more.



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Get To Know The New ISSA President



DAVID SIKES
CEO, Sikes Paper Co.

During the ISSA Convention in Las Vegas, ISSA president-elect David Sikes will begin serving his presidential term.

Sikes is founder and CEO of Sikes Paper Co., in Atlanta. He is also a founding member and past president of the Georgia Sanitary Suppliers Association and has served two terms on the ISSA Board of Directors — as a district director (2001-'03) and as treasurer (2008-'10).

In addition, Sikes has served as board liaison to ISSA's Young Executive Society (YES) and is an active member of the Building Owners and Managers Association (BOMA) of Georgia.

Sanitary Maintenance recently spoke with the incoming president about the future of the association and industry.

David Sikes will lead the association in 2016

Q: What do you hope to accomplish as ISSA president?

A: ISSA has such a long tradition, and I am honored to follow in the footsteps of the many professional men and women who have served before me. I look forward to carrying on their work as we implement the organization's strategic plan. As always, my most important objective will be to continue to identify and meet our member's needs while advancing the association's mission: To change the way the world views cleaning.

Q: Where do you see the industry headed in the next year/years to come?

A: Our industry continues to change at a rapid pace. It seems like everyone believes there is a fortune to be made in selling cleaning supplies, as we are seeing so many new, nontraditional businesses entering our industry. The emergence of the Millennial generation will also create new dynamics. The challenge for ISSA will be to remain relevant to all of these constituencies.

Q: What major trends in the cleaning industry do you foresee?

A: With the increasing competition, we are going to see companies continue to work hard to differentiate their businesses. Our distributors may expand into different, specialty areas and stock non-jan/san types of items. BSCs may also expand their service offerings. Companies that adapt to the new marketplace will thrive. It's going to be all about creating new value propositions and diversification.

Q: Why should people from the cleaning industry attend the show this year?

A: People in our industry should attend the show every year! To paraphrase on an old saying, "You miss a year, you miss a lot." This is especially true of the ISSA trade show and convention. As discussed, our industry continues to be in a rapid state of change. To stay on top of these changes, it is imperative that key decision makers attend the show. I can't imagine that anyone who considers himself or herself a market leader would consider not attending annually. I bring my entire sales and management team every year so that we can stay abreast of all of the latest and greatest products our manufacturers have to offer. Additionally, I firmly believe that the networking experiences that my associates and I have at the show are invaluable and serve us very well when we return back to our business.

Q: What is your favorite ISSA memory?

A: I can't think of a specific memory but will tell you that what I love most about ISSA are the true friendships I have made over the past 25 years. Our industry is blessed with so many smart, talented and successful men and women; it has been an honor and a privilege knowing and working with so many of them.

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ISSA/INTERCLEAN Booth 332

CITY INFO

Las Vegas Convention Center

Encompassing 3.2 million square feet, the LVCC is one of the most modern and functional centers in the world

Photo courtesy of Las Vegas News Bureau



Business Services

The FedEx Office offers a broad range of digital document production services, including black-and-white and color copying and printing; office supplies; coat and bag check; scooter and wheelchair rental; computer and workstation rental; laptop stations; and more.

The American Express OPEN Lounge, located near the main entrance to the convention center, offers small business card holders and new applicants a quiet place to recharge and do business with amenities such as free Wi-Fi, comfortable seating, printers, coffee and light snacks.

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Wi-Fi

Free wireless Internet access is available in all common lobby areas in the convention center, in Lucky's restaurant in the Grand Lobby and the Aces Restaurant in the South Hall.

Wheelchairs

Attendees requiring wheelchairs or scooters can rent them from the FedEx Office located in the Grand Lobby (Central Hall) and the South Hall lobby. Contact the FedEx Office at (702) 943-6780 for more information.

Food

Two flagship restaurants, Lucky's and Aces, can seat up to 1,400 convention-goers. There are also two Starbucks cafes and 18 permanent concession stands and portable snack bars serving a variety of cuisine and beverages.



Attendees can relax and recharge at the American Express OPEN Lounge with free Wi-Fi and access to coffee and light snacks

Bag Check

Bags to Go is located in the Grand Concourse across from Central Hall 3, where customers check bags and pick up their boarding passes. It charges \$20 per person — per the airline you are traveling, additional charges may apply for excess, overweight and oversized baggage. Participating airlines include Southwest, United, Delta, U.S. Airways, Frontier, Virgin Atlantic, Air Tran and Transat Holidays USA.

Parking

Parking is available at the Las Vegas Convention Center for \$10 per day with unlimited in and out privileges.

Monorail Stop

Attendees can take the monorail to ISSA/INTERCLEAN. The Las Vegas Convention Center Station is located at the intersection of Paradise Road and Desert Inn Road. Go through the parking lot of the Las Vegas Convention Center Monorail Station and take the escalator or elevator to monorail ticketing level.

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Getting Around Las Vegas

There are plenty of ways to navigate the Strip, whether you're heading to the convention center, going out to dinner or a show, or trying your luck at a casino. Here are a few options

Photo courtesy of Las Vegas News Bureau



ISSA Complimentary Shuttle Service

Attendees who book a hotel in the official ISSA/INTERCLEAN housing block receive free shuttle bus service to the Las Vegas Convention Center, a \$30 value. "BUS" will be printed on your registration badge as long as you book your hotel under the same name as your show registration. If another attendee is sharing a room with you, note his or her name on the hotel reservation so he or she can also receive the "BUS" designation.

Monorail

The Las Vegas Monorail travels along the east side of the Strip behind the resorts. It runs seven days a week from 7 a.m. to 2 a.m., Monday through Thursday, and until 3 a.m., Friday through Sunday. Stops include SLS Vegas hotel, Westgate

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Las Vegas Resort, Las Vegas Convention Center, Harrah's/ The Linq, Flamingo/Caesars Palace, Bally's/Paris and MGM Grand. Individual, multiday and group tickets are available. Single passes are \$5, day passes are \$12, two-day passes are \$22, three-day passes are \$28, four-day passes are \$36, five-day passes are \$43 and seven-day passes are \$56.



Buses

There are many public bus routes in the area, and buses on the Strip run seven days a week, 24 hours a day. On the Strip and Downtown Express (DTX), as well as the Deuce double-decker bus, a two-hour pass is \$6, a 24-hour pass is \$8, and a three-day pass is \$20. Tickets can be purchased at ticket vending machines or online. The Deuce runs 24 hours a day and stops every 15 or 20 minutes at most major attractions on the Strip. SDX offers services from 9 a.m. to midnight daily, running between the Las Vegas Premium Outlets, the South Strip Transfer Terminal, the Strip and the Las Vegas Outlet Center.

The Westcliff Airport Express provides service between downtown Las Vegas, the Las Vegas Premium Outlets, the Strip at Tropicana and McCarran International Airport from 5:19 a.m. to 11:51 p.m., daily.

Be sure to also ask your hotel about free shuttle services they may provide.

Taxis

Fares for cabs start with an initial charge on the meter, then a per-mile charge after. The city has plenty of taxis, so hailing one should be no problem. Taxis accept both cash and credit card payments.

Car Rentals

The average price for renting an economy car is around \$25 to \$30 per day. To see the Strip in style, limousines can be rented for as low as \$35 an hour.

Parking is not allowed on the Strip itself, but nearly every major hotel offers free valet parking (though a \$2 tip is customary when valets retrieve a vehicle).

Parking is available at the Las Vegas Convention Center for \$10 per day with unlimited in and out privileges.

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What To Do, Where To Eat

Need help finding some of the best things to do in Las Vegas while attending ISSA/INTERCLEAN 2015? We've got you covered. What follows is a sampling of the best free attractions on the Strip, some of the best places to eat, grab a drink, catch a show, or visit without breaking the bank



Photo courtesy of Las Vegas News Bureau

Bellagio

www.bellagio.com

The epitome of quality, romance and elegance on the Strip, the Bellagio boasts gourmet restaurants, an upscale shopping mall, and offers visitors a healthy dose of cultural enlightenment. The Bellagio also has some of the best free attractions in town — making it easy entertainment for those staying at ISSA's and BSCAI's headquarter hotel.

