

FALL 2019

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**NEWS, VIEWS AND INFORMATION FOR THE FACILITY SERVICE PROVIDER**

**SPECIAL FEATURE**



By TIM CONN

## Bidding a Healthcare Facility

**I**t's important to understand the nuances of cleaning a medical facility, as there are many different types of specialized medical facilities with different needs.

In addition to cleaning processes, employee training and supplies, cleaning a medical facility will differ from other venues, potentially impacting how you bid on the project. If you need to invest time

or money into training resources, you will need to factor that in when generating an estimate for the facility. Beyond that, you will also need to consider the types of cleaning products and equipment required for the medical facility you're bidding on.

Knowing that every building is unique in some way, here are universal protections you will need to take when cleaning

any medical facility.

### **EXPOSURE CONTROL**

Hopefully your team will never need to use it, but in the event of an accident, you need to have an exposure control plan available, and ensure staff are ready to implement it. This is something you

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**Benefitting people  
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# contractor's corner

**CONTRACTOR'S CORNER** is published by ISSA Canada and focuses on the Building Service Contractor and In-House Service Provider sectors. The newsletter provides news and views from the industry, as well as the most current educational offerings from ISSA and ISSA Canada. For more information, please contact:

910 Dundas St. W., P.O. Box 10009  
Whitby, ON L1P 1P7  
Tel: (905) 665-8001  
Toll free: (866) 684-8273  
Email: [tanja@issa-canada.com](mailto:tanja@issa-canada.com)  
Web: [www.issa-canada.com](http://www.issa-canada.com)



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## Bidding a Healthcare Facility

will want to have in place before bidding on a project.

According to the Healthcare Environmental Resource Centre, an exposure control plan is an employer's "written program that outlines the protective measures an employer will take to eliminate or minimize employee exposure to blood and other potentially infectious materials." As noted on the centre's website, the plan must contain at least:

- An exposure determination, which identifies job classifications and, in some cases, tasks and procedures where there is occupational exposure to blood and other potentially infectious materials;
- Procedures for evaluating the circumstance surrounding an exposure incident;
- A schedule of how and when other provisions of the standard will be implemented, including methods of compliance, communication of hazards to employees and record-keeping.

Additionally, the U.S. Department of Labour's Occupational Safety and Health Administration sets guidelines and has resources that can help facility service providers to properly prepare for cleaning medical facilities.

### EQUIPMENT, CLEANING PRODUCTS AND PROCESSES

The training you conduct, and any new equipment or resources needed for the job, will play a factor in how you bid. For example, the proper way to dispose of hazardous or pharmaceutical waste is different from cleaning the trash in a typical commercial office building, which may impact how you train staff, workload shifts and prepare to successfully complete the work.

You may also need to review your choice of cleaning gloves and consider which are the safest for your cleaning crew, depending on the facility. Do you choose butyl rubber gloves, natural latex or other materials? Does your team require other personal protective equipment (PPE)? The cost of safe disposable gloves or other PPE may impact the cost of the project if the client wants you to provide your own supplies.

Additionally, if the medical facility has an isolation room, you will need to use different equipment and chemicals than what you use in other parts of the building. This may also have an impact on the time it takes

to clean the space and the cost of supplies, so be sure to factor that into your estimate.

There is a chance the medical facility may want or need to provide their own supplies and equipment. Regardless of whether your organization or the facility purchases the materials, these choices will impact your bid.

### FACILITY HOURS

If you are cleaning a facility that, for example, is open from 5 a.m. to midnight, and most of the cleaning occurs when the building is closed, your crew is going to have a tight window of time to get the cleaning done. You may need to hire additional team members to complete the task, which would drive up labour costs.

If it is a busy centre with a high amount of foot traffic, the cleaning may be more labour intensive than a facility in a rural space that doesn't see as many patients. You will still need to clean in the same manner, but a space with a lot of traffic may have a larger amount of garbage, dirtier floors and overall require more time to complete the necessary cleaning plan.

### PATIENT AGE AND RISK LEVEL

The age of typical patients visiting the facility will also likely impact how you clean it. Pediatric clinics are going to have toys and play areas for children who may be sick and carrying viruses. As infants and immune-compromised patients have a higher risk of catching a disease, it is imperative that these play areas are cleaned thoroughly every time a cleaning crew comes in.

On the other end of the spectrum, a medical facility with an aging clientele will also face specific challenges. There may be unanticipated accidents in restrooms the cleaning crew needs to handle. Also, older patients are at a higher risk of slipping and falling, so the crew needs to take extra precaution when mopping high-traffic areas.

### CONSIDER UNIVERSAL PRECAUTIONS

When it comes to cleaning medical facilities, you must have an exposure control plan in place. You will want to train your staff on the specifications depending on the type of lab or office, and work conducted in the facility. As the name implies, universal precautions are universal, no matter what type of a medical facility you clean.





