Five Highlights of the New ISSA Canada

New Canadian Value of Clean Infographic
Canadian Data from Canadian Sources

ISSA Refutes RAI Amsterdam’s Termination of Alliance
ISSA Canada Launches Membership Initiatives To Unify the Industry
STUDY QUESTIONS
EFFECTIVENESS OF EVS TO MONITOR HOSPITAL ROOM CLEANLINESS
The CDC recommends that hospital epidemiologists or infection preventionists who are not part of the environmental services staff (EVS) monitor the environmental cleaning and disinfection of hospital rooms, which can reduce transmission of health care-acquired pathogens.

ISSA REFUTES RAI AMSTERDAM’S TERMINATION OF ALLIANCE
ISSA unambiguously rejects RAI Amsterdam (RAI)’s claim that the long-standing alliance between ISSA and its “INTERCLEAN” trade show partner, RAI, is terminated.

ISSA CANADA NAMES REGIONAL REPRESENTATIVES
ISSA Canada is pleased to introduce its new Regional Representatives across the country.

ISSA CANADA LAUNCHES MAJOR MEMBERSHIP INITIATIVE
ISSA Canada is furthering its commitment to professionalising the Canadian cleaning industry by launching a major membership campaign targeting facility service providers (FSPs) and residential cleaning professionals.

ISSA CANADA WELCOMES NEW MEMBERS
ISSA Canada is pleased to introduce the newest members of the worldwide cleaning industry association.

ISSA/INTERCLEAN® 2018 NORTH AMERICA
Trade event will be held October 29 to November 1, 2018 at the Kay Bailey Hutchinson Convention Centre in Dallas, TX.

ISSA PRESENTS THE INNOVATIVE DISTRIBUTOR™ WORKSHOP
Lead your distribution business to relevance and profitability with The Innovative Distributor™ workshop being held February 12 and 13, 2018, at the JW Marriott Las Vegas, in Las Vegas, NV.

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In this issue...

FIVE HIGHLIGHTS OF THE NEW ISSA CANADA
In its 60th year, the former CSSA felt it was very important to continue to serve Canadians as it had in the past. By partnering with ISSA, the association now has the resources and tools to offer its members more value than ever before.

NEW VALUE OF CLEAN INFOGRAPHIC AVAILABLE
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ISSA CANADA WELCOMES NEW MEMBERS
ISSA Canada is pleased to introduce the newest members of the worldwide cleaning industry association.
Industry is applauding the creation of ISSA Canada, a merger between ISSA and the Canadian Sanitation Supply Association (CSSA), which was formed earlier this year to better serve the Canadian cleaning and janitorial community.

Moving forward, the CSSA is now known as ISSA Canada. All CSSA members have seen their dues automatically transferred to the new ISSA Canada membership category, and have all the access and benefits of current ISSA members in the United States. ISSA Canada membership kits have been prepared and have been shipped to the membership. Following are the key highlights of the merger and what the industry can expect:

**STRONGER RESOURCES**

Under the ISSA umbrella, members can expect greater access to many more educational programs, services, networking opportunities, market exposure, benefits, business tools and data offered by ISSA, along with privileges and programs originally offered by CSSA, such as Canpar Freight, Petro Canada Points and national car programs. The merger also enhances the ability for cleaning industry professionals to promote the value of clean on a global level.

During its first month of operation, ISSA Canada Director Mike Nosko, said that ISSA Canada staff held meetings with the ISSA administration headquartered in Chicago, IL, to gain an understanding of one another’s programs and operations, and to build a blueprint for the Canadian organization.

“We moved at a very methodical pace as there was much to learn about the ISSA products and services that are now available to us in Canada,” Nosko said. “We wanted to make sure this process was done in a correct manner.”

**CANADIAN IDENTITY**

After a year-long process to form an integration plan, Nosko said that maintaining a Canadian identity was the most important element in reaching an agreement between the two parties. He said ISSA Canada will heavily invest in its operations and infrastructure “to help ‘Canadianize’ these programs and services.”

“In this, the 60th year of being in existence, it was felt that it

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**Five Highlights of the New ISSA Canada**

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continued on page 4
ISSA Canada Names Regional Representatives

ISSA Canada is pleased to announce the appointment of the following regional representatives:

Scott Gander, will now represent ISSA Canada in Western Canada. Gander has been in the professional cleaning industry for 12 years as a manufacturers representative. Covering the southern Alberta and Saskatchewan market place, Gander currently lives and services British Columbia. Gander works closely with all channels in the cleaning industry. His expertise will be beneficial as he is also a director of the British Columbia Contract Cleaners Association.