FREE ENTERTAINMENT: Fiori di Como

The Bellagio's lobby is grand in both scale and in design. Be sure to look up at the lobby's 18-foot ceiling and admire Fiori di Como, an amazing glass sculpture that is comprised of 2,000 hand-blown glass blossoms sculpted by famed glass sculptor Dale Chihuly.

FREE ENTERTAINMENT: Fountains of Bellagio

One of the most popular attractions in Vegas, the Fountains of Bellagio are choreographed to dance to more than 30

different opera, classical and Broadway tunes. The 8.5-acre lake has 1,214 jets that shoot streams of water 460 feet into the air. Shows run every 30 minutes from 3 p.m. until 8 p.m. and every 15 minutes from 8 p.m. until midnight.

FREE ENTERTAINMENT: Conservatory & Botanical Gardens

The Bellagio's Conservatory & Botanical Gardens (pictured at right) should be a must-see free item on every tourist's list. To ensure its magnificence, 140 expert horticulturists arrange gazebos, bridges, ponds and water features uniquely for each season. In October, the exhibit calendar will feature the theme of "Autumn Harvest."

Bellagio Gallery of Fine Art - Picasso: Creatures and Creativity

Art lovers definitely won't want to miss out on this rare exhibition featuring more than 45 of famed artist Pablo Picasso's paintings, linocuts and lithographs spanning the 1930s-1970s.

The gallery is open 10 a.m. to 8 p.m., with last admission being 7:30 p.m. Tickets for the exhibition cost \$19.

Eat at Picasso

After viewing some of Picasso's amazing art, enjoy a dinner menu inspired by the regional cuisine of France and Spain, where Picasso spent much of his life. Appetizers include warm quail salad with sauteed artichokes and pine nuts, and poached oysters with osetra caviar and vermouth sauce. For your entree, order the roasted milk-fed veal chop or sauteed medallions of fallow deer with caramelized green apples. Dinners are prix-fixe, with four- or five-course options; a vegetarian menu and a three-course pre-theater menu also are available. Price: \$50 and over.

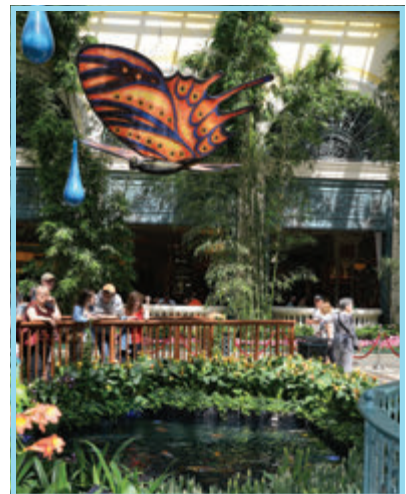


Photo courtesy of Las Vegas News Bureau

ARIA Resort & Casino

www.aria.com

Sporting modern architecture and top-tier dining, the six-year-old hotel stands tall as a hip resort in the heart of CityCenter and the Las Vegas Strip.

Grab a Drink at Alibi Cocktail Lounge

The Aria lobby bar, Alibi, is open and spacious, and serves some great cocktails. Order the Bright Eyed and Bushy Tailed and Her Alibi.

Zarkana by Cirque du Soleil

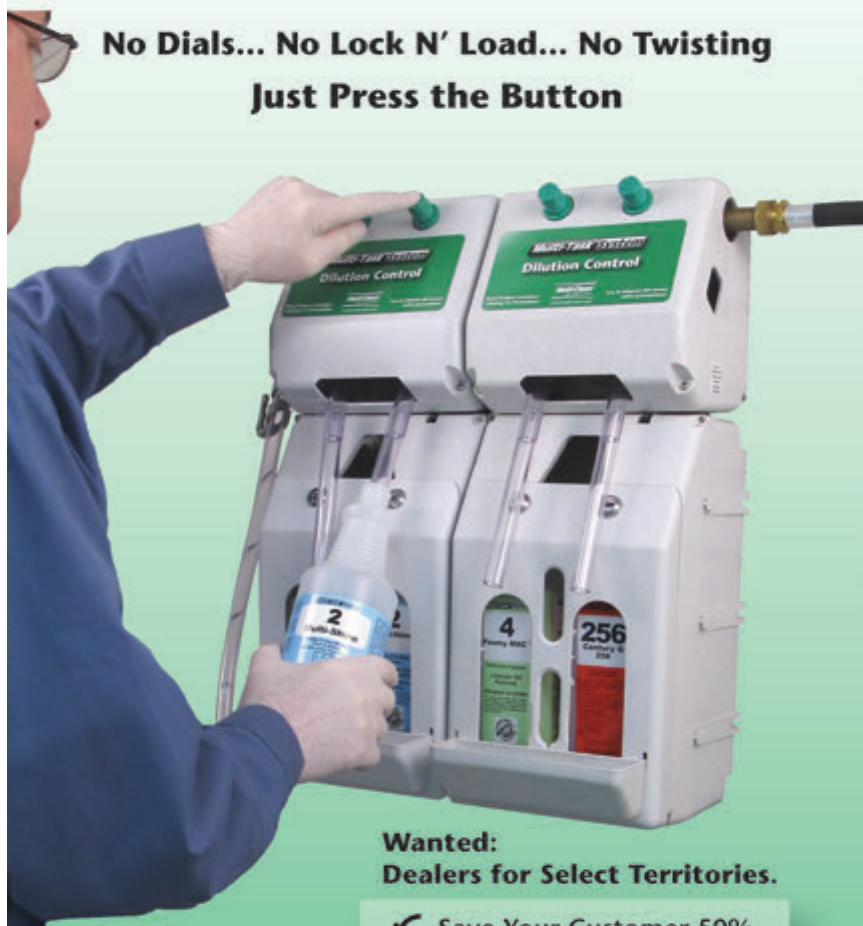
Zarkana, a Cirque du Soleil production at ARIA Resort & Casino, plunges guests into the surreal world of Zark the magician as he begins a quest to find his lost powers and his lost love. Set in an abandoned theater populated by a cast of unusual characters, he enters an acrobatic fantasy world of twisted circus acts and strange diversions on his way to regain his love. Tickets: \$69-\$180.

Eat at The Buffet

The Buffet offers a new take on the old Vegas standby. While open for breakfast and lunch, it's dinner where the food really shines. Diners can choose fresh seafood from an always-changing station called The Fish Market; or have delicious naan baked fresh in front of them in a Tandoori oven. Other options include upscale all-American comfort food such as meatloaf and chicken fried steak; New York-style pizza, made-to-order pasta and much more. Dinner price is \$34.99-\$39.99.

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CITY INFO



Photo courtesy of Las Vegas News Bureau

The Mirage

www.mirage.com

The Mirage is a tropical-themed property with a wide range of restaurants, bars, nightclubs and shops. It is also home to dolphins, white tigers, leopards and an erupting volcano.

FREE ENTERTAINMENT: Volcano Show

The Mirage's iconic front yard is home to a free erupting volcano show at 8 p.m. and 9 p.m., Sunday to Thursday and 8 p.m., 9 p.m. and 10 p.m., Friday and Saturday. The volcanic lava and flames are set to a rhythmic beat.

Siegfried & Roy's Secret Garden and Dolphin Habitat



Photo courtesy of Las Vegas News Bureau

Go face-to-face with some of nature's most exotic creatures at Siegfried & Roy's Secret Garden and Dolphin Habitat (pictured at left). The Secret Garden displays six different showcases of white tigers and lions, as well as leopards. The Dolphin Habitat is a research facility and is also designed to educate people about dolphins. Open 10 a.m. to 6 p.m., an all-day adventure pass costs \$19.95.

Eat at Samba Steakhouse

Renowned for its Rodizio all-you-can-eat barbecue experience,

enjoy an unlimited variety of seasoned, marinated and coal-roasted meats on traditional Rodizio skewers right in the middle of the Brazilian rainforest-themed restaurant. Price: \$44.99 per person.