As with any type of medical environment, PPE is crucial. This means that you may need to do some research or invest in new equipment if you have not cleaned medical facilities before. OSHA sets guidelines that can help you prepare.

Some other universal precautions to keep in mind: You will want to stress to your team the importance of being diligent with wearing the proper gloves and making sure they wash their hands thoroughly before and after cleaning. Medical offices are a place people go when they are sick and often contagious. Be sure your team is constantly mindful of this when cleaning medical facilities.

Now, let's look closely at some specific medical spaces we clean:

### DOCTOR OFFICES

In medical facilities, the offices and restrooms are similar to those in other buildings. The exam rooms and waiting areas, however, often require unique treatment.

The exam rooms will likely have sinks and exam tables that require specific disinfecting techniques. Some facilities, especially a pediatrician's office, will have toys for waiting children. These items are breeding grounds for germs and need to be cleaned daily.

Some pediatrician offices will have a "sick" waiting room designated for moms and dads who bring children who are ill, as opposed to children getting routine check-ups. It is extremely important to make sure waiting rooms for sick children are cleaned thoroughly to prevent the spread of illness.

### DENTAL OFFICES

Dental offices typically have the same

cleaning requirements as general offices. They will have a waiting room, several exam rooms and potentially a room for special procedures. The flooring in exam rooms is usually tile, but some locations may have carpeting. Cleaning the office area, waiting room and restrooms should be business as usual, but that's not the case for the exam rooms.

Dental clinics may request you to wipe down the dental chairs, countertops and sinks. Some will want all items removed from counters, cleaned and replaced. Others will ask you to work around the items on the counters.

### MEDICAL LABS

Most medical labs are handled very similarly to exam rooms. Generally, everything of importance is put away before we enter the room.

If cleaning a medical lab, be prepared with an exposure control plan. Make sure that employees understand universal precautions and always use PPE. Generally, you won't be asked to remove medical waste, but keep in mind that it is a possibility.

### BE PREPARED TO CLEAN LONGER

Medical and dental offices usually take more time to clean than general offices. The work to be done may vary, but the production rates are much slower compared to non-medical spaces. And, the cleaning schedule will vary depending on the medical office type.

In our experience, most small dental offices may only request service one or two times per week, whereas a busy doctor's office will likely need to be serviced

five or more times every week. The additional time it will take to complete the cleaning plan during each service visit, along with the frequency of service, will significantly impact your bid.

### CONSIDER OFFICE SERVICES

Bidding specs need to match the requirement of the space, which will vary from client to client. For example, clients may have an exam room sink that requires daily cleaning, and they may ask you to disinfect the exam table or prefer to do it themselves. They may have specific instructions for waiting room toys.

In short, there is no one-size-fits-all approach when bidding on medical offices. The key is to know the facility you are bidding on. Request a tour, ask questions based on what you see, then create a cleaning plan. Be careful to not handle expensive medical equipment to protect your cleaning company against loss or damage.

### BLOODBORNE PATHOGEN HAZARDS

While you'll need to take special precautions for cleaning any health care facility, dialysis centres have especially stringent protocol due to the patients' health conditions and the presence of biohazards during treatment.

Knowing how to properly handle biohazardous waste is critical for any cleaning service worker in a medical environment. This knowledge is essential in a dialysis centre. Patients are at the centre to have their blood filtered, which means the risk of exposure to blood-borne pathogens is much higher than in a general medical office.

It's also important to consider cleanliness from the perspective of renal patients. These individuals already have weakened immune systems. The repeated use of needles and catheters in the dialysis process puts them at an extremely high risk of contracting a health care-acquired infection such as methicillin-resistant *Staphylococcus aureus* (MRSA), hepatitis or HIV. For the safety of the patients, staff and visitors at a dialysis centre, proper cleaning and pathogen containment is of the utmost importance.

This is where your exposure control plan comes into play. Your staff will need to follow universal precautions for any healthcare facility, such as having the proper PPE for the job. They must

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The latest outlook and trends  
in the building service  
contractors marketplace

The annual CMM BSC/Contract Cleaning Benchmarking Survey Report has been released and is currently available for BSCs to gauge their business performance in the current economic climate. Readers can also learn how their operation stacks up to others in the contract cleaning marketplace.

The report shows common customer challenges, compares wages and benefits, and allows BSCs to find out if their company's gross and projected revenue growth is on par with other businesses of the same size, type and geographical location. The report is intended to help you evaluate your operation regularly, and give you ideas for improvements to grow your business to the next level.

Sponsored by SunBelt Rentals, the data in the report is based on results from BSCs responding to invitations to participate in the survey. Results are not necessarily based on audited financial statements.

For more information or to download the survey, please visit [www.issa.com](http://www.issa.com).

## Report Shows Strong BSC Profits

**A** majority (65 per cent) of building service contractors (BSCs) report that they had higher profits in 2018 compared to previous years, according to a survey conducted by the Building Service Contractors Association International (BSCAI). Among the successful BSCs, 48 per cent expect their profits to be slightly higher in 2019 and 42 per cent believe their sales will increase slightly this year.

