

SPRING 2020

# Clean Canada



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Facility  
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**Clean Canada** is the marketing vehicle of ISSA Canada and is circulated to all ISSA Canada members. The e-newsletter is intended to provide news and views from the industry, as well as highlight upcoming educational opportunities and networking events being held across Canada.

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ISSA Canada is the body formed by the merger of ISSA, the worldwide cleaning industry association, and the Canadian Sanitation Supply Association (CSSA) in May 2017. The purpose of ISSA Canada is to provide the industry and its members with a high degree of professionalism, technical knowledge and business ethics.

ISSA Canada's mission is to reach out to all sectors of the Canadian cleaning industry in order to unify the nation's cleaning community, and increase the appreciation for cleaning as an investment in human health, the environmental and an improved bottom line.



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# In this issue...

## 3 SPECIAL FEATURE

Is now the time to go dark?

## 5 COVER STORY

Five Best Practices for Re-opening Your Facility. *Steps that facility managers can make to help assure building occupants – whether employees or visitors – that they are welcome and safe.*

## 6 NEW ONLINE EDUCATION

ISSA's Cleaning Management Institute (CMI) Partners with the Restoration Technical Institute to provide Online Training and Education.

## 7 MEET THE SPONSORS

Gardex Chemicals Ltd. – *New and Innovative Solutions to Control Insects and Rodents.*



## 10 NEW SURVEY

Facility Services Now. *Results from the 2020 CMM In-House/Facility Management Benchmarking Survey*

## 10 BUSINESS NOTES

Keeping Cleaning Workers Healthy Starts with the Vehicles They Drive. *In most work vehicles, there are seven "hot spots" we must focus on.*

## 4 NEW PROGRAM

The Global Biorisk Advisory Council® (GBAC), a division of ISSA, is pleased to introduce the new GBAC STAR™ Facility Accreditation Program.



## 8 EMPOWERING SUCCESS

Kimberly-Clark Professional Teams with ISSA to Provide COVID-19 Prevention Training to Frontline Workers.

## 9 SPECIAL FEATURE

New Model Supports Social Distancing until September. *A new mathematical model, called Distancing-SEIRD, shows that continuing social distancing at the current levels in Ontario and Quebec for six months, could save 100,000 lives.*



## 11 CALENDAR OF EVENTS

Full listing of educational opportunities and networking events happening near you!

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# Is Now the Time to Go Dark?

**W**hen the COVID-19 pandemic was first declared three months ago, some experts predicted there would be business winners and losers. By this they meant some businesses, and some industries, would suffer significantly while others would maintain or even grow. One of the anticipated winners: the professional cleaning industry.

The reason for this is apparent. Schools, offices and public facilities, as well as consumers, would be scrambling to find products, cleaning solutions, tools and equipment to keep their facilities healthy, and we must add, open. Sure enough, many janitor manufacturers have found their products – especially those that can be used to disinfect facilities – are in very high demand.

How long that will last, however, is not uncertain.

For instance, one of the cleaning contractors that maintains the offices of Apple in Silicon Valley had to lay-off 300 cleaning workers. They did this because the building closed, and making things more complicated, Apple notified the contractors that the company has no idea when it will re-open. The same situation is being played out all over North America.

This means that although Apple, and many other companies large and small

were initially in a rush to purchase products to protect the health of building users, most of those purchase orders have or may come to a halt, along with many other related services, including cleaning. Although the situation is changing daily, this could mean that even though the professional cleaning industry is currently viewed as a “winner” in this unfortunate set of circumstances, that winner status may slowly erode over the next few months.

If this scenario unfolds, what do these suppliers and service providers do next? What we see happening is lay-offs, already impacting many cleaning contractors. Following that is a series of cost-cutting measures. Any service or product not needed is eliminated, and one of these services invariably includes marketing. For some reason, many organizations, regardless of size, believe marketing is best in good economic times. However, as we shall discuss, it is often *better* during down periods.