The Beatles LOVE

LOVE brings Cirque de Soleil together with the spirit, passion and music of The Beatles, one of the most beloved rock group of all time, to create a powerful entertainment experience. Tickets: \$79-\$180.

Wynn Las Vegas

www.wynnlasvegas.com

With its luxurious accommodations, championship golf course, aquatic show "Le Rêve - The Dream" and the finest of fine restaurants and shops, Vegas hotels don't get much better than the Wynn.

FREE ENTERTAINMENT: Lake of Dreams

Visit the Lake of Dreams located behind the Strip's only man-made mountain for some free entertainment. Look for the circular escalator inside the Wynn and ride it to the bottom. From dusk until 12:30 a.m., shows filled with music and holographics play at half-hour intervals on the lake's 40-foot waterfall.

Le Rêve - The Dream

Voted the best production in Las Vegas for five consecutive years, Le Rêve - The Dream is an in-the-round show that features aquatic ballet and gravity-defying stunts. In honor of the show's 10th anniversary, experience the Denouement, a daring dance in which performers dance through water and fire.

Tour a Ferrari and Maserati Showroom

Car aficionado or not, it's not every day you get to see more than a dozen



Darren Brode

vehicles priced at more than \$300,000. Take a tour of the Penske Wynn Ferrari-Maserati showroom for \$10 and take home a Ferrari-logo lanyard and a souvenir ticket.

Eat at Wazuzo

Each restaurant at Wynn offers a vegan and vegetarian menu that is prepared at the same caliber as any of the signature items served. Wazuzo, one of Wynn's casual dining Asian restaurants, has a menu that caters to the vegan and vegetarian palette. Be sure to order the drunken noodles dish. Recently featured on Food Network's "Best Thing I Ever Ate," it's a plate of fresh rice noodles served with Thai basil, sweet soy sauce, chiles, onions and paired with tofu, vegetables or Gardein Chick'n.

E.O./Shutterstock.com



MGM Grand

www.mgmgrand.com

Nicknamed the “City of Entertainment,” the MGM Grand, located near the south end of the Strip, is the second largest hotel in the world.

CSI: The Experience

Have what it takes to solve a murder? Play the role of a crime scene investigator in CSI: The Experience, a hands-on experience complete with two forensic crime labs and dazzling special effects. Based on the TV show of the same name, guests perform CSI tests matching DNA, examine bullet casings and identify strands of hair. Daily 9 a.m. to 9 p.m.; \$31.50; Advance ticket purchases are strongly recommended.

Eat at Shibuya

In the mood for luxe, Japanese cuisine? Shibuya will surely fill your needs. Modeled after Tokyo’s Shibuya district, the restaurant is known for its stellar sushi and Teppanyaki dining experience. Reserve a table or choose a seat at the sushi bar, and opt for the sushi, sashimi and salads. The Shibuya roll, consisting of soft-shell crab, spicy albacore and ponzu, along with slow-cooked pork belly with jicama ceviche, and Wagyu short rib with foie gras are must-order dishes. Be sure to try the tiramisu, with extra-creamy kinako ice cream and honey-like kuromitsu syrup, for dessert. Price: \$50-\$75; reservations recommended.

Grab a Drink at West Wing Bar Arcade Lounge

MGM Grand’s best kept secret, West Wing Bar Arcade Lounge is the perfect place to meet for a drink and a little friendly competition. The lounge, which is open Thursday to Sunday, is outfitted with arcade games (such as The Simpsons, Pac-Man, Space Invaders and The House of the Dead), a pool table, classic lounge games, and features PS4 and XBOX One rentals.






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CITY INFO

Paris Las Vegas

www.caesars.com/paris-las-vegas

The Parisian-themed hotel located right in the heart of the Strip, boasts a replica Eiffel Tower, a mock Arc de Triomphe and French restaurants mixed with a Las Vegas-style nightclub and shows.

Eat at Mon Ami Gabi

Mon Ami Gabi, a Las Vegas cult favorite, pioneered the art of outdoor dining on the Strip. The charming French restaurant serves escargots, steak frites, onion soup and a nice wine selection, but the real highlight is the outdoor patio overlooking Las Vegas Boulevard. It's one of the best people-watching spots in town and there's a great view of the Bellagio Fountains across the street. Price: \$25-\$40.

Eiffel Tower Experience

Although Paris Las Vegas' replica is half the size of the original, the Eiffel Tower is still an impressive attraction. Cross Le Pont Alexandre III, step into the beautiful glass elevator, and ride to the top of the tower, which boasts 360-degree spectacular views of the Strip. Prices: \$14 from 9:30 a.m. to 7:15 p.m.; \$19 from 7:30 p.m. to 12:30 a.m.

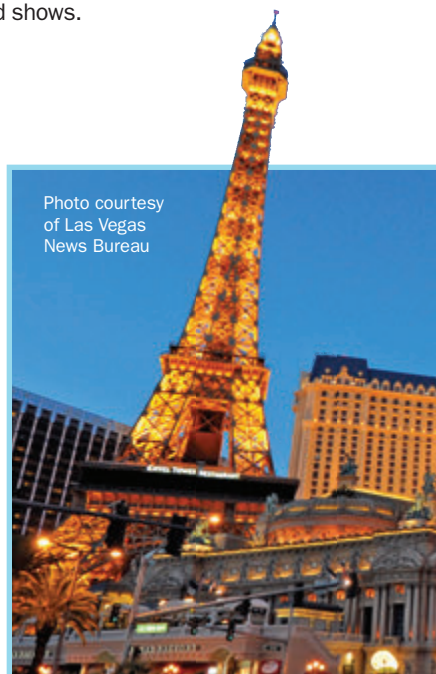
Eat at Gordon Ramsay Steak

Chef Gordon Ramsay's cuts of prime beef are aged to perfection. Everything at Gordon Ramsay Steak — steaks, fish and chops — are tender slices of heaven, especially when accompanied with Alaskan king crab legs. Splurge and order Ramsay's iconic Beef Wellington, or opt for a 32-ounce Royal Lone Bone Chop. Also be sure to order Ramsay's legendary Sticky Toffee Pudding for dessert. Price: \$100.

Eat at La Crêperie

For a quick, affordable, quintessentially French bite to eat, make a stop at the walk-up counter at La Crêperie and order a crêpe for breakfast, lunch or dinner. Sweet options include a simple butter and sugar variety or chocolate cherry with Cognac macerated cherries and Valrhona caramelia chocolate. If in the mood for a savory snack, try the shrimp scampi or tomato mozzarella. Price: \$9.

Photo courtesy of Las Vegas News Bureau



Luxor

www.luxor.com

Out of all of the hotels in Vegas, one can't miss Luxor, the giant glass pyramid at the south end of the Strip with a light beam so bright airplanes can see it. It's also home to Criss Angel, artifacts from the Titanic and a giant sphinx statue.

Titanic: The Artifact Exhibition

Travel back in time and experience the world's most famous ocean liner, the Titanic. The exhibit features over 250 authentic artifacts recovered from the ship's wreck site. This is an educational and entertaining experience that is perfect for all ages. Price: \$32.

Criss Angel Believe

Criss Angel, one of the most famous magicians in the world, presents an illusion spectacular at the Luxor. Witness more than 40 mind-blowing illusions. Price: \$64-\$143.

Eat at Tender Steak & Seafood

The surf and turf restaurant in the Luxor features an impressive selection of dry- and wet-aged steaks. The eight-ounce New Zealand filet is a notable cut. The menu also includes five different Rib eyes, a 24-ounce Black Angus porterhouse, and a curated lamb tasting. Seafood lovers will enjoy the big eye tuna, whitefish, salmon and lobster. Price: \$30-\$115.

Jabbawockeez PRISM

Voted "Best Family Show," PRISM mixes dance, lasers, heavy-hitting music and stunning special effects in a jaw-dropping show. Wearing white masks and bright costumes, the Jabbawockeez will amaze viewers with their intricate synchronized dance routines. Shows are Thursday to Monday at 7 p.m. Price: \$70-\$100.