As an increase in growth requires an increase in services, a majority of respondents (88 per cent) provide or plan to provide floor finish stripping

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## BREAKING NEWS



# Strategic Alliance Formed with The Infection Prevention Strategy (TIPS)

**I**SSA Canada, a Division of ISSA – the worldwide cleaning industry association, is once again taking bold steps to unite the industry. In its efforts to connect with the healthcare and hospitality sectors, ISSA Canada is pleased to announce it has formed a strategic alliance with The Infection Prevention Strategy (TIPS).

"TIPS has a tremendous following in the infection control and prevention sector," said ISSA Executive Director Mike Nosko. "I definitely see this alliance as being a huge opportunity for us to work together and move the industry forward from a health and wellness standpoint."

“The main goal of TIPS is to communicate, and we need partners in order to do this successfully,” said TIPS Co-founder and Executive Director, Michael Diamond. “We see our alliance with ISSA Canada as an outstanding opportunity to tap into a new market and grow our outreach.”

Formed in 2015, TIPS is a not-for-profit Pan-Access, worldwide collective that “extends globally and touches locally.” The 100 per cent volunteer-based organization came into existence to advance innovations, ideas and process that make a difference in global health.

In addition to providing a host of peer-reviewed articles, white papers, and industry support, the TIPS advisory board brings together leading industry

professionals well-versed in infection control and prevention. These include Dr. Syed Sattar, Jason Tetro, Michael Rochon and Dr. Christine Greene, to name but a few.

According to Nosko, an interesting point about TIPS is that the organization isn't just focused on infection control and prevention in hospitals, but the entire building environment.

“Our ongoing goal is to unite the industry, and TIPS is at the top of the scale when it comes to infection control and prevention,” he said. “In addition to the infection control piece, they are also dedicated to the health and wellness of the building environment which is why this alliance is so important.”

ISSA Canada looks forward to working with TIPS in order to deliver on its goal of “changing the way the world views cleaning.” Not only will ISSA Canada offer its healthcare and hospitality members access to this knowledgeable resource, but TIPS will also be front and centre during industry trade shows and conferences, by providing top-notch speakers targeting relevant issues to this industry sector.

*For more information on the new strategic alliance, please contact Mike Nosko, ISSA Canada executive director, at (905) 665-8001, toll free (866) 684-8273 or via email at [mike@issa-canada.com](mailto:mike@issa-canada.com).*



# The Science of Leadership

By BRUCE DELOATCH

## Advice from the IICRC experts on keeping your best employees on board

**W**hy can't I find good people? They just don't want to work! I feel like a babysitter. They make dumb mistakes, come in late and bring their personal drama to work. When I do find a good employee and train that person, I always end up losing them to a competitor.

Sound familiar? If so, you are not alone. The number one issue successful business owners typically express is difficulty attracting and keeping good employees. I have been in the cleaning and restoration industry for more than 25 years as an owner, trainer, coach and consultant. I have seen a lot of technicians. Some become excellent employees, creating a great career for themselves and greater profits for the company.

These superstars are the keepers, the kind of long-term employees that help grow the company.

Others seem to start out great but end up failing in the company mission. They may have personal issues, conflict with leadership or face other problems that prevent them from carrying out their responsibilities. These employees usually don't last very long. They either get fired or quit.

There are also the employees that seem to do just well enough to avoid getting

fired. Lacking motivation, they need constant reminding, prodding and the occasional reprimand just to keep them pointed in the right direction. This leads to frustration for you, fellow employees and customers. Mediocrity becomes the norm. It is with this group that you may find your greatest opportunities as a business owner.

By all accounts, these are good people. They don't steal from you or your customers. They may come to work ready to perform. They wear the company uniform. They do their job – maybe not exactly the way you want all the time, but they do it. You may find yourself wondering, “Where is their drive? Why don't they take some initiative? Why don't they go the extra mile? Why aren't they more like me?”

The truth is they are ordinary people. There is nothing wrong with that. Ordinary is normal. Most people are content working for a living, collecting a pay cheque and living an ordinary life. They are motivated by needs and wants. As long as the job provides most of their needs and some of their wants, they will be content.

You cannot effectively motivate people beyond that. If you try, you will create frustration for both yourself and the employee. But you can inspire them.

### MOTIVATION VS. INSPIRATION

Motivation comes from outside; inspiration comes from within. Motivation comes from a desire to avoid pain or move toward gain. Inspiration comes from a desire to grow, build and improve.

Interestingly, the word inspired also means to inhale. Just like we physically breathe in whatever is in the atmosphere, your employees will be inspired by the atmosphere, culture or environment that you create in your company. What are your people breathing in? Criticism, negativity, fear and frustration? Or positivity, constructive feedback and opportunity?