## THE BATTLE OF THE BREAKFAST CEREALS

Why is it a bad idea to cut marketing in painful economic periods? Possibly the best case study, and one that is studied on college campuses throughout North America, is the battle of the breakfast cereals. In the 1920s, Post Cereals (now known as Post Consumer Brands) was far the leader of the pack when it came to breakfast cereals. Most of its competitors were small, many of them mom-and-pop operations that sold their products in certain areas of North America.

During the 1930s, with the Great Depression, Post decided to cut back significantly on its marketing, most of which was advertising. The belief was the company could rest on its laurels. Further, the company believed that many of the smaller players in the breakfast cereal industry would fail, resulting in more consumers purchasing Post brand products.

Kellogg's, then a moderate-sized cereal company, took another approach. With all the funds it could muster, the company increased its marketing and advertising considerably.

By the late 1930s, they had surpassed Post in sales. But that's not the end of the story. Since the 1930s, Kellogg's has remained the top breakfast cereal brand in North America. Post never caught up.

continued on page 4

## NEW PROGRAM!



### Global Biorisk Advisory Council Introduces **GBAC STAR™** Facility Accreditation Program

The Global Biorisk Advisory Council® (GBAC), a division of ISSA, has introduced its GBAC STAR™ facility accreditation program on cleaning, disinfection and infectious disease prevention. It is the industry's only outbreak prevention, response and recover accreditation. GBAC STAR establishes requirements to assist facilities with work practices, protocols, procedures and systems to control risks associated with infectious agents, such as SARS-CoV-2, the virus responsible for COVID-19. Accreditation criteria and facility applications are now available at [www.gbac.org](http://www.gbac.org).

"GBAC STAR is the gold standard of safe facilities, providing third-party validation that ensures facilities implement strict protocols for biorisk situations," said GBAC Executive Director Patricia Olinger. "Accreditation empowers facility owners and managers to assure workers, customers, and key stakeholders that they have proven systems in place to deliver clean and healthy environments that are safe from business."

Ideal for facilities like offices, restaurants, hotels, airports, convention centres, stadiums, and other public venues of all sizes, the GBAC STAR program assesses a facility's preparedness and provides

continued on page 11

## Is Now the Time to Go Dark?

continued from page 3

Did this happen just because Kellogg's continued marketing and advertising during the Depression and Post did not? Ultimately, that is the conclusion most experts have reached. There were some other factors, but none appears to have played a major role in this leadership pivot. Other examples:

### Toyota

When the oil crisis hit in the early 1970s, Toyota was just one of several Japanese companies struggling to market their cars in the United States. All the manufacturers saw their sales go down, including Toyota's key competitors, Nissan and Honda. These two companies decided to reduce their advertising and marketing budgets, and wait for better times to come. Toyota did the opposite. Although it did not increase its marketing budget, as did Kellogg's, Toyota maintained it. The result was that since the mid-1970s, Toyota has been the leading Japanese automaker in the United States. Nissan and Honda have never caught up.

### McDonald's

When Ray Kroc took over McDonald's in 1955, he realized the value of both advertising and public relations. Until his death in 1984, he believed it was these marketing platforms that played a significant role in making McDonald's a success, and they continued as long as he was at the helm.

However, since then, the top executives of the company have taken a different view. This came to light during the 1991 Gulf War. The U.S. economy took a dip. There was considerable uncertainty, resulting in a short but significant recession. McDonald's pulled back on advertising. Like Post, the company believed it could weather the storm without any harm to its business.

Pizza Hut, on the other hand, increased its marketing budget. Compared to McDonald's, Pizza Hut was a small player in the fast-food industry at that time. However, when the economy picked up, something very significant was realized. During that recession, McDonald's sales slumped by 28 per cent. Pizza Hut sales went up 61 per cent. Again, there may have been other factors in play, but

at the end of the day, observers believe it was marketing that made the difference.