Photo courtesy of Las Vegas News Bureau

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CITY INFO

The Venetian

www.venetian.com

The Venetian is an Old World-style creation in modern day Vegas. The granddaddy of luxury brand themed resorts, it's got everything from gondolas to some of the hippest places to shop, dine and party.

Eat at Carlo's Bakery

Carlo's Bakery, the setting of the TLC show "Cake Boss," opened a shop at the Grand Canal Shoppes at The Venetian in 2014. Located just adjacent to Buddy Valastro's restaurant, Buddy Vs, Carlo's Bakery Las Vegas serves fan favorites including cannolis, Italian cookies, Buddy's lobster tail pastries and cakes.

Gondola Rides

Take a graceful and romantic glide down the Venetian's Grand Canal in an authentic Venetian gondola. Riders will feel like they are in Italy as they float



Photo courtesy of Las Vegas News Bureau

beneath bridges, beside cafes, under balconies and through the vibrant Venetian streetscape while a singing gondolier serenades the experience. Price: \$19.95.

Grand Canal Shoppes

The 875,000-square-foot shopping mall connects the Venetian and Palazzo hotels with more than 160 signature stores and a dozen world-class restaurants. Shop premier luxury brands including Diane von Furstenberg, Tory Burch, Jimmy Choo, Burberry, Michael Kors, Fendi, Christian Louboutin, Salvatore Ferragamo and more.

Eat at B&B Burger & Beer

Burger lovers, get your burger fix at Mario Batali and Joe Bastianich's B&B Burger & Beer. Go with the classic Drive-Thru burger (two griddled patties, sesame seed bun, American cheese, B&B pickles) or go bold with the Morning After (sautéed mushrooms, Fontina cheese, sunny-side-up egg, truffle aioli, frisée). Wash it all down with a Nutella or bourbon cherry shake. Price: \$9-\$21.

The Cosmopolitan of Las Vegas

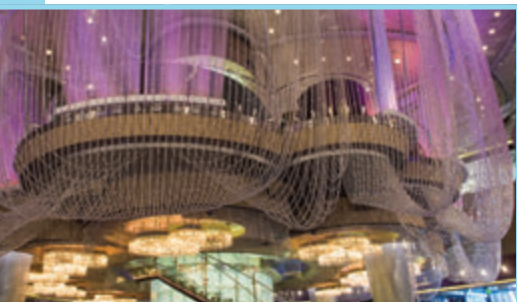
www.cosmopolitanlasvegas.com

Best described in two words — uber chic — the ultra modern and high-end Cosmopolitan hotel has more than a dozen food options, five bars, three pools, an outdoor performance venue, pop-up wedding chapel and a 100,000-square-foot casino.

Grab a Drink at Chandelier Bar

The Chandelier Bar (pictured below), located in the heart of Cosmo's casino, is the see and be-seen place on the Las Vegas Strip. The tri-level bar, decorated with 2 million shimmering strands of beaded crystals that run from the floor

Kobby Dagan/Shutterstock.com



to ceiling, has a cocktail menu that also shines bright. The Verbena is a highly-aromatic cocktail that is an experience all on its own. Start by chewing on the Szechuan Button, a little flower bud, that will make the tongue tingle and go numb right before devouring a tasty infusion of sweet lemon and ginger.

Eat at Estiatorio Milos

Looking for a fine-dining experience on a budget? Skip dinner and indulge in Estiatorio Milos' three-course seafood lunch for \$25.15. The authentic Greek restaurant, which has a commitment to freshness, exceptional quality and environmental considerations, sources its fish from small, family-owned fishing companies in the Greek islands, the shores of Morocco, Tunisia and Portugal, as well as independent fishermen in Florida and Nova Scotia. Lunch is served from noon to 3:45 p.m.

FREE ENTERTAINMENT: Lucky Cat

Maneki-neko is a Japanese catlike cultural icon, said to bring good luck. The Cosmopolitan Lucky Cat modern art



E.O./Shutterstock.com

exhibit showcases the cat as a 9-foot tall interactive sculpture designed to share its good fortune. Lucky Cat dispenses a fortune card to anyone who places a hand on its paw. For a select few, this card will award prizes such as complimentary one-night stays, cocktails and concert tickets.



Photo courtesy of Las Vegas News Bureau

Mandalay Bay

www.mandalaybay.com

With high-profile bars, entertainment and eateries as well as shopping, sharks and golden sand, the massive Mandalay Bay tips the scales of fun to the south end of the Strip.

Eat at Aureole

Aureole's visual trademark is its four-story wine tower that holds more than 60,000 bottles that are reached by "Wine Angel Stewards," who are hoisted up and down via a system of pulleys. Try the chef's signature French onion soup with foie gras, truffles, gruyere and puff pastry, or the chervil-crusted Alaskan halibut. Price: \$60-\$100.

Grab a Drink at Ri Ra Irish Pub

Constructed from a pub meticulously restored in Ireland and then shipped to Mandalay Bay, Ri Ra is a true Irish pub experience. The pub offers an impressive lineup of live music, a comprehensive drink list and amazing fare. A pint of Guinness pairs well with the fish and chips platter — the most authentic version outside of Dublin. Price: \$10-\$20.

Shark Reef

Mandalay Bay's Shark Reef is a sight to behold with over 2,000 animals in 1.6 million gallons of water. In addition to sharks, visitors will be treated to sawfish, giant rays, endangered green sea turtles, piranha, jellyfish and the rare golden crocodile. Price: \$18.



Photo courtesy of Las Vegas News Bureau



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CITY INFO

Photo courtesy of Las Vegas News Bureau

Caesars Palace

[www.caesars.com/
caesars-palace](http://www.caesars.com/caesars-palace)

With a history as epic as the real Roman Empire, Caesars Palace rules over the center Strip with a wide range of rooms, The Colosseum and a mighty roster of restaurants, bars and nightclubs.

Eat at The Bacchanal Buffet

With an array of 500 delectable dishes prepared by a team of 15 chefs, diners will discover small plates with things like fried chicken and waffles, red velvet pancakes and mini Wagyu sliders at Caesars Palace's Bacchanal Buffet. Fill plates to the top with prime rib, chilled king crab legs, hand-made dim sum, pho and baked-to-order souffles. Price: \$30-\$52.

Grab a Drink at Seahorse Lounge

Unwind at the Seahorse Lounge, where patrons can have a unique drinking experience while checking out a 1,700-gallon aquarium filled with actual seahorses. Choose from several specialty martinis blended with Belvedere Lemon Tea Vodka or Hennessy V.S. Cognac.

Elton John: The Million Dollar Piano

The Colosseum features a rotating headliner. During the week of ISSA/INTERCLEAN, singer, songwriter and performer Elton John will be wowing fans with his Las Vegas show, "The Million Dollar Piano." The show's centerpiece is the namesake piano, which weighs as much as an average car and features more than 68 LED video screens. Sing and dance to popular hits such as "Rocket Man," "Benny and the Jets," "Tiny Dancer" and "Crocodile Rock." Tickets start at \$55.



Photo courtesy of Las Vegas News Bureau

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Photo courtesy of Las Vegas News Bureau

FREE ENTERTAINMENT: Bad Check

This 1979 Marathon Checker cab was custom built for the TV show "Rides." It's a hot rod inspired by the mid-century New York City cabs. It's on display on the Brooklyn Bridge with other New York-inspired icons.



Photo courtesy of Las Vegas News Bureau

Planet Hollywood Resort & Casino

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Boasting a theme of Hollywood reborn in Sin City, Planet Hollywood Resort & Casino features memorabilia from favorite flicks, as well as a slew of cool restaurants and rockin' bars.

Eat at Pin-Up Pizza

Get the largest slice of pizza on the Strip served to you by rockabilly Pin-Up girls. Located along the resort's Strip-facing façade, the New York-style pizza is available in seven varieties. Price: Under \$10.

Eat at Pink's Hot Dogs

Grab a hot dog at Pink's Hot Dogs. You can't go wrong with any of Pink's "Special Dogs," but the Planet Hollywood Dog — a Polish sausage topped with grilled onions and mushrooms, bacon and nacho cheese — is highly recommended. Price: Under \$10.