Be honest. When you meet with your people, is it mostly to complain, find fault and make rules? Or do you celebrate the wins, praise performance and share the bigger vision? Do you help your people dream? Do you help them create and attain worthy goals? Do you help them to see how their success and the success of the organization intertwine with one another?

### THE TRUTH

Here's a hard fact that you may not like: Most long-term employee problems are really the result of leadership

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# ISSA Show North America Opens Call for 2020 Speaker Proposals



ISSA and its ISSA Show North America event partner Informa Markets recently launched the speaker proposal submission process for the ISSA Show North America 2020 trade show, which takes place October 26 to 29, 2020, at McCormick Place in Chicago, IL.

Professionals who serve and represent the professional cleaning and facility maintenance industries may submit proposals via the ISSA Show website for the industry-leading education program at ISSA Show North America 2020.

"The speakers who present at ISSA Show North America represent some of the brightest thought leaders and experts in the commercial cleaning industry," said Brant Insero, ISSA director of education, training, standards and certification. "We are excited to launch the proposal process and look forward to curating an outstanding education program for ISSA Show North America attendees in Chicago next fall."

ISSA and Informa Markets expect to host more than 100 education sessions and seminars during the four-day ISSA Show North America 2020 event. Education session topics include industry trends, best practices, emerging technologies, management strategies, and other timely, relevant content for executives from cleaning-industry distributors, building service contractors, in-house facility service providers and residential cleaning organizations.

The deadline to submit proposals is November 15, 2019. Show management will notify all prospective speakers who submit proposals of their status by January 1, 2020.

To submit a speaker proposal, please visit [issa.com/speaker-proposal](http://issa.com/speaker-proposal).

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## The Science of Leadership

problems. Sure, you get a bad apple from time to time, but if it keeps happening over and over, look in the mirror – the problem may be looking back at you.

Effective leaders inspire people to do their best without constant supervision. Leaders make the company mission crystal clear in addition to how the employee fits within that mission. Effective leaders develop followers into leaders.

The best leaders are humble and leave their ego at the door. They put their people first. They invest time and money in training and employee development. Effective leaders grow their people and their people grow the company.

### THE SOLUTION

So now what? How can you attract and hire good people? They are all around you. Notice I used the word attract. Create the kind of place where people love to work.

Employees don't leave companies to

work for other companies. People leave people to work with other people. Why? Because they believe that they will be better off. It's that simple. Your job as a leader is to create an environment that attracts good people and once inside, they don't want to leave. They should feel that they are better off with you than anywhere else.

The very best people tend to work for the best companies. Like diamonds, they are a precious resource that you may have to polish before you can see the full potential value. Developing yourself as an effective leader is the best way to develop your people.

*Bruce DeLoatch has been in the cleaning and restoration industry for 24 years. He is IICRC Triple Master Certified, an IICRC-approved instructor, a U.S. Environmental Protection Agency Lead RRP instructor, and a Behavioral Studies-Accredited Trainer. He can be reached at [bruce@cleanerscoach.com](mailto:bruce@cleanerscoach.com).*

SOURCE: CMM ONLINE

## ISSA SHOW CANADA 2020

June 10 & 11, 2020  
Metro Toronto Convention Centre

ISSA Canada is pleased to announce the dates for ISSA Show Canada. The 2020 edition of the trade show and education conference will be June 10 and 11, 2020 at the Metro Toronto Convention Centre, 255 King St. W., in downtown Toronto, ON.

"We are committed to uniting the industry and raising the bar in order to achieve healthier and sustainable buildings," says Mike Nosko, ISSA Canada executive director. "After last year's outstanding debut event, ISSA, IFMA and the REMI Network are planning to elevate the standards of professionalism in the cleaning industry even further, and the robust education program planned for ISSA Show Canada 2020 will deliver on that commitment, and result in more knowledgeable and better trained cleaning staff."

ISSA Show Canada is the result of a partnership between ISSA, IFMA and

MediaEdge's Real Estate Management Industry (REMI) Network. The goal of the show is to provide a platform to connect like-minded industry professionals focused on keeping buildings clean, green, and operating in a sustainable and energy-efficient fashion.

The trade show floor offers a platform for facility, property and operations managers to meet leading suppliers of cleaning products and services, keep up with market trends and share experiences with their industry peers – professional development to benefit their buildings, staff and tenants.

Exhibit space is now available and can be secured by downloading the exhibitor prospectus at [ISSAShowCanada.com](http://ISSAShowCanada.com).

For more information on ISSA Show Canada, please visit [www.ISSAShowCanada.com](http://www.ISSAShowCanada.com), or contact Mike Nosko, ISSA Canada executive director, at [mike@issa-canada.com](mailto:mike@issa-canada.com).