### Things to Do Now

Our goal here is to point out the benefits of maintaining, if not increasing marketing budgets during difficult economic times, like the ones we are experiencing due to COVID-19. Here is what jansan organizations should do now:

**Keep marketing.** Going dark now will make it harder for your business to get growing once this crisis is over.


**Analyse platforms.** Many jansan companies find that advertising in trade publications is still their best bet. Others find a mixture of marketing programs – advertising, social media, blogging, article placements – has helped them the most. Select the platforms that give your company the most marketing bang for the money and stick with it.

**No-cost options.** Send news stories to industry trade publications as well as any other industry sectors your organization markets to. Just recently, the editor of a major trade publication contacted me asking for more cleaning-related tips as well as suggestions to help the industry address the COVID-19 crisis. This shows the demand is there for this information.

**Low-cost options.** Have you ever wondered why you get so many newsletters? The answer is simple: they work. Although they do not have the punch they had several years ago, study after study finds that well-crafted, timely newsletters can prove useful. The most successful ones follow the golden rule: 80 per cent quality content; 20 per cent product or service promotion.

**Social media.** Digital marketing can be somewhat costly because it can take time. However, it is still one of the most cost-effective marketing tools we have. Right now, with so many people working from home, most social media outlets are reporting they are getting more visitors than ever before. However, there are two sides to that coin. On one side, more people are using these platforms, so there is a higher chance consumers will see your company's postings. On the other side, there is a lot of noise out there. So, you may need to put more time into it.

continued on page 11



# 5 Best Practices For Re-opening Your Facility

By CHRIS WHITING

Assure building occupants that their health and well-being is a top priority

**A**s businesses shuttered during the COVID-19 pandemic to resume operations, facility managers must plan a smooth reopening process. Customers will scrutinize the visual appearance of these facilities, and question the processes and procedures in place to maintain cleanliness, and in turn, health and safety. Facility managers can help assure building occupants – whether employees or visitors – they are welcome and safe, even as the threat of coronavirus lingers in their minds.

## SET REOPENING REQUIREMENTS

When preparing to open a facility after a temporary closure, it is imperative to not rush the process. Consider abiding by the following five best practices before and after allowing occupants back inside.

**(1) Conduct a top-to-bottom cleaning to reassess standards and procedures.**

Oversee a thorough cleaning and

disinfection of the building before it reopens, making sure there are enough cleaning and sanitizing products on hand to conduct frequent cleanings. Follow the U.S. Centers for Disease Control and Prevention (CDC) guidelines for cleaning and disinfecting various surfaces. Additionally, consider the benefits of training and professional certifications to improve cleaning protocols over the long term.

**(2) Eliminate foul odors; create fresh scents.**

Facilities should not only look clean, but also smell clean. According to a survey by the Harris Poll, foul stench leads 56 per cent to assume a facility is not clean. Odors may be the result of mold and mildew, urine and feces, or even sweat and body odors. It is crucial that facilities establish an odor elimination program that consistently eradicates malodors at the molecular level and replaces them with fresh fragrances. A malodor-neutralizing agent eliminates rather than masks these smells.

**(3) Make it easy for customers to sanitize hands and disinfect surfaces.**

Since contaminated hands can spread pathogens, it is also important that facilities make hand sanitizer and disinfecting wipes readily available. The CDC recommends using a hand sanitizer containing at least 60 per cent alcohol to kill germs

continued on page 6

## ISSA's Cleaning Management Institute Partners with Restoration Technical Institute for Online Training & Education

ISSA, the worldwide cleaning industry association, has announced that its Cleaning Management Institute (CMI) has formed a partnership with the Restoration Technical Institute (RTI) to deliver online training and certifications to professionals in the design-build, restoration, commercial cleaning, maintenance and inter-related industries.

As part of the agreement, CMI and RTI will launch the RTI Online Learning Institute, powered by ISSA. This digital platform, available at [restorationtraininginstitute.com](http://restorationtraininginstitute.com), will feature diverse courses on topics including water damage and intrusion, flooring and substrates, restorative cleaning, and building materials and construction for professionals to improve their knowledge and skills. Additionally, the platform enables students to learn, track their coursework, and earn certifications that position them for success in their careers.