Tracey Caville, director of national accounts - Western & Ontario sales at Armor, will represent the association in Ontario. A 25-year veteran of the industry, Caville has received a number of awards and accolades including the 2013 Sales Leader for Sanitary Maintenance. She also participated on the CSSA executive board up until the merge with ISSA earlier this year.

Nina Belanger, Innocore Sales & Marketing, was named the Quebec regional representative in June. Belanger has been very active with the former CSSA Quebec chapter, and has been instrumental in continuing regional networking events along with help from other volunteers within the region. Belanger will work closely with ISSA Canada to help represent the needs of Quebec regional members.

Five Highlights of the New ISSA Canada

was very important to continue to serve Canadians as we have in the past,” Nosko said. “The difference is we will now have the resources and tools to offer our members more value than ever before.”

Since Canada has two official languages, ISSA Canada feels that it is important to help initiate and deliver education programs and services to the French speaking population. According to Nosko, this will take time to fully develop, but will be an ongoing priority.

FUTURE OF ISSA CANADA

Over the next several years the vision of ISSA Canada will be to increase not only its membership base, but also its market outreach.

“By expanding our footprint in Canada through partnerships with overlapping industries, we hope to share knowledge through education, programs, services and certifications to continue to deliver the message of changing the way the world views cleaning,” Nosko said.

ISSA CANADA LEADERSHIP COUNCIL

The CSSA executive board of directors has now become the ISSA Canada Leadership Council and continues to offer direction and oversight of Canadian programs and benefits.

The Canadian council, headed by Nosko, was assembled to assist with the transition and provide recommendations on growing the ISSA brand in Canada. Council members include: Al McCabe, partner at Riches & Associates; Ken Hilder, president of Coldstream Marketing; Brad Fraser, district sales manager at SCA Tissue, Central Canada; and Peter Farrell, president and chief executive officer at Citron Hygiene, and current ISSA Director Canada.

The former structure of CSSA has also been altered, and there is no longer an executive board or chapter chairs moving forward. Alternatively, ISSA Canada is developing a communication network of volunteers from each province to help share opportunities and events – such as webinars, educational symposiums and/or social networking events.

Provinces wishing to hold ISSA Canada meetings and social events – such golf tournaments, for example – are encouraged to continue to do so. Chapter members can also reach out to the ISSA Canada office for assistance. ISSA Canada is currently developing a network of trainers and instructors to help with the demand for programs and certifications.

ABOUT ISSA

To date, ISSA has merged with the National Cleaning Suppliers Association of Australia and the Association of Residential Cleaners International (ARCSI), and will be announcing other mergers and acquisitions in the near future.

“ISSA’s continued vision is to change the way the world views cleaning,” said ISSA Executive Director John Barrett, in a previous press release. “The creation of ISSA Canada allows ISSA to increase its membership and expand the association’s geographical footprint in North America.”

ISSA underlined more key benefits ISSA Canada members can look forward to, such as access to member registration and networking during ISSA/INTERCLEAN trade shows in North America, Amsterdam, Mexico and Turkey. ISSA Canada will also continue to host its popular Canada Night, held annually during the North American trade show.

Other tools available to ISSA Canada members include access to all ISSA member complimentary webinars and discounts at events, access to promotional items such as the member logo and Power of Clean video, discounts on all educational programs in the ISSA Professional Development Centre and access to ISSA Clean Standards for measuring the effectiveness of cleaning.

An array of industry publications will also be available such as the bimonthly online magazine ISSA Today, monthly ISSA Times e-newsletter and customer-focused information from ISSA’s Cleaning & Maintenance Magazine and website.

For more information, please contact the ISSA Canada head office at (905) 665-8001 or toll free (866) 684-8273.
ISSA Canada Launched Major Membership Initiative

ISSA Canada is furthering its commitment to professionalizing the Canadian cleaning industry by launching a major membership campaign targeting building service contractors and in-house service providers, more commonly referred to as facility service providers (FSPs). Additionally, the association has created a specialized division for residential cleaning professionals by entering into a partnership with the Association of Residential Cleaning Services International (ARCSI).