# Prism Care Corporation

## Benefitting people and the environment

**T**wo decades ago, the commercial cleaning landscape was on the cusp of change. Expectations for what defined a safe and effective cleaning experience were beginning to evolve. The green cleaning technology we know today was in its infancy with pioneers like Felix Borges, founder and CEO of Prism Care Corporation leading the charge.

"I spoke to many people from all sectors of the janitor industry – particularly front-line cleaning staff who are exposed to toxic cleaning chemicals everyday while doing their jobs," Borges said. "The need for safer options for both people and planet were clear."

It was this need that fueled Borges' determination to found family-owned Prism Care Corporation in April 1999. With a mission to benefit people and the environment, Prism launched its first success – PrismEnvironmental® – a series of high-performance, heavy-duty cleaners designed specifically for the commercial cleaning market.

"We tirelessly researched the best natural, plant-based and sustainable raw materials, and created countless formulations to satisfy the needs of the industry," Borges explains. But, at the time, Prism Care was one of only a handful of companies who offered EcoLogo (now UL ECOLOGO) products that were tested and certified for environmental leadership.

"It was not until the Canadian government began mandating the use of recognized third-party certified products in their facilities did our ideas for a safer cleaning experience begin to really gain traction," Borges said. "Those reluctant to make the switch jumped on board and began seeing the value of what we were doing."

In the following years, Prism Care continued pushing the boundaries of

what a natural cleaning experience could be. First launched was the BioFactor™ line of non-pathogenic, bacteria-based products. Then, in 2003, Eco-Max® the company's flagship brand and gold-standard for healthy cleaning, was rolled out.

"Many conventional cleaning products contain toxic ingredients that can reduce indoor air quality and cause adverse health affects, in addition to polluting our environment," Borges explains. "With Eco-Max, the company chose to leverage plant-based U.S. FDA GRAS-approved ingredients to create a significantly safer cleaning experience for humans and the natural environment."

Eco-Max was embraced by professional cleaning services for its strong performance and full range of solutions – everything from multi-purpose cleaners to degreasers. It's now used in major banks, airports, and other commercial and recreational facilities across the country, including large and small institutions with strict indoor air quality standards.

On the heels of its strong commercial success, in 2006,

cleaning products. Eco-Max is sold in over 1000 retail outlets, including independent health food stores and major grocery chains such as Loblaw's and its series of banners, Canadian Tire, Sobeys and Walmart. It is also exported to international markets.

Prism Care has come a long way in the last 20 years, and it would seem the company's trail-blazing has paid-off. Today, industry decision-makers and household consumers see the value of green cleaning technology, and are taking time to educate themselves on safer cleaning practices and healthy living.

"We're thrilled at how far we've come," Borges said. "Canadians are more educated than ever and continue to ask the right questions about their cleaning products. They're also asking about the company behind the brand and we're happy to say, we're making an impact there, too."

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The future of Prism Care is looking bright and is in good hands with Felix Borges' (centre) sons, Ian (left), vice president - marketing & communications, and Sheldon (right), president. (Inset Photo) Prism Care strives to adopt sustainable practices. Among many initiatives in place, the company's 46,000 sq. ft. manufacturing facility is powered with renewable energy from Bullfrog Power.

Prism Care brought the Eco-Max brand to households, launching a consumer line which has since grown to include over 100 SKUs of household

# Prism Care Corporation

Benefitting people and the environment

Prism Care strives to adopt sustainable practices and is shaping industry trends on a global scale. For nearly a decade, the company has incorporated sustainable energy in its operations and, today, powers its 46,000 sq. ft. manufacturing facility with renewable energy from Bullfrog Power.

It has taken a leadership role in its packaging practices as well, using 100 per cent post-consumer recycled plastic in some of its most-used consumer products. In 2014, Borges was appointed to a Standards Council of Canada committee that contributed to the creation of ISO 20400 Sustainable Procurement, a new global standard enabling organizations to implement sustainable environmental, social and economic development. During the process, he represented the Canadian committee at ISO/PC-277 international meetings held at the British Standards Institute in London, England. Borges is also currently a member of the UL Committee tasked with developing the new standard UL 3420 Sustainability of Plastic Packaging, which aims to address sustainability factors for plastics such as energy use, material efficiency, chemical hazards, recyclability, in addition to impacts of production and end of life.

The future of Prism Care is looking bright, according to Borges, and is in good hands with his sons Sheldon Borges, president, and Ian Borges, vice president - marketing and communications, who have both played integral roles in bringing the business to where it is now. Moving forward, Prism Care will continue to demonstrate to Canadians, and people around the world, that choosing a safer cleaning product isn't just the right choice for healthy living, it's the right choice for the future.

For more information, please contact Prism Care at (905) 820-2273, toll free (888) 538-3300 or visit the company's web site at [www.prismcare.ca](http://www.prismcare.ca).



## Thank you Sponsors!

**C**anada Night will be held on Tuesday, November 19, 2019, from 5:30 to 7:30 p.m. at the Bally's Las Vegas Hotel & Casino in Las Vegas, NV.