"The Restoration Technical Institute provides a variety of educational opportunities that meet the needs of many of ISSA's current members. As we continue to work with professionals in the restoration industry, we discovered synergies with the RTI team, which has established a strong track record in its niche," said Brant Inero, ISSA director of education, training, certification and standards.

The RTI Online Learning Institute will feature a curated selection of RTI e-learning courses and ISSA content that is specific to the cleaning and restoration industry. Both RTI and ISSA will develop new content to provide restoration professionals tools to grow their businesses.

"We are thrilled by the opportunity to work closely with CMI. Our

continued on page 8

# 5 Best Practices for Re-opening Your Facility

continued from page 5



effectively. Consider deploying touch-free dispensers in high-traffic locations throughout the building, such as at entrances and near elevators. In addition, look for disinfecting wipes with ingredients that are gentle on furniture and finishes, but tough on germs. At a time when guests are nervous to touch things without wearing gloves, they will appreciate that the facility is encouraging to keep hands and surfaces clean.

### ***(4) Elevate the visibility of cleaning and those who execute it.***

During and post-pandemic, facilities need to regularly address germ and odor hotspots, like restrooms and entrances, to assure customers of the facility's dedication to cleanliness. Cleaning while customers are present is a great strategy for demonstrating that the organization prioritizes occupant well-being. Daytime cleaning protocols should include regularly disinfecting shopping carts and baskets. Consider bringing your cleaning and maintenance staff members to the forefront by posting their photos, along with a message explaining how their work protects people, in restrooms, checkout areas or entrances. Now is the time to shine a light on their important work and add a human element to the practice of cleaning.

### ***(5) Implement crowd-control measures.***

As COVID-19 spreads, essential businesses – like supermarkets – implemented measures to keep customers physically separated, even as they continued to shop. Employees encouraged cus-

tomers to stand six feet apart in line and limited occupancy to discourage dense crowds. Facilities that are reopening now can learn best practices from businesses that safely remained open. Those that stayed open can add further crowd control measures. For example, employees at supermarkets and large retailers can take customers' temperatures using thermometer guns or other body temperature measuring devices before they enter the premises. They can also give customers disposable gloves to avoid direct contact with food, goods or surfaces. Overall, facility managers should make an informed decision about the crowd-control strategies best suited for their facility and then be diligent in enforcing these strategies to protect employees and guests.

## **DEMONSTRATE CARE FOR BUILDING OCCUPANTS**

Workers returning to offices, fitness enthusiasts going back to the gym, and families getting much-needed haircuts will be on high alert for infection control risks. They will notice if an indoor environment is not clean, contains no hand sanitizer, and is too crowded. Following these five best practices will show building occupants that their health and well-being is a facility's primary concern. 🍁

*Chris Whiting is executive vice president of Oxy-Gen Powered, an innovator in reliable, safe and eco-friendly odor elimination. Patented oxygen fuel-cell technology delivers consistent and continuous fragrance intensity. For more information, visit [www.oxygenpowered.com](http://www.oxygenpowered.com).*

MEET THE SPONSORS

# Gardex Chemicals Ltd.

## New & Innovative Solutions to Control Insects and Rodents



**G**ardex Chemicals Ltd. was formed in 1977 to service the professional pest control industry with new and innovative ways to control insects and rodents in Canada.

Over the past 40 years, the company has grown to become Canada's leading and largest supplier of pest control products. Our focus in pest control has been to provide not only innovative solutions, but to look for products that have the highest levels of control and the best levels of safety to the user.

All at an affordable price.

Whether you are doing the service yourself, or contracting with a pest control company, Gardex is your source of products *and* knowledge. Our technical support staff has over 70 years in the business and can help in insect or rodent control programs that best meet your needs.