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Home of the 46-ounce Bling Bottle, PH Shiver features frozen cocktails in flavors like Strawberry Rush, Captain Crush, pink lemonade and classic margarita. Enjoy any frozen cocktail refill for only \$10. This bar is located on the front plaza by the north casino entrance.

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Learn To Play

Most Vegas visitors know the basic rules for playing popular games such as Blackjack, Craps and Roulette. And anyone can pull a slot machine handle. For attendees ready for something a little different, here are some rules for playing some less common table games

Let It Ride

Based on 5-card stud poker, this game lets players control two of three bets they make. Unlike regular poker, in this game players face the house. Players place three equal bets, denoted “1,” “2” and “\$” on the table. Then each player receive three cards, with two communal cards dealt as the game progresses. If players don’t like their cards, they can withdraw their “1” bet. Then the dealer turns over one of the communal cards. Players can then withdraw the “2” bet or “Let it Ride.” Finally, the dealer turns over the second communal card and pays the winners.



Three Card Poker

Played with a single deck of 52 cards, Three Card Poker is actually two games in one. There is the Play/Ante game where players are playing against the dealer to see who has the highest hand. There is also the Pair Plus game where players are wagering on whether or not they will be dealt a pair or better. In most casinos players can bet on either of the games but some casinos require players to make an Ante bet in order to bet the Pair Plus portion of the game.

Pai-Gow Poker

Pai-Gow Poker is played with a standard deck plus a Joker that can be used as an Ace, or to complete a straight or flush. The object is to make the two best poker hands.

Players are dealt seven cards, with which they make a 5-card hand and a 2-card hand. The 5-card hand must beat the 2-card hand. Players play the 5-card hand against the dealer’s 5-card hand and the 2-card hand against the dealer’s 2-card hand.

If players win one hand but lose the other, they push. If one hand ranks the same as the banker’s hand, the banker wins the tie.

Pai-Gow Tiles

Pai-Gow is an ancient Chinese game played with up to eight players. One of the players is designated as the player-dealer. Each player receives four Pai-Gow tiles (dominoes) from a stock of 32, which are arranged in two hands. Each hand consists of two tiles, a high hand and a low hand. After players have arranged their tiles, the house dealer reveals and arranges the player-dealer’s tiles. Hands then compete, one at a time, as in a Blackjack game, against the player-dealer hand. The player-dealer hand competes against each player hand, beginning with the action hand, which is determined by the shaking of dice. Pai-Gow uses ranking to compare each of the two player hands with the two hands of the player-dealer. The player wins if both hands beat those of the player-dealer. The player-dealer wins if both hands beat those of the player. Anything else is a push.



Keno

Keno is most often played with a cage filled with 80 ping pong balls. Each ball is numbered 1 to 80. Many casinos still offer single games that can be played for as little as \$1. Players mark a ticket with a Keno crayon and choose as many single numbers as they wish. Players must present their completed ticket before the start of the next game. After the game starts, 20 numbers will be chosen. Players may choose just a single number, or many numbers. Payoffs depend on the number of correct numbers chosen and the amount wagered.



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FACE OF THE INDUSTRY

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ISSA Names John Barrett Executive Director

ISSA, Northbrook, Illinois, appointed John Barrett as executive director, effective Sept. 1, 2015. Barrett replaces John Garfinkel, who will work in a consultative capacity through 2016 to facilitate a smooth transition.

Under Garfinkel's 25-years of leadership, ISSA evolved into the leading organization for the global cleaning industry, having grown from 3,000 to 7,200 member firms worldwide. Garfinkel leaves the organization in a position of strong financial strength with a board of directors and staff committed to accelerating growth and value for all member classes.

"Thank you for your trust, confidence and support," says Garfinkel. "Serving the association these last 25 years has been the highest honor and most rewarding experience in my 50 years within the cleaning industry."

Barrett's more than 35 years of experience

includes serving as CEO, president, vice chair, trustee and board director at some of the leading companies in the technology, manufacturing, distribution, private equity and service industries. His experience includes accepting increasing levels of responsibility at such well-known companies as Frontenac, SMS Assist, Compass Group, Kimco Corp., York Management, Gemini Industries, Ogden Allied and Xerox.

"John Barrett is well-qualified and motivated to move [ISSA] forward, having many years of leadership experience at the CEO level, both inside and outside our industry," says Garfinkel.

Barrett has served as an ISSA board member for the past six years, with the last three as an officer, serving this year as treasurer.


"The work of ISSA is nothing short of mission-critical to human health and wellness," says Barrett. "Our associa-



John Barrett

tion understands the true value of clean and its importance to economic and social advancement. I have never been more proud to be a part of something so absolutely essential."

To fill the position, the ISSA board of directors sanctioned a search committee led and chaired by ISSA President Alan Tomblin.

"We are extremely fortunate to have found a leader such as John Barrett," says Tomblin. "The search and selection committee had a plethora of worthy candidates. The committee is convinced Barrett will lead ISSA into the future. He has a terrific staff and a solid foundation provided under Garfinkel's leadership." 

ISSA Elects New Board Of Directors, Names Award Winners



David Sikes



Richard Rones

ISSA, Northbrook, Illinois, has elected the following individuals to serve on the 2016 ISSA Board of Directors, which will be led by incoming ISSA President **David Sikes** of Sikes Paper Co., Atlanta:

- » **Richard L. Rones** of Americo Manufacturing Co., Inc., Acworth, Georgia, as vice president/president elect;
- » **Jeffrey Packee** of Marsden Holding, LLC, St. Paul, Minnesota, as executive officer;
- » **Michael C. Dunn** of Georgia-Pacific Professional, Atlanta, as manufacturer director;
- » **Daniel Josephs** of Spruce Industries, Inc., Rahway, New Jersey, as distributor director north; and

» **John Riches** of Riches Associates, Orléans, Ontario, Canada, as manufacturer representatives' director.

Also, **Jack Hill** of Minuteman International, Inc., Pingree Grove, Illinois, was elected to fill the final year of the manufacturer director term vacated by Matt Wood of ProTeam, Boise, Idaho.

In addition to electing new members, the board recently announced its industry award recipients to be recognized at ISSA/INTERCLEAN.

Scott Jarden, president, The Bullen Companies, Folcroft, Pennsylvania, will receive the Jack D. Ramaley Industry Distinguished Service Award during the ISSA General Meeting.

Terry Neal, president and CEO, Impact Products, LLC., Toledo, Ohio, will receive the Manufacturer Representatives' Distinguished Service Award during the Manufacturer Rep Forum & Reception.

Chris Martini, vice president of sales and marketing, Central Sanitary Supply Co., Modesto, California, will receive the Young Executive Society (YES) Industry Special Achievement Award during the annual YES Networking Reception.

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(L-R) Dick McGann, president and CEO of SMA, presents the Navigator Award to Spartan's Cali Sartor, director of marketing, and Greg Ford, vice president of sales

SMA Finishes Conference With Industry Accolades

Strategic Market Alliance (SMA), Charlotte, North Carolina, closed its Annual Supplier - Member conference in Denver, with an evening gala and recognition ceremony at Wings Over the Rockies Air Museum, a unique banquet venue on the former Lowery Air Force Base.

The following SMA Member Distributor organizations were recognized with SMA Navigator awards for superior performance in supporting qualified supplier partnership: Brady Industries; Arrow Paper; Imperial Bag and Paper Company; Joshen Paper & Packaging; Cosgrove Enterprises; Philip Rosenau Company; Liberty Distributors; Walter E. Nelson Company; Nassco, Inc.; All Florida Paper; Alliance Paper & Foodservice; Russell Hall Company; and Superior Solutions.

In addition, Dart Container and Spartan Chemical Company, Inc., were SMA Suppliers recognized with Navigator awards for their support of SMA Members in the area of Field Sales Excellence. Dart Container, 3M and GOJO were recognized in the area of Product Innovation.

"Winning an SMA Navigator trophy is acknowledgement of extraordinary partnership and commitment of the distributors of SMA, in service to their end-user customers," says Dick McGann, president and CEO of Strategic Market Alliance.