“ISSA Canada is targeting both Canadian facility service providers as well as residential cleaners to become members of the world’s cleaning industry association,” said Mike Nosko, executive director of ISSA Canada. “Being part of ISSA Canada provides members access to an abundant network of educational and certification programming, as well as tools to support business operations. The result is increased professionalism, better trained staff and, ultimately, profit growth.”

ISSA Canada membership provides FSPs and residential cleaners with a direct “in” to access training materials, individuals and companies, and a host of workshops which are all designed to help save money, time, labour, risk and costs of malpractice. Additionally, through an extensive video library, members can search and utilize numerous “How-To” and other training videos.

“Through its acquisitions and partnerships with EPIC, ARCSI, IEHA and CMI, ISSA members have access to specialized training and new business opportunities in new markets,” said ISSA Director of Industry Outreach, Rosie Rangel. “The resources provided through these partners are extremely specialized, and will help the FSP grow in training and cleaning safety and processes.”

According to Brant Insero, ISSA director of Education, Training, Certification and Standards, ISSA Canada membership “is all about the access to professional standards and certifications.”

“Our top-notch educational platforms and specific certifications are recognized worldwide, so being an ISSA Canada member gives you access to all of that knowledge, credentials and professional standards,” he said.

Of specific interest is ISSA’s Clean-
ISSA Canada Launches Major Membership Initiative

ISSA Canada is designed to educate professional service providers on how to improve current practices, and focus on health and sustainability in order to protect the health of employees and customers, and ultimately receive a return on investment.

“This behavior is unacceptable,” said ISSA Executive Director John Barrett. “I want to stress to our valued members, peers and stakeholders that these allegations regarding ISSA’s partnership and global family of ISSA/INTERCLEAN exhibitions are not only unprofessional, but absolutely untrue. We do not, in any way, support RAI’s unilateral departure from its obligations or its decision to communicate directly to members of the association with misinformation.”

ISSA Refutes RAI Amsterdam’s Termination of Alliance

ISSA unambiguously rejects RAI Amsterdam (RAI)’s claim that the long-standing alliance between ISSA and its “INTERCLEAN” trade show partner, RAI, is terminated.

On Friday, November 3, 2017, RAI submitted a letter to ISSA indicating its desire to terminate the agreement between ISSA and RAI and immediately began contacting ISSA members, exhibitors, council members and other organizations announcing the termination. Subsequently, a series of communications went out that also demanded that ISSA members work directly with RAI to book their trade show booths for the Amsterdam ISSA/INTERCLEAN® show. ISSA unequivocally denies that the alliance is terminated.

“This behavior is unacceptable,” said ISSA Executive Director John Barrett. “I want to stress to our valued members, peers and stakeholders that these allegations regarding ISSA’s partnership and global family of ISSA/INTERCLEAN exhibitions are not only unprofessional, but absolutely untrue. We do not, in any way, support RAI’s unilateral departure from its obligations or its decision to communicate directly to members of the association with misinformation.”

Further, Barrett states, that as a member-based organization, ISSA is committed to ensuring that its actions are transparent, professional and in the best interest of its members.

Specifically, Barrett said, “ISSA has made no secret of our global strategy, which is in line with our mission to bring together the industry to promote cleaning as a necessary investment in better health, a better environment and a better bottom line. There is no chain of events that would suggest otherwise. In the current business climate – where ISSA members and industry companies are addressing their own challenges and opportunities daily – RAI’s actions are selfish and an unnecessary distraction.

“Out of respect for our two organizations, our members and the global cleaning industry, I hope discussions regarding the ISSA/INTERCLEAN partnership remain business-like and will not be carried out in the public domain,” Barrett said. “Rest assured we will make every effort to communicate any new developments to our members and stakeholders as they unfold.”

In the meantime, Barrett said, for ISSA, it is business as usual as the association continues to help its members change the way the world views cleaning.
Recently published findings validate the CDC’s recommendation that independent observers provide the most objective approach to monitoring the thoroughness of environmental services staff to clean and disinfect hospital rooms after they are used.

The CDC recommends that hospital epidemiologists or infection preventionists who are not part of the environmental services staff (EVS) monitor the environmental cleaning and disinfection of hospital rooms, which can reduce transmission of health care-acquired pathogens.