**BED BUGS:** You name it, we stock it. Gardex offers the latest technologies in bed bug control, from aerosols, ready-to-use and concentrate products. Bed bug monitors for Integrated Pest Management (IPM) and constant population

survey are a must. Gardex also stocks the best mattress covers, steamers and vacuums to complete your program.

**FLYING INSECTS:** We stock more than 50 various fly light traps, the best selection in Canada. Whether glue board or electrocution, we have anywhere from the small CatchMaster 911 up to the eight-foot industrial Gilbert 705. We service what we sell, and have any replacement parts in stock. Gardex sells hundreds of glue traps with attractants, and offers numerous small fly products for fruit and drain fly control.

If you're dealing with stored product moths, you know how frustrating trying to eliminate an Indian Meal Moth infestation can be. Let us help! Besides chemical controls, Gardex offers a complete line of pheromone lures and traps to maintain your IPM.

**COCKROACHES:** The curse of many food handling establishments and

apartment dwellers, cockroaches can be extremely frustrating to deal with. Gardex works with all the major suppliers such as Bayer Environmental Sciences and BASF to offer new solutions to this age-old problem.

As with most insects a sound cockroach program involves planning and numerous steps to guarantee your business remains roach free. Glue boards and monitors, dusts and baits all play a critical role. It's a must to know the insect's life cycles, biology and behaviour to get complete control.

**RODENTS:** With the changes to the rodenticide regulations, there are limited products available over-the-counter for use, plus you need to know the proper products for indoor use versus outdoors, the labeling and proper use of bait stations. Most rodenticides we stock and sell are for licensed applicators, so if you're doing rodent control in-house, we supply all the latest innovations from new formulations and soft baits to non-baited monitor systems.

Gardex has one of the largest selections of rodent bait stations available,

continued on page 8



## Gardex Chemicals Ltd.

New & Innovative Solutions to Control Insects and Rodents

whether you're using a baiting program or simply as a means to hide snap traps or glue boards. We work with the leading rodent control companies, Bell Laboratories, Liphatech and CatchMaster to name a few, in providing tamper resistant and safe means of baiting.

If you want snap traps or glue boards, Gardex has them all.

One of the most overlooked areas of rodent control is exclusion. The first point of control is keeping them out of the facility to start with. If you're looking for rodent proofing, you found the right source. Rodent proof door sweeps, rodent caulking like Rodent Stop, and use of barriers such as steel wool or copper can keep a problem from starting completely.

And the list goes on.

We are lucky in Canada not to have a major variety of insect and rodent pests to deal with, but those that are here can all be very problematic.

You need solutions for your pest control program. We have the answers. The products. The knowledge and expertise.

Give us a call! Or check out our website for a partial list of what we carry. 🍁

[www.gardexinc.com](http://www.gardexinc.com)  
(800) 561-7302



# Kimberly-Clark Teams with ISSA to Provide COVID-19 Prevention Training

To address the needs of cleaning professionals during the COVID-19 pandemic, Kimberly-Clark Professional has announced a new scholarship program to help smaller cleaning organizations provide critical training on infectious disease prevention and control measures for their employees. The program is in collaboration with ISSA and the Global Biorisk Advisory Council® (GBAC), a division of ISSA.

"Cleaning professionals are working tirelessly behind the scenes to help other essential businesses run safely," said Susan Gambardella, president of Kimberly-Clark Professional North America. "They're heroes on the front lines, putting their own health and safety at risk. So, while they're looking out for others, we want to ensure someone is looking out for them. The scholarship program is about providing access for these essential heroes – especially those who may not have otherwise had the opportunity to get this training – to gain the knowledge they need to work safely and confidently."

The GBAC Fundamentals Online Course is focused on prevention, response and control measures for biohazards in the workplace – with a special emphasis on infection and contamination control measures for infectious disease outbreak situations such as SARS-CoV-2, or COVID-19. More information about the course can be [found here](#).