SMA also recognized superior performances from suppliers and members in the use of O.S.C.A.R., the buying group's proprietary sales preparedness application.

Supplier recognition was awarded to Deb USA and Rubbermaid Commercial Products. Distributors that were recognized included Brady Industries; Philip Rosenau Company; Brame Specialty Company; and Schneider Paper Products.

3M To Acquire Capital Safety

3M, St. Paul, Minnesota, has entered into a definitive agreement to acquire Capital Safety from KKR for a total enterprise value of \$2.5 billion, including the assumption of approximately \$0.7 billion of debt, net of cash acquired. Capital Safety is a global provider of fall protection equipment.

The personal protective equipment industry is a strategic priority for 3M. Demand for personal protective equipment is rapidly growing, driven by increasing regulatory focus on worker safety across both developed and developing countries.

"Capital Safety is a tremendous business with a strong reputation in the safety industry and a talented team of dedicated employees," says Frank Little, executive vice president, 3M Safety and Graphics Business Group. "3M's brand in personal protective equipment, combined with our global capability, will provide a broader array of products and solutions to both Capital Safety's and 3M's customers."

Capital Safety employs approximately 1,500 people worldwide and is headquartered in Bloomington, Minnesota.


The transaction is expected to close in the third quarter.

COMPANY NOTES

In June, **Consolidated Chemical Works (CCW)**, Chicago, donated 16 cases of its CCW Concentrates cleaning chemicals to the Society of St. Vincent de Paul (SVdP) in Chicago. SVdP is an international non-profit organization dedicated to serving the poor and providing others with the opportunity to serve.

Employees from **Nyco Products Company**, Countryside, Illinois, cleaned and prepared classrooms for the start of the school year at the Helping Hand School for Children with Autism in Countryside, a facility of the Helping Hand Center (HHC).

A team of 15 to 20 employees and family members washed windows and walls, disinfected desks and tables, and more. In addition, Nyco donated school supplies for the HHC children, in partnership with contributions from Ticsay Group, 3-Chem Professional Maintenance Products, Pinnacle Sales and Marketing, and Golden Star.

Brady Industries, Las Vegas, acquired the Provo, Utah, operations of Nuklean. The move strengthens Brady's presence in Utah County and provides further resources to its growing Utah customer base. Hani Elkebbi of Nuklean will continue to oversee business development for Utah County. 

Surtec Recognized As A Leading California Small Business

Surtec, Inc., Tracy, California, was honored by Assemblywoman Susan Eggman at California Small Business Day in June. As Small Business of the Year, District 13, Surtec was celebrated for its hard work and dedication to the community.

"Surtec is well-deserving of this award for their history of product innovations and for their commitment to community with Surtec's Adopt-A-Family Program," says Eggman.

The Adopt-A-Family Program started in 1991 to provide a happier Christmas to children of needy families in the Bay Area, Tri-Valley and Central Valley areas by delivering food boxes and personally wrapped gifts. To date 6,191 families with 17,615 children have been recipients of the program.

"It is with great humility and pride that I accept this award on behalf of Surtec, Inc.," says Surtec President Bill Fields. "Surtec has always strived to lead the industry in technology and customer service, and this award confirms that these efforts do not go unrecognized."

California Small Business Day honored 80 out of 3.3 million small businesses in the State of California for their contribution to the state's economy.



(L-R) Bill Fields, Surtec president, is celebrated by Assemblywoman Susan Eggman in honor of Small Business Day



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WAXIE Dedicates New Idaho Facility After Fire


In June, **WAXIE Sanitary Supply, San Diego**, dedicated a new facility in Idaho Falls, Idaho, in front of its loyal customers, employees and industry associates. The new facility was opened after a fire devastated the previous facility in March of this year. WAXIE operated in the previous location since 2005.

"I am inspired by how our Idaho team has rallied after the events of March 20th," said Charles Wax, chairman/CEO during his dedication speech. "We were virtually left without a business to operate from, yet they continued to provide great service to our customers. To think that less than 90 days later we have moved into a new, fully operational facility and are taking care of our customers is a testament to the spirit of our team."

After the fire, WAXIE's Salt Lake City location performed on behalf of Idaho Falls by making deliveries to customers from just under 200 miles away without any delay in service. In addition, the facility fire claimed 31 customer machines that were in for repair, all of which were replaced or upgraded with the assistance of equipment vendors.

"The events of March 20th actually brought our team closer together," says Jeff Roberts, president/COO. "We are so proud of the way our team rallied under the leadership of Craig McDaniel, Lyle Christofferson, Greg Taylor and Isaac Grijalva. It was simply amazing what they did."

The new facility offers more space, greater inventory levels and an area for educational seminars and training sessions, says Craig McDaniel, vice president, general manager of WAXIE's Utah and Idaho locations.

After the dedication, WAXIE opened its doors to customers, who were treated to a vendor trade show and a barbecue lunch as they got a first glimpse of the new facility. 

Network Receives Industry Honors

Novation, Irving, Texas, named **Network Services Company (Network)**, Schaumburg, Illinois, as its Specialty Distributor of the Year. The health care services company recognized suppliers for excellence in 2014 during the organization's fifth annual Supplier Summit.

Supplier performance was evaluated against specific measures for a calendar year and the award recognized suppliers for their critical role in improving overall business for the entire Novation community. Network stood out for enhancing member value, creativity in contracting, responsiveness and providing best-in-class distribution.

"We are honored to serve the members of Novation," says Natalie DePace, Network's vice president of business development in health care. "The strength of our organization remains the ability to deliver expertise in healthy and cost-efficient housekeeping solutions. It's gratifying to be recognized and awarded for these efforts."

In addition, Sodexo, Gaithersburg, Maryland, designated Network as its 2015 Innovation Vendor Partner of the Year, Facilities Management. Network was recognized for innovation, collaboration, responsiveness and overall impact on the quality of life by creating ease and efficiencies for Sodexo's operators.

"The Network/Sodexo relationship spans almost two decades," says Frank Barretta, Network's vice president of business development. "We're honored to have our organization's commitment to the core principles of flexibility, accountability and expertise acknowledged by such an influential leader in the industry."

PEOPLE



The Tranzonic Companies, Cleveland, (parent company to HOSPECO), promoted **Tom Friedl** to president and CEO. Friedl has been with the company for 20 years and throughout his tenure has held executive leadership positions in sales, finance, information systems and procurement. Most recently he served as the general manager of HOSPECO.

Ken Vuylsteke, outgoing Tranzonic president, will remain active on the board.

AFFLINK, Tuscaloosa, Alabama, added **Mark Bozich** as the buying group's vice president of business development. Bozich will lead all of AFFLINK's field sales teams, calling on both members and end users, as well as overseeing the operational functions that directly link to the success of the organization. He was most recently the president of NISSCO.

Diamond Chemical Company Inc., East Rutherford, New Jersey, added **Lucas Ireland** as systems installation technician. Since attending Ivy Technical Institute, Lucas accrued three years' experience in the computer information systems, electrical, hydraulic and pneumatic fields as an industrial equipment technician.

Brady Industries, Las Vegas, hired **Phill Caballero** for the newly created position of division manager, foodservice segment. Phill will oversee sales and programs for all Brady locations, develop go-to-market strategies and develop Brady's product offerings for this expanding category. He has more than 30 years of sales experience, most recently at Sysco in Las Vegas.

The distributor also appointed **Brian Cottrell** to the newly created position of sales manager - Nevada. Most recently, Cottrell was the general manager of Brady's Reno branch. In his new role, he will oversee sales growth and business development for all Nevada accounts while managing the sales representatives in both the Las Vegas and Reno branches.

As a result, **Ryan Banks**, who has been acting sales manager for the last eight years, will now redirect total focus on overall strategic direction and long-term company growth for Brady.

In addition, **Alex Hay** was promoted from his role as sales representative to general manager of the Reno branch where he will oversee day-to-day operations, manage distribution logistics, and be responsible for overall profitability and reporting.