Held in conjunction with the ISSA Show North America 2019, Canada Night is the highlight of ISSA Canada's networking calendar. Exclusive to ISSA Canada members, the event offers an ideal platform for members to meet and socialize with fellow Canadian industry representatives while enjoying complimentary snacks

and beverages.

"We're extremely excited to be hosting our annual Canada Night in Las Vegas, NV," said ISSA Canada Executive Director Mike Nosko. "Canada Night is a time to celebrate the industry in Canada along with those individuals who represent it. Come join us and celebrate our Canadian identity with some fine food and fellowship."

ISSA Canada would like to "Thank" the following members for their generous sponsorships:

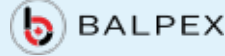
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The Malish Corporation



# The Price is Right

By SHARON L. COWAN, CBSE

## Or is it? Learn the art of pricing jobs more profitably

**T**he most important skill a service business owner needs to learn is the art of pricing jobs profitably; profitably being the key word here.

It's not something you can or should find out in a Facebook group, by asking friends in the industry, or by guessing, because to do so may cheat you and your company out of profit dollars, undervalue your work and set you up for future failure.

Once you know how to price accurately using your own numbers, expenses, market research and knowledge of your employees' productivity rates, you'll never have to ask anyone again. So, my overall message is to learn how to price accurately for your market and your company's profit growth. On a rare occasion, you may have to seek professional help when pricing something out of the norm.

So how do we set pricing for the work we do to assure a profit on every job? We start with some basics. No matter if you have been in business for one year or 20 years, knowing the basics of your numbers means the difference between a profitable price and a loser. If you aren't going to make money at it, then don't do it, unless of course you are operating a charity.

### FIRST DO THE MATH

As much as many of us dislike the word "math," it is a necessary evil that is required by all owners from the least to the most experienced. Daymond John famously spouts that "lack of financial intelligence will put you out of business faster than anything else," and I heartily agree. So, buckle down and learn what your numbers mean. To calculate a price for cleaning, first determine which services you are offering, such as:

- One-time cleaning
- Initial cleaning
- Weekly, bi-weekly, monthly cleaning
- Move in/move out cleaning
- Other specialties, such as window, carpet or post construction cleaning.

### WHAT IS YOUR PRICING MODEL?

How will you arrive at your price? The first step is to decide what to charge per hour. To determine this price, check the competition in your market for compari-

son, but don't use that as your only guide. Look at your expenses, the cost of labour, rent, advertising fees, insurance and all the other overhead costs which must be figured into your price per hour.

- Example: A company in a province where the minimum wage is \$15 per hour will have a much lower profit margin than a province that has a lower minimum wage, unless the price per hour charged the customer is adjusted up.

- Example: A company who pays rent of \$4000 per month will need to charge a higher hourly rate to customers than a company that pays \$800 a month. These overhead expenses must be calculated and considered as you are setting prices.

The next step is to determine how to arrive at the price you will charge. In all pricing models, time and money are directly tied together. Everything is based on how long it takes and how much you charge for that time.

- Charge by the hour;
- Charge a flat rate;
- Charge by square footage.

Hourly pricing allows you to get paid for every hour you are providing service. This method is typically used for initial and one time cleans, because there are many variables and unknowns in these types of cleanings. The estimating must be accurate and often a range of time is given to provide wiggle room for unexpected issues.

Flat rate pricing means your estimating accuracy skills must be exact, otherwise you will lose money. You set a fee based on your estimated time, and cleaning techs must stay within that budget of time.

Square foot pricing is typically not recommended for regular cleaning as there are too many variables and little consideration of time needed to clean. The opportunities to underbid are great.

### PRODUCTIVITY RATES MATTER

Why is knowing your cleaning productivity rate a big deal? Unless you have knowledge of how fast or slow your cleaning techs move, it will do you no good to use industry standard formulas or anyone else's advice for how to charge.



Here is the truth about productivity rates:

- National industry averages show routine, bi-weekly cleaning to average 650 to 750 sq. feet an hour.
- Initial cleaning productivity is slower at about 500 sq. feet an hour.

When estimating the amount of time that it will take to clean a facility, the first number you need to know is how fast or slow your techs clean. If they clean at a rate of 300 sq. feet an hour, you will need much more time (thus more money), yet if they clean at 1000 sq. feet an hour, you can get through the areas faster and add more spaces to their schedule. However, you may have to deal with quality issues.

### SUMMARY

- Determine the types of services offered;
- Decide on your pricing model;
- Decide on your hourly rate and minimum service fee (to be applied to all models);
- Know your productivity rate.

Only you can set the pricing for your business. Asking others on social media can be a road to disaster because they don't have the same costs as you. Test and adjust pricing as necessary from time to time. Sell your service on your worth, not on being the lowest deal in town.