Through Kimberly-Clark Professional's \$500,000 (USD) donation, more than 10,000 cleaning professionals across the globe will be able to complete the GBAC Fundamentals Online Course at no cost. Smaller businesses, who may not have otherwise been able to fund this training for their employees, are given priority placement into the program.

In addition, the program has a goal of 50 per cent of scholarships going to females and will support a mentorship program in partnership with the ISSA Hygieia Network, the first women's network for the global cleaning community dedicated to the advancement of women in the cleaning industry. As part of the scholarship program, recipients can sign up to be mentored by volunteers from Kimberly-Clark Professional.

"We are beyond thankful to Kimberly-Clark Professional for this generous donation and its dedication to supporting women and cleaning professionals," said Meredith Reuben, chairwoman of ISSA Hygieia Network. "We aim to help all women in the cleaning industry accelerate their careers and achieve their full potential, and with half of these scholarships reaching women, especially those on the front lines of cleaning for the novel coronavirus (SARS-CoV-2), it will certainly make an incredible impact." 🍁

To apply for the scholarship and get more information, visit [www.issa.com/keep-scholarships](http://www.issa.com/keep-scholarships).

continued from page 6

## ISSA's Cleaning Management Institute Partners with Restoration Technical Institute on Online Training & Education

values in delivering quality education while inspiring pride and innovation are in complete alignment. We are all committed to providing resources that contribute to the success of individual professionals and their organizations. CMI has a track record of excellence in developing certified programs both

in person and online, and we could not ask for a better partner in expanding our online offerings," said Lisa Lavender, RTI chief operating officer.

RTI and CMI will host their first virtual workshop, the IICRC Water Restoration Technician course from May 11 to 21. 🍁



# New Model Supports Social Distancing until September

A new mathematical model, called Distancing-SEIRD, shows that continuing social distancing at the current levels in Ontario and Quebec for six months (until mid-September), could save about 100,000 lives, according to University of Waterloo researchers.

The machine learning-enabled model was recently the subject of a study that is pending peer review.

"I think we need to wait to ease the social distancing restrictions," said Mohammed Kohandel, a professor in Waterloo's Department of Applied Mathematics. "People are tired of the social distancing restrictions, but they need to be patient as we need to continue this a little bit longer and then start to remove things gradually as that seems to be the best approach. To keep the number of patients who need the treatments below the number of resources available, we need to go four to six months with social distancing from the time it started."

The researcher modified a standard mathematical model that is used in epidemiology to simulate the spread of infections, called an SEIRD model. They used a machine-learning algorithm to feed the model data collated by the Johns Hopkins University Center for Systems Science and Engineering collected from 184

countries between January 22, 2020 and April 13, 2020. The data includes daily counts of confirmed COVID-19 cases, deaths and daily counts of people who have recovered from the disease.

The researchers also used the cell-phone tracking data that was collected by Google for North America but explored the results for Canada to find the ranges of people who were adhering to social distancing. The data showed that approximately 60 per cent of people are practicing social distancing in Ontario, and 70 per cent in Quebec.

The Distancing-SEIRD model then predicted that the total number of deaths over six months in Ontario with no social distancing would be as high as over 100,000 people. In contrast, a stricter case of social distancing, with 60 per cent adherence, would result in a drastic reduction in the death toll – reducing fatalities by more than 50 per cent over the first six months.

With Quebec having experienced higher numbers of COVID-19 cases, the model indicates that strict social distancing measures could save tens of thousands of lives over six months, compared to no social distancing.

Our model parameters are all fixed assuming that everything remains the same," said Michelle Przedborski, a research assistant professor in Waterloo's Faculty of Mathematics. "The model shows that if we have a strict social distancing policy and then we stop social distancing all at once, the tendency is that we don't actually flatten the curve, we just skirt the infection peak. And effectively, we risk having the same peak numbers of infections as we would if we hadn't social distanced."

The mathematicians are currently working on an extension of the model to include the effects of other factors, such as sex and age. They are keen to work on the model further with public health officials to aid in making of policy decisions.