Pinnacle Sales & Marketing, Arlington Heights, Illinois, added **Scott Carpenter** to its sales team covering Wisconsin. Carpenter has been working with distributors in the Wisconsin market since 2000. He will be replacing Phil Newkirk who retired after 15 years of service.

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The Malish Corporation, Willoughby, Ohio, hired **David J. Sternad** as regional sales manager for the foodservice division. Sternad has more than 25 years of experience in the foodservice industry including work with Perdue Farms, Dinner Bell Foods and Miceli Dairy Products.

The company also added **Aja R. Rendek** as marketing manager. Rendek will be responsible for coordinating all marketing activities for Malish, including development of collateral, advertising, public relations, trade show coordination, and overseeing the company's websites and social media.

Golden Star, Kansas City, Missouri, hired **Gordon Roll** as director of health care. He will work with various distribution channels to develop strategic programs. Roll is an executive leader of health care sales and marketing with more than 25 years of experience.



Impact Products, Toledo, Ohio, promoted **Todd R. Frendt** to vice president, operations. He previously was director of quality for Impact. Frendt has been in the industry for 32 years, with positions at Steiner Company, Canberra Corporation and Betco Corporation, among others.

Consolidated Chemical Works (CCW), Chicago, hired **Anthony Trombetta** to head its business development. Trombetta was previously the director of sales for ISSA.

Tolco Corporation, Toledo, Ohio, announced numerous promotions and role changes within the family-owned business.

William Lewis was promoted to director of operations and will oversee the procurement, manufacturing and distribution of Tolco's products. Lewis is the grandson of William E. Spengler, the company's founder. He was previously national sales manager.

Alberto Martinez was promoted to director of sales and marketing and will oversee all aspects of the sales and marketing strategies. He has been with Tolco since 2010.

Jay Villarreal was promoted to director of finance. His responsibilities remain essentially unchanged from his previous roll as controller. He has been with the company since 2002.

Mark Montgomery was appointed national sales manager, and is responsible for overseeing the efforts of the Tolco sales managers and the independent reps domestically and internationally. He has been a manufacturers' representative for 15 years, most recently as part of Advantage Waypoint.

Pat Cassidy was promoted to senior sales manager, and will oversee key territories as well as assisting the national sales manager in implementing sales programs and strategies. He has been with Tolco since 1992.

Becky Hayden was appointed customer support manager and will have numerous responsibilities, including managing the customer service team, assisting in the management of rep activities, and assisting in the management of key accounts. She has 19 years of industry experience.

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DPA Holds Successful Conference

DPA's 2015 Buying and Networking

Conference was held at the Myrtle Beach Marriott at Grande Dunes, Myrtle Beach, South Carolina, on April 12 to 14, 2015. More than 150 distributors and suppliers were in attendance for the Cincinnati-based buying group's annual networking and sales meeting.


DPA distributor members and preferred suppliers met one-on-one over the course of two days, attended sales presentations and took part in distributor roundtable discussions. Distributors also took advantage of DPA's "Show Specials" promotions.

"DPA's conference would not have been a success without the support of our members," says Zachary T. Haines, DPA executive director. "Their enthusiasm, dedication and commitment will continue to be the most important factor in our continued growth."

While at the conference, DPA named Maintenance Too Paper Co., Bradenton, Florida, the 2014 Distributor of the Year, and Fresh Products, Toledo, Ohio, the 2014 Supplier of the Year. These awards recognize sales growth and exemplary support of DPA member companies.

Also at the show, DPA honored United Sanitary, Baltimore, with the prestigious

Founder's Award. This award recognizes a company or individual that has been with DPA from the beginning, and that embodies the spirit of the organization.

"They have been a part of DPA for over 14 years and are always looking for opportunities to support our preferred vendors," says Haines. "We would not be where we are today as a group without their loyal dedication." 



Beth Brown, United Sanitary (center), receives the DPA Founder's Award from Zachary Haines (left) and Jeff Tishko (right), both from DPA



Above: John Hargreaves, Maintenance Too Paper Co. (center), receives the DPA Distributor of the Year Award from Zachary Haines (left) and Jeff Tishko (right), both from DPA

Below: Ryan Tomkinson, Fresh Products (center), receives the DPA Supplier of the Year Award from Zachary Haines (left) and Jeff Tishko (right), both from DPA



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SHOE COVERS

Kimberly-Clark Professional — Kimtech Pure A8 Unitrax Shoe Covers help prevent slips, trips

and falls by providing traction and slip resistance. The covers provide non-skid design, seamless bottoms for better comfort; three sizes for a custom fit; and wet and dry splash and particle protection. They are also low-lint to reduce contamination and are recyclable through the RightCycle program.



ODOR CONTROL

Sunburst Chemicals — Odor Destroyer chemically reacts to, absorbs and neutralizes odors, replacing them with a clean scent. Safe for use on all surfaces, the product is rapidly biodegradable and not harmful to the environment. Improving safety, the product can only be used when dispensed and diluted through one of Sunburst's solid dispensers for controlled usage, which reduces waste/overuse of the product. Each capsule yields 80 gallons of use solution.



wrap liner around the liner lock bar to secure it in place

WASTE MANAGEMENT

Delamo Manufacturing — Dynamo Dividers save time, space and money by creating two trash compartments in one Dynamo Utility Can. Dividers snap easily onto the Dynamo rim of either the 32- or 44-gallon cans. Liners are neatly secured in place with liner lock bars and liner lock belts on the cans. This allows users to collect both general trash and recyclable waste together.



BROOM

Nexstep Commercial Products, Exclusive Licensee of O-Cedar — Plastic Whisk Broom features Feather Tip polypro bristles for sweeping fine particles. The broom has an 8-inch sweeping surface. The product's sanitary plastic block is durable and won't crack, warp or mildew. The hangar hole allows for easy storage.

SUPERCON LAUNDRY SYSTEM

SUPERCON BUILT DETERGENT is a highly concentrated emulsion for use in all water conditions and soil levels through properly installed dispensing systems. The recommended usage is 2-3 ounces per 50lbs but the chemical setting of this product should be made by a qualified laundry technician only. Only use in washing machines with stainless steel tubs. Do not use on delicate fabrics such as wool, silk or nylon.

SUPERCON FABRIC SOFTENER is a concentrated static reducer and fabric softener which adds a smooth "silky" feel to flatwork and linens. SUPERCON FABRIC SOFTENER cuts laundry cycle time by reducing extraction and drying time. FABRIC SOFTENER has a pleasant fragrance that leaves fabrics clean, fresh and soft. Recommended dosage is 1 ounce per 50 lbs.

SUPERCON LAUNDRY SOUR is a highly concentrated laundry sour formulated with a blend of iron inhibiting acids. ½ TO 1 oz of SUPERCON LAUNDRY SOUR per 50 lbs. used on a consistent basis will eliminate graying and yellowing caused by iron in the water.

SUPERCON DESTAINER is a concentrated chlorine laundry bleach. DO NOT use on colored fabrics or where significant amounts of iron are present. 2 ounces per 50 lbs. is the recommended dose for most soil classifications.

SUPERCON LAUNDRY BREAK is a blend of water conditioners and alkalis to be used on all heavy soil loads as a detergent booster or in conjunction with SUPERCON SURFACTANT. This combination is highly effective in removing greasy and oily soils found on table linens.

SUPERCON SURFACTANT is a highly concentrated surfactant blend containing soil suspending agents and brighteners for a complete first rate wash. SUPERCON SURFACTANT can be used in nursing homes and motel laundries, and is especially effective on oily and greasy restaurant linen, when used with SUPERCON LAUNDRY BREAK. For normal conditions, use 2-3 ounces of SUPER SURFACTANT per 50lb. washload in a typical 6-10 minute wash cycle.

SUPERCON COLOR SAFE BLEACH is a full strength liquid oxygen bleach for use on all colored fabrics or whenever the use of chlorine is not recommended. Suggested use dilution is 2 oz/ 50lbs.