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*Sharon L. Cowan, CBSE, a 30-year veteran of the industry as a business owner and consultant, has helped businesses by applying strategies of leadership, growth, finance and human capital management. Cowan is also an author and popular guest speaker for ISSA, BSCAI and ARCSI trade associations. Reach her at (772) 563-7320, on her site [www.cleaningbusinessconsultinggroup.com](http://www.cleaningbusinessconsultinggroup.com), or via email at [Sharon@cleaningbusinessconsultinggroup.com](mailto:Sharon@cleaningbusinessconsultinggroup.com).*

SOURCE: ISSA Today, June 2019

# Meet the Members of ISSA Canada's Building Service Contractor (BSC) Council

## Yiannis Boutsalis

Yiannis Boutsalis is the project manager at Impact Cleaning Services Ltd.

With a demonstrated history of working in the facility services industry, he is highly skilled in commercial cleaning, sustainability practices and project planning. Boutsalis is focused on the next generation of cleaning through innovation, health and safety, and a more connected and engaged workforce.



## David Clementino



David Clementino has been with Hallmark Housekeeping Services Inc. for 16 years and is very adept with the operations aspect of the janitorial industry.

In 2009, he was responsible for the successful design and implementation of Hallmark's exclusive purchasing software. Clementino currently oversees the company's procurement process while controlling all purchasing budgets and working closely with vendors. He has been an active ISSA member and certified CIMS-GB Expert since 2012. Through ISSA trade shows and educational programs, Clementino continues to innovate the company's cleaning operations and green cleaning policies.

## Russell Hay

Russell Hay was born and raised in the janitorial industry, honing his skills alongside his father in every area of the business. Bringing more than 15 years' experience and a



commitment to best practices, Hay passionately leads the janitorial service industry with innovation and customer service excellence, serving as Scandinavian's president. With an unmatched work ethic,

Hay has set his sights on rapidly growing the business across North America, while ensuring client expectations are consistently met and exceeded. When not at the helm of Scandinavian, Hay spends his downtime with his beautiful wife and young family, and is an avid sports fan both as player and spectator.

## Ken Hilder

After more than 25 years in the sanitation industry working in both the manufacturing and distribution sectors for Kimberly-Clark, Swish Maintenance Ltd. and ISO National Cleaning Solutions in a number of senior marketing and sales roles, Hilder retired in 2016. Shortly thereafter, he formed Coldstream Marketing. Presently, Hilder provides strategic consulting to ISSA Canada and is the chairperson for ISSA's Building Service Contractor Council.



## Dimitri Kourkoutis



Dimitri Kourkoutis is vice president of J+A Cleaning Solutions, a commercial cleaning firm recognized for providing leading services to organizations within the facilities manage-

ment field. Kourkoutis is trusted with guiding the overall development and strategy of the organization. Since joining the business in 2011, Kourkoutis has initiated vital programs which have allowed the company to experience sustained growth, culminating in J+A achieving CIMS-GB certification with Honours, along with numerous awards and recognition for service excellence and innovation. Kourkoutis is an avid supporter of the ISSA – the worldwide cleaning industry association.

## Michael Kroupa

Michael Kroupa joined his father at United Cleaning Services Ltd. in 1989, starting in the Carpet Cleaning Division. Over the span of nine years, he worked

his way through the different service divisions to gain valuable field experience.

After taking over the Retail Cleaning Division, Kroupa oversaw the company's expansion into Quebec in 1998. He became the company's executive vice president in 2003 and accepted his current position of chief executive officer in 2015. Kroupa is dedicated to continuing his father's legacy as the "second generation." His continued commitment in leadership to further develop the United Services Group of companies stems from his father's principles of respect, ethical business practices, flexibility and innovation.



## Yamire McDowell

With over 39 years as a veteran



of the Building Maintenance and Operations Industry, Yamire McDowell is now a proud part of The Granite Club management team. In 2000, McDowell brought her diverse

skills and experiences to The Granite Club. Responsible for the day-to-day operation of the housekeeping department, McDowell works with her team of 47 staff, five supervisors and other contracted services maintaining the over 400,000 sq. ft. sprawling property. Operating with a budget of over \$3 million, the department oversees the laundry facilities that process an average of over 6400 lbs. of linens every day, as well as the locker rooms which include over 4700 lockers.

## Mike Nosko

Mike Nosko is the executive director of ISSA Canada, a body which was formed when CSSA merged with ISSA in May 2017.



## Bidding a Healthcare Facility

always wear sterile gloves and wash their hands thoroughly before and after cleaning. In operating rooms and isolation rooms, your staff may need further PPE such as a gown and an N-95 respirator to prevent the spread of airborne and contact pathogens.

### SPECIAL CARE AREAS

Dialysis centres have offices and restrooms that require the standard level of cleaning and sanitation. There are also some “special care” items to which you will need to pay specific attention.

One unique cleaning requirement for dialysis facilities is removing the white, chalky residue from bicarbonate administration during the dialysis process. This residue is often left on the floors and walls of the treatment areas, so it's important to clean these surfaces frequently to ensure a neat appearance.