The study, mathematical modeling of COVID-19 containment strategies with considerations for limited medical resources, authored by Kohandel, Przedborski, and Waterloo's PhD candidates Brydon Eastman and Cameron Meaney, has been submitted for publication.

SOURCE: REMI Network

## Facility Services Now

### Results from the 2020 CMM In-House/Facility Management Benchmarking Survey

We entered 2020 with a tight labour market and the strongest unemployment rates in decades. With this labour shortage, employers have never been more concerned with retention strategies and training their staff to do their jobs well and be part of their team for the long haul. It is not surprising that employee retention and training were the biggest concerns with cleaning staff among facility services professionals who participated in the 2020 CMM In-House / Facility Management Benchmarking Survey.

When asked what issues were important to their facilities and operations, training/education was also among the top five responses that survey participants ranked as important “to a large extent.” Health and safety ranked highest, followed by improving facility image, improving productivity/efficiencies, security and training/education of staff.

When it comes to operating budgets specifically, 36 per cent of respondents reported an increased budget for 2020, up 11 per cent from 2015 and the same as in 2019. Another one-third (32 per cent) reported a flat budget compared to 2019, still better compared to 40 per cent in 2015.

These favorable outlooks reflect the positive economic climate at the end of last year when budgets were made and before the arrival of the novel coronavirus in the U.S. in early 2020.

Uncertainties associated with the pandemic are inevitable, but this annual survey is intended to help you plan and prepare the best you can by evaluating your operation regularly, comparing your facility to others, and finding ideas that will help you improve your facility now for future success. 🍁

DOWNLOAD THE FULL SURVEY



## Keeping Cleaning Workers Healthy Starts with the Vehicles They Drive

In most work vehicles, there are the seven “hot spots” we must focus on

Custodial workers are considered essential workers by the CDC.

Because of this, we need to take even more steps to protect their health, starting with the trucks, vans and cars these workers drive every day to get to and from job sites.

The big concern is the interiors of these work vehicles, which can become soiled and contaminated. In most work vehicles, these are the seven “hot spots” to focus on:

1. Steering wheel
2. Cup holders
3. Seat belts
4. Door handles
5. Gear shift knobs
6. Turn signal knobs
7. Radio buttons.

To keep these hot spots clean and safe, Rick VanderKoy, CEO of Secure Clean, suggests the following:

- Make sure workers wash their hands before driving vehicles and again before beginning work.
- All hot spot areas should be cleaned and disinfected daily.
- If vinyl areas are to be cleaned, apply the solution to a test area first. “A

cleaning solution with a very low or very high pH could discolour the surface.”

- Apply cleaning and disinfecting “best practices” to these hot spots as well. “Clean first and then disinfect. Also, adhere to dwell times and proper dilution.”

- If vehicles have recently been serviced, all these steps must be implemented before the vehicle is put back into service.

- Equipment used every day and stored in the vehicle should also be cleaned and disinfected daily. “We need to keep our tools clean; it shows we are professionals. But now we must also disinfect the high-touch areas of those machines.”

- Containers in which tools are kept are also frequently touched: this means that storage containers in the vehicle must also be cleaned and disinfected.

Two things more. VanderKoy recommends that vehicles be electrostatically disinfected “regularly to protect our staff.”

“We believe it is best to have no more than two people in work vehicles at the same time [and] both should be wearing gloves and masks,” he says. 🍁

continued from page 4

## GBAC STAR™ Facility Accreditation Program

staff with training for biorisk prevention and containment. The program also establishes a framework for communication and awareness best practices.

The performance-based GBAC STAR program enables facilities to create and maintain an effective cleaning, disinfection and infectious disease prevention program. To achieve GBAC STAR accreditation, facilities must demonstrate compliance with the program's 20 elements, which range from standard operating procedures and risk assessment strategies to personal protective equipment and emergency preparedness and response measures. Facilities will apply online and provide all documentation and supporting evidence with their application. The GBAC STAR Accreditation Council determines the status of all GBAC STAR facilities.