As part of the Benefits of Enhanced Terminal Room (BETR) disinfection study—a large, multicentre, randomized and controlled trial comparing terminal disinfection strategies—Deverick J. Anderson, MD, MPH, associate professor of medicine at Duke University, and his colleagues compared two methods of evaluating the cleanliness of hospital rooms after EVS staff had cleaned and disinfected them. They found a 30 per cent difference in the number of surfaces that were determined by EVS supervisors to be clean, compared with surfaces rated clean by research assistants.

In the study, research assistants collected data in 56 rooms and EVS supervisors evaluated 256 rooms at two major hospitals. Rooms were not tested concurrently. Rather, Anderson and his colleagues matched the 56 rooms evaluated by research assistants with results from 56 rooms in the EVS group. Anderson and his colleagues said that if objective monitoring is not feasible, hospitals should consider selective sampling of rooms by external observers as a method to validate EVS monitoring.

“Similar to hand hygiene, external validation of room cleaning improves the validity of cleaning surveillance data,” he said. “Feedback of validated data to EVS personnel may improve terminal cleaning and decrease the risk of bacterial transmission between patients.”

- Reprinted from the Healio Infectious Disease News

By GERARD GALLAGHER
Dallas, TX, is the host city for the 2018 ISSA/INTERCLEAN® North America Trade Show and Convention.

Since 1997 – the last time ISSA/INTERCLEAN was in Dallas – the city has exploded with more than $15 billion (USD) in new development. New hotels, thriving entertainment districts, expanded exhibit space in new convention centre halls and two convenient airports make Dallas an ideal location for ISSA/INTERCLEAN.

In addition to the convenience and attractions, the city’s “Culture of Clean” efforts dovetail with ISSA’s brand promise to change the way the world views cleaning.

For companies who want to reach thousands of new customers in the distribution and end-user segments, or connect with thousands of qualified buyers who want to see what the industry has to offer, exhibitor opportunities are also available. When you exhibit at the world’s largest trade show for the cleaning and maintenance industry, you’ll uncover new leads and make new sales. If you’re serious about improving your sales, then this is the best investment you can make.

For more information or to pre-register, please visit www.issa.com/show.

ISSA Presents...

The Innovative Distributor Workshop

February 12 & 13, 2018

Lead your distribution business to relevance and profitability with The Innovative Distributor™ workshop being held February 12 and 13, 2018, at the JW Marriott Las Vegas, in Las Vegas, NV.

Most businesses agree that they must re-invent their firms before someone else does. But, as owners continue to operate the business for today, how can they unleash the spirit of innovation to create a relevant, stronger and more profitable future?

In this two-day, hands-on workshop, attendees will dive deep into The Innovative Distributor framework that provides practical lessons for creating transformative change.

What Makes This Workshop So Different?

When it comes to innovating for the future, many leaders are so close to the day-to-day, that they get consumed by the tyranny of the urgent. The Innovative Distributor workshop provides a focused path that helps distribution leaders know where to start as they look to create new, profitable paths forward for the future.

The Innovative Distributor framework has been used by hundreds of companies to dramatically change their trajectory and design breakthroughs for their customers, suppliers and employees.

In the two-day workshop attendees will:

ISSA Canada is pleased to launch the new Value of Clean infographic geared specifically to Canadian members.

The ISSA Value of Clean tools and information promote cleaning as a necessary investment in better health, a better environment and a better bottom line.

The new Value of Clean – Canadian edition uses real-world data from Canadian resources to demonstrate how cleaning is an investment in human health and the environment. Using Canadian dollars, it demonstrates how a modest investment in cleaning can help facilities reap big savings.

To view the new information, visit www.issa-canada.com.
Experts generally agree that careful cleaning and disinfection of environmental surfaces are essential elements of effective infection prevention programs. In recent years, there has been an increasing consensus that improved cleaning and disinfection of environmental surfaces is needed in healthcare facilities. Dr. John Boyce has addressed this topic in a few different ways this year; in an APIC conference lecture, in an article (Antimicrob Resist Infect Control. 2016 Apr 11; 5:10) and in a recent Webber Training teleclass.

In each instance, Dr. Boyce points out that there are many factors that can potentially have adverse effects on the efficacy of traditional cleaning and disinfection practices. An example of this is the type of surface being cleaned or disinfected, as it can affect the completeness with which bacteria are removed.