SUPERCON SOUR/SOFT softens and fluffs all fabrics and contains powerful iron controlling ingredients to eliminate residual iron in fabrics and keep linen whiter and brighter. SUPERCON SOUR/SOFT eliminates static cling and reduces extractor time while neutralizing all residual alkalinity which is critical in nursing homes where irritation-free garments and bed linens are needed. Recommended use dilution is 1-1 ½ oz per 50lbs.



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HAND DRYER

Dyson Inc. — Airblade V uses the company's digital motor V4 to dry hands in 12 seconds. This model is 60 percent smaller than the original, but it still dries hands quickly and efficiently. The ADA-compliant dryer uses two sheets of 420-mph air, angled at 115 degrees, to separate hands and scrape off water like a windshield wiper.



DISINFECTING

Clorox Professional Products Company

— Clorox Disinfecting Wipes kill 99.9 percent of common illness-causing germs, including MRSA and Bordetella pertussis. They are compliant with OSHA Bloodborne Pathogens Standards, and they remove common allergens such as pet dander, dust mite matter and pollen. The premoistened wipes kill bacteria with

a 10-second sanitization. They are available in Fresh Scent in 700-count bulk canister, and refill packs in both Fresh Scent and Lemon Scent 75-count canisters.



FLOOR EQUIPMENT

Clarke — Both the FM40 ST and LX Orbital Floor Machines feature a 20-by-14-inch cleaning path with a 1.5-horsepower motor, 160 pounds of down pressure, and a 3,540-RPM pad driver. Both machines can reach into corners and tight spaces, and with the appropriate pads, can be used to prep gym floors for finish recoat; clean grout in bathrooms; burnish terrazzo, marble and concrete; and bonnet clean carpet.



GREEN CLEANING

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SCOURING PAD

Americo Manufacturing Co., Inc. — Used in

foodservice applications, the Stropping Pad removes rust, corrosion and mold from aluminum and stainless vats and tubing. The extra-long scour pad — measuring 4 inches by 25 inches — is specially designed for cleaning deep fat fryers.



CLEANER

Bar Keepers Friend — Bar Keepers Friend Cleanser & Polish is fast and effective at cleaning or restoring stainless steel, brass, copper, chrome, ceramic, fiberglass, tile, porcelain and many other hard non-stone surfaces. It can be used in diverse facilities, such as government, health care, education, marinas, metal-working, die and mold, foodservice and food processors.



SAFETY PRODUCTS

Essendant — The Safety & Facility Solutions Catalog is designed to help resellers penetrate the \$12 billion safety products market opportunity. This catalog, previously known as the Lagasse Safety Catalog, features an expanded assortment of essential safety and facility supplies that support reseller growth.



HOUSEKEEPING CART FEATURE

Geerpres Inc. — Space Station acrylic cart-top locking console offers 2.4 cubic feet of interior storage space and allows for chemicals to be left on top of the cart and locked securely when the cart is unattended. Unlike traditional housekeeping carts, which store chemicals in hidden locked cabinets, the clear, acrylic design of the product allows for visible organization of all chemicals.



CLEANER DISINFECTANT

Spartan Chemical Company, Inc. — Diffense is a ready-to-use, EPA-registered, broad-spectrum cleaner disinfectant proven to kill C. diff spores. Effective against a comprehensive range of harmful bacteria and viruses including Staphylococcus aureus, Pseudomonas aeruginosa,

Norovirus and bloodborne pathogens, the chemical is ideal for areas where infection control and the prevention of health care-associated infections is critical.

CHEMICAL PROPORTIONER

3M Commercial Solutions Division — Flow Control System Wall Mount Dispenser holds up to four half-gallon chemical concentrate bottles. Designed for use in hospitals, classrooms, office buildings, retail spaces and more, the dispenser features a simple two-knob design. The product is also compact and features a three-point locking system to limit chemical exposure and theft.



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VENDOR SUPPORT

How manufacturers are assisting their distributor partners in today's marketplace

Georgia-Pacific Professional, Atlanta, achieved certification to the new ECOLOGO standard, UL 175, and will carry the mark on a selection of the company's tissue, towel, napkin and wiper products previously certified under the old ECOLOGO standard.

The facilities that manufacture Georgia-Pacific Professional's ECOLOGO certified products under the UL 175 standard underwent a rigorous independent review as part of participation in the program. According to UL Environment, the revised UL 175 standard has an even greater focus on protecting human health. Sustainability updates to the standard include new criteria on packaging requirements; requirements for the sustainable sourcing of fiber; improved limits on energy consumption; and requirements for biodegradable organic compound additives, including optical brighteners.



ACS Industries Inc., Lincoln, Rhode Island, unveiled a new logo with its "common sense cleaning products" tagline to replace **Scrubble Products**.

The company says that with its cleaning products market share in foodservice, janitorial and industrial markets, that it felt the Scrubble name did not fit any longer. The company's goal has always been to bring "common sense to the cleaning products it manufactures." The articulation of this statement now puts it front and center.

Strategic Market Alliance (SMA), Charlotte, North Carolina, has announced a new branding strategy for its annual conference, renaming it "Alliance."

The conference, previously known simply as the SMA Member - Supplier Conference, brings together the owners and top leaders of the buying group's member distributors with top executives from SMA's qualified supplier partners for three days of in-depth suite meetings, educational presentations, networking and fun.

Alliance 2016 will take place at the Grand America Hotel in Salt Lake City, June 13 to 15.

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Gretchen Roufs, a 25-year janitorial supply industry veteran, owns a marketing and public relations company in San Antonio. To suggest someone you think should be featured in "Freetime," contact her at Gretchen@GretchenRoufs.com.



scaling summits

By Gretchen Roufs

How do you sum up your free-time hobbies when it involves climbing mountains, visiting ancient cities and dining on local fare, such as guinea pigs?

"I've done a fair number of non-routine things," says Matt Wood, president and CEO of ProTeam, Inc., Boise, Idaho. Two years ago, Matt adventured on a 12-day trek to Mount Everest Base Camp.

"You can't actually see Everest from the base camp, so you summit Kala Pattar, another Himalayan landmark, at 18,400 feet. From there we went back down to 16,900 feet to get to Everest Base Camp at 17,600 feet," he says. "The trek is about 75 miles, but the ups and downs, not the distance, are the issue on most of these treks."

This year, Matt and his son Russ completed an eight-day trek through the Andes in Peru, ending up in Machu Pichu, the city built by the Incas around 1450.

"We covered about 55 miles," says Matt. "The highest pass we crossed was at Abra de Choquetacarpó at 16,000 feet. Machu Picchu is at about 8,000 feet. The best part of that trek was spending the time with my son."

Matt Wood (right) and his son, Russ, sit atop Huayna Picchu in Peru



Matt appreciates the opportunity to interact with interesting people and learn about their culture and customs.

"In the Andes, we stayed at the farm of one of the muleteers. We were invited into their cooking and dining hut, which was full of guinea pigs running around," says Matt.

Besides the guinea pigs, they also ate yucca root, quinoa, potatoes and oka (a tuber).

In most of the places that Matt has trekked there are no communications, except on Mount Everest, where there was mobile phone coverage most of the way up (and lots of helicopters).

A backpacking friend of Matt's inspired these mountain adventures.

"My friend is 10 years older than I am. He said he was getting to the point in which he would be unable to do a difficult trip," says Matt.

They started a strict training regimen, and climbed Mount Kilimanjaro in 2007.

"The six-day Kilimanjaro trip started at 4,300 feet and the summit is at 19,400 feet. We had one really long day of about 36 hours," says Matt.

That's right, a 36-hour day.

"We were out of the camp at 6 a.m., and I crawled into my sleeping bag at 6 p.m. the next day. You actually climb most of Kilimanjaro at night," says Matt.

To prepare for a trek, Matt hits the gym. A lot of cardio workout to increase the heart rate in order to prepare for having 50 percent less oxygen than at sea level.

"You can never fully prepare for the altitude, but it's important to get into the best shape possible," says Matt.

It's also important to get the legs and feet in shape because you could be hiking eight to 10 hours a day.

Matt feels blessed to have the opportunity to explore areas not generally seen by the rest of the world and to visit places that many have only read about.

"Plus," he says, "it gives me a reason to stay in good shape." **SM**

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