"In the wake of the coronavirus pandemic, the GBAC STAR accreditation program is exactly what facilities need to confidently reopen and keep staff, customers, and communities safe," said ISSA Executive Director John Barrett. "The way the world views cleaning has changed overnight. To effectively recover from this crisis and prepare for the next, it's essential that businesses take these necessary steps – and we're thrilled to have a stable of top organizations that have already committed to the program."

Several leading organizations have already committed to achieve GBAC STAR accreditation in their facilities. This first wave of leaders planning to pursue facility accreditation include:

- Hard Rock Stadium in Miami – home to the NFL's Miami Dolphins.
- Hyatt Hotels & Resorts.
- VisitDallas – the Dallas Tourism Public

Improvement District, Kay Bailey Hutchison Convention Center Dallas and Dallas city-owned arts and cultural institutions.

- McCormick Place in Chicago.
- Orange County Convention Center in Orlando, Florida.
- Las Vegas Convention and Visitors Authority – Las Vegas Convention Center.
- Harry Caray's Restaurant Group.

Additionally, these prominent industry organizations are among the first to commit their support for GBAC STAR with their thousands of constituents:

- International Association of Venue Managers and its 7000 member facilities globally.
- International Facility Management Association and its 23,000 members worldwide.
- Global Market Development Center, the premier global trade association for the retail industry, and its 400-plus members.
- Illinois Hotel & Lodging Association and its 400 hotels in the state of Illinois.
- Informa Markets and its 500 brands and expositions.
- International Association of Exhibitions and Events and its 12,000 members in 50 countries.
- Professional Beauty Association and its 100,000 members.
- MediaEdge Communications and its portfolio of media products, trade shows and conferences with association partners in Canada.
- Trade Show Executive Media.
- Go LIVE Together, a coalition of leaders from the live events industry that represent more than 4000 companies with U.S. operations and 112 other countries. 🍁

*To learn more about becoming a GBAC STAR accredited facility and submit your application, please visit [www.gbac.org](http://www.gbac.org).*



## CALENDAR OF EVENTS

**JUNE 4: CMI Accredited Auditing Professional Online Training Course.** For more information, visit [www.issa.com](http://www.issa.com).

**JUNE 16: Webinar: Leading and Mentoring During a Crisis.** For more information, visit [www.issa.com](http://www.issa.com).

**JUNE 18: Webinar: Cleaning With Pure Water.** For more information, visit [www.issa.com](http://www.issa.com).

**JUNE 23: Webinar: The Pandemic Balancing Act.** For more information, visit [www.issa.com](http://www.issa.com).

**AUGUST 11 & 12: Clean Buildings Expo,** Baltimore Convention Centre, Baltimore, MA. For more information, visit [www.cleanbuildingsexpo.com](http://www.cleanbuildingsexpo.com).

**SEPTEMBER 2 & 3: ISSA Show Canada 2020**, Metro Toronto Convention Centre, 255 Front St. W., Toronto, ON. For more information and to register, please visit [ISSAShowCanada.com](http://ISSAShowCanada.com).

**OCTOBER 26 - 29: ISSA Show North America,** McCormick Place, Chicago, IL. For more information and to register, visit [www.issashow.com](http://www.issashow.com).

continued from page 4

## Is Now the Time to Go Dark?

It's interesting. Over the years I have preached this same sermon to many members of the professional cleaning industry. Some listen and heed my advice, but many do not. So, let's try this:

If you have to cut back on marketing, cut back. But don't stop. It's risky and may make your "come-back" in the industry even more difficult. Stick with it, and you will be rewarded when the crisis ends. 🍁

*- Robert Kravitz is president of AlturaSolutions, an 18-year-old PR/Communications firm based in Chicago, IL. He can be reached at [robert@alturasolutions.com](mailto:robert@alturasolutions.com).*



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