Floor care is also important for a dialysis centre. These facilities often have vinyl flooring, so you'll need to establish a consistent schedule for burnishing and scrubbing. Of course, you'll also occasionally need to strip and refinish the floors.

Aside from the vinyl maintenance, cleaning crews will need to mop the floors daily to control the spread of viruses, germs or bacteria that can cause infection. Your cleaning company may need to invest in special cleaning products, like hospital-grade disinfectants and germicide-neutral cleaners, to address these needs.

Although your cleaning staff will want to avoid handling expensive medical equipment, they will likely need to move dialysis machines daily to clean the area around them. Ensure all staff is trained on how to move the equipment properly.

### PROVIDE PRODUCTS AND INSTRUCTIONS

A dialysis centre cleaning bid may request a rigorous cleaning schedule as these facilities require near-daily maintenance because of their unique risks. Although your cleaning company won't be there 24/7, there are day-to-day hazards that must be addressed immediately and properly to avoid the spread of any blood-borne pathogens.

Bodily fluid spills are more likely to occur in a dialysis centre than other type of medical facility. You will want to

assure the staff that your business can provide the appropriate cleaning products and instructions for them to take care of these issues, since they may occur when cleaning staff is not present.

Bidding a dialysis centre cleaning project requires in-depth knowledge of the unique risk factors present in such a facility. In your bid you'll want to demonstrate that your crew is well-trained to handle any spills and biohazards that may occur. You should also ensure the client that you have the proper PPE and cleaning products to comply with health code regulations.

### START PLANNING

Bidding on medical facilities can be challenging if you do not have experience doing it, so start planning now. Keeping in mind some of the suggestions shared in this article will give you a solid head start.

Companies bidding on cleaning projects for a medical facility need specially trained staff, knowledge of the necessary equipment, and an understanding of the facility's hours of operation and clientele. This basic knowledge can help you create a bidding strategy for a general medical building — doctor and dentist offices, and medical laboratories.

As with any cleaning project bid, you should visit the facility in person so you'll see firsthand if there are any special considerations or rooms that require extra attention and protective measures.

Whether you're trying to land a contract with a dialysis centre, a doctor's office or any other type of health care facility, winning the bid comes down to a customer-centric approach. Show the potential clients you have crafted a plan with their specific needs in mind. Then, back up your claim with a stellar track record of other satisfied clients in the medical industry.

*Tim Conn is president and co-founder of Image One USA, an Illinois-based commercial cleaning franchise with nearly 100 locations that trains franchisees in all facets of the business, including sales, operations and quality control. The company has received recognition for franchise-owner satisfaction by the authoritative Franchise Business Review. For more information, visit [www.imageonusa.com](http://www.imageonusa.com) or [imageonefranchise.com](http://imageonefranchise.com).*

SOURCE: CMM ONLINE

## CALENDAR OF EVENTS

**NOVEMBER 4: Cleaning Change Solutions Online Bootcamp** – Make 2019 the year you experience breakthrough change for the better. Claim your spot for the exclusive, five-week Cleaning Change Solutions Bootcamp. This webinar runs every Friday for five weeks starting November 11. For more information and to register, visit [www.issa.com](http://www.issa.com).

**NOVEMBER 18 - 21: ISSA Show North America**, Las Vegas Convention Center, Las Vegas, NV. For more information and to register, visit [www.issa.com](http://www.issa.com).

**NOVEMBER 26: Green Side of Hospitality Housekeeping**. Interested in green cleaning in hospitality housekeeping? Join this webinar at 9 a.m. CT. For more information and to register, visit [www.issa.com](http://www.issa.com).

**DECEMBER 10: Building Success Through Innovation**. Join us for this new webinar on the benefits of implementing an innovation program within your organization. For more information and to register, visit [www.issa.com](http://www.issa.com).

**MARCH 17-18: Clean Buildings Expo**, Baltimore Convention Centre, Baltimore, MA. For more information, visit [www.issa.com](http://www.issa.com).

**JUNE 10-11: ISSA Show Canada**, Metro Toronto Convention Centre, Toronto, ON. For more information, contact ISSA Canada.

... continued from page 4

## Report Shows Strong BSC Profits

and application to their services within the next 12 months, and 87 per cent plan to add carpet care. The least popular services BSCs plan to offer include pest control (six per cent) and composting (three per cent).

BSCs believe certain market segments are stronger than others, with 73 per cent listing the commercial market as the strongest. However, 36 per cent of BSCs say they are targeting the health care market for growth, including medical and dental offices.

Offering workers competitive pay is a challenge for many BSCs, with 42 per cent reporting they pay new workers more than minimum wage. However, among the cleaning professionals surveyed, 46 per cent said the top reason for leaving a company is to receive higher pay elsewhere.

SOURCE: CMM ONLINE





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