Disinfectants may also be applied using inadequate contact times. Failure of housekeepers to use the appropriate number of wipes per room can result in poor cleaning of surfaces. Use of wipes without sufficient antimicrobial activity against target pathogens can result in poor disinfection of surfaces and can also lead to the spread of pathogens from one surface to another. Binding of quaternary ammonium disinfectants to cloths made of cotton or wipes containing substantial amounts of cellulose may reduce the antimicrobial efficacy of the disinfectant. Laboratory studies have

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The Innovative Distributor Workshop

1. Learn a proven formula that has been researched and used throughout distribution. Attendees will completely understand The Innovative Distributor framework and why it is the most powerful tool to lead a company into the future.

2. See how The Innovative Distributor formula has been used by the most innovative and successful distributors, as well as other businesses from which attendees can pull inspiration and lessons.

3. Apply this framework to leadership and a company’s go forward strategy. The workshop will help attendees create unmatched growth and momentum.

Company customers, suppliers and employees are drawn to those with a vision and a commitment to the future. If they sense hesitation of a firm’s commitment to a better future, they will look past you for alternatives that are building for a relevant and profitable tomorrow. Once a company aligns its team around The Innovative Distributor model, they will see an energy and optimism that attracts the most profitable customers, the most innovative suppliers and the “A” players the business needs to hire.

Register for The Innovative Distributor workshop today and spend two days with Dirk Beveridge. Your customers, suppliers and employees are counting on you to win the future.

How much does an unaligned and uninspired team cost? How much potential profit is lost by being perceived as the same as the competitor across town? Not having The Innovative Distributor framework as the core of a company’s strategic thinking may already be costing you a great deal.

For more information or to register, please visit www.issa.com/events.

Improving Cleaning & Disinfection of Environmental Surfaces in Hospitals

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shown that detergent wipes have a varying ability to remove pathogens from surfaces and may, in fact, transfer pathogens between surfaces.

In another investigation, Dr. Boyce studied automated disinfectant dispensing systems in a large teaching hospital. His audit of 33 dispensing stations that mix concentrated disinfectant with water revealed inconsistent dilution ratios. The dispensing machines were intended to yield a desired in-use quaternary ammonium concentration of 800 ppm. After testing with commercially-available test strips, the audit revealed that several dispensing stations yielded solutions with less than 200 ppm; more than 75 per cent below recommended concentrations. Approximately 50 per cent of stations delivered solutions with 200 to 400 ppm.

An investigation uncovered several flaws in the dispensing system that would not have been detected without frequent testing.

A German study assessed the frequency of contamination of reusable buckets used to dispense disinfectant wipes used for surface disinfection in multiple hospitals. Kamf et al (MC Infect Dis. 2014; 14:37) found that 28 buckets from nine hospitals (42 per cent) contained surface-active disinfectants (quaternary ammonium solutions) that were contaminated with Achromobacter or Serratia strain.

In studies that involved culturing high-touch surfaces in patient rooms before and after housekeepers had performed routine cleaning, the researchers regularly found cultures obtained from several surfaces in one room after cleaning which yielded large numbers of Serratia and smaller numbers of Achromobacter. These were not present before cleaning. Pulsed-field gel electrophoresis demonstrated that Serratia isolates recovered from the diluted disinfection solution were the same strains as those recovered from surfaces in the patient room.

Failure to adequately disinfect patient rooms at the time of hospital discharge contributes to the increased risk of acquisition of resistant pathogens among patients admitted to a room where the prior room occupant was colonized or infected with a multidrug-resistant pathogen. Numerous studies have found that standard manual cleaning or disinfection of surfaces can reduce – but often does not eliminate – important pathogens such as C. difficile, staphylococci including Methicillin-resistant Staphylococcus aureus, Vancomycin-resistant Enterococcus (VRE), and multi-drug resistant Acinetobacter.

Other articles found in Virox Solutions newsletters address the impact of cotton towels and microfibre cloths. But let me point out, briefly, that many articles, increasingly over the last decade, identify that cotton towels for cleaning and disinfection could cause a problem of their own. They remain contaminated after being laundered, and they can spread C. difficile spores.

Thanks to researchers, whose names are well known to us (Boyce, Sattar, Maillard, Rutala, Schulster, and others), the knowledge of proper selection and use of hospital disinfectants is ever expanding. Virox would like to express its appreciation to each of them for their invaluable work.

— Olivia Lattimore is Clinical and Technical Services Specialist at Virox Technologies Inc. Article reprinted from Volume 38 of the Virox Solutions newsletter.
ISSA Canada Welcomes New Members

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