

Residential Cleaning Connection Canada

NEWS, NETWORKING & EVENTS FOR THE CANADIAN CLEANING PROFESSIONAL

(From left) Yusef and Zeynep Mehmetoglu, Marlo Kanipe, Debbie Sardone, Karen Gowing, Eugena Bring, Janet Swett, Lisa and Sean Kirkpatrick and RJ Patel.



And the Award Goes To... ARCSI Winners Recognized

ARCSI Annual Professional Image Awards were presented to the winners at an Awards Ceremony held on Wednesday, October 31, during the ISSA Show North America 2018 in Dallas, TX.

The winners of this year's prestigious awards include:

- **Best Logo – Vibrant Cleaning Services, Sean & Lisa Kirkpatrick**, Medina, OH.
- **Best Uniform – Deserved Comfort House Cleaning, Marlo Kanipe**, Columbia, SC.
- **Best Vehicle – Carnation Home**

Cleaning, Eugena Bring, Mesa, AZ.
• **Best Website – Maid Bright, Yusef Mehmetoglu**, Sterling, VA.

ARCSI also recognized the winners of its two major awards – the Chairman's Award and the Professional Cleaner of the Year presented by PerfectClean.

THE CHAIRMAN'S AWARD

Janet Swett, *Clean and Simple Cleaning Inc.*, Lynnwood, WA

In her submission, Stacie Sutton, owner of Clean and Simple Clean-

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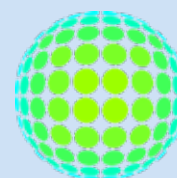


HOT TOPIC TUESDAY

How to Drive Profitability, Productivity & Accountability

January 15, 2019
1 p.m. (Eastern)

To get the results you want, you need to get attention. But most people don't know how to get it and keep it. Neen James has identified that people pay attention at three different levels: personal, professional and global, and she's designed a powerful methodology that makes it easy to leverage them. Catch Neen James in this free webinar for the Hygieia Network. **For more information and to register, visit arcsi.org.**



IICRC
Institute of Inspection Cleaning
and Restoration Certification

Requests Input On New Standards

The Institute of Inspection, Cleaning and Restoration Certification (IICRC), is now accepting applications from cleaning industry professionals to develop two new standards.

IICRC is currently accepting applications for assistance on the following standards:

- **BSR/IICRC S530** – Standard for Indoor Environmental Assessment for Suspected Mould Contaminated Structures.
- **BSR/IICRC S590** – Standard for HVAC Cleaning and Decontamination in a Water Damaged Environment.

Cleaning industry professionals interested in applying for consensus bodies of either of these standards can download application forms from the IICRC's website or by contacting standards@iicrcnet.org.

A Little OCD...

By JEFF CROSS

Can you end the day without cleaning everything up and wiping everything down? If not, that's o.k. It means you have a little OCD and are doing things right.

Obsessive compulsive disorder, or OCD, is defined as a condition that prompts excessive thoughts that often lead to repetitive behaviours or compulsions.

It's a condition that may be considered to require treatment from a physician, especially if it is debilitating to the one who suffers from it, according to some medical references.

However, I'd like to go on record that a little OCD is good for you and the health of your company.

When I owned and operated my own company, I had a little OCD. I couldn't end the day without spending some quality time with my equipment using a spray bottle of Windex and a few paper towels. I wiped everything down, cleaned out all the filters, checked all the fluids and more. I cleaned the wand and upholstery tools. Scrubbed them until they shined.

For me, it was a way to wrap up the day and be ready for the next morning, which started with a completely clean and maintained van, truckmount and accessories.

Yes, OCD is usually tied to washing and cleaning rituals... which is why I think a little OCD can be good for cleaning and restoration companies.

I knew of other business owners and their techs who would open the doors to their vans, and stuff would fall out. Maybe an empty Coke can or a McDonald's wrapper, or a bunch of other stuff. I've seen it many times. I don't think they had any OCD. Far from it.

A little OCD can help prevent what you see in the picture of the waste tank filter. Nothing kills a cleaning job faster than a truckmount starving for air.

A little OCD means you will work on that stain a little longer than your competition, and you will probably get the job done – faster.

Pay attention to the details. Use a little OCD to your benefit. Your customers will really appreciate it.

– Jeff Cross is the executive editor of Cleanfax and an industry trainer and consultant. He can be reached at jcross@cleanfax.com.

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And the Award Goes To...

ing, wrote that “(Janet’s) loyalty and dedication to her job are without question. She sets high standards for herself and expects them from others.



Janet Swett

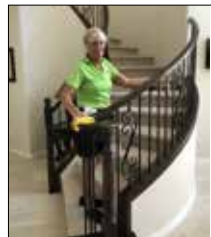
Perhaps most of all, day-to-day, we value her sense of humour and her ability to remain calm in the face of catastrophe.”

Accepting the award, Swett said, “I do want to thank you for this award. I love my job and it’s easy to do a good job when you love your job.”

PROFESSIONAL CLEANER OF THE YEAR PRESENTED BY PERFECTCLEAN

Karen Gowing,

Carnation Home Cleaning, Mesa, AZ



Karen Gowing

“Karen is always doing everything for everybody else and never thinks of herself. Even after nominating her for this award, she was humbled,” said

Eugena Bring, owner of Carnation Home Cleaning Inc. “I believe she would be a deserving recipient of this award.”

During the presentation of the award, Bring shared several testimonials from Gowing’s clients, bringing tears to her eyes and the audience to its feet.

Still overwhelmed, Gowing told the audience that she “felt so privileged that (Bring) wanted to nominate me for this award. My customers mean the most to me.”

ISSA HONOURS SARDONE WITH JACK D. RAMALEY INDUSTRY DISTINGUISHED SERVICE AWARD

Debbie Sardone, CEO and founder of Buckets & Bows Maid Service and founder of Cleaning For A Reason, received the Jack D. Ramaley Distinguished Service Award.

The award is given by the ISSA Board to those individuals who have demonstrated outstanding service to the cleaning and maintenance industry through their innovation, professionalism, leadership, elevation of industry standards, promotion of the association’s growth and development, unselfish dedication without personal gain, and emulation of the ISSA Code of Ethics.

“This award is your award,” Sardone told the audience at the awards ceremony. “This award represents what all of you have been doing for the last 10 years, cleaning homes for cancer patients.”

ISSA Awards 2018 Innovation of the Year

On the final day of the ISSA Show North America in Dallas, TX, the action on the show floor focused on the ISSA Innovation Marketplace, Booth 3405, as participants prepared to learn the identity of the winner of the 2018 ISSA Innovation of the Year Award.

The ISSA Innovation Award Program is a platform to gather and recognize the cleaning industry’s most innovative products and services from top manufacturers and suppliers. The 2018 ISSA Innovation of the Year Award was awarded to:

EvoClean by Hydro Systems Co. EvoClean is a venturi-based, water-powered laundry chemical dispenser for on-premise laundry applications.

Due to extremely close grading by the judges this year, Honorable Mention Awards were also presented to the follow-



ing four entries:

- KIRA B50 Intelligent Cleaning Robot by Kärcher North America;
- KOLO Smart Monitoring System by GP Pro;
- Scotch-Brite™ Clean & Shine Pad by

... continued on page 3



It's Time to Reframe Our Industry

By KEVIN KEELER

When someone asks you what you do for a living, what do you say? At school events for children or when meeting the new neighbours, do you sometimes hesitate to tell them you're in the cleaning business? Whether you're a cleaner, a supervisor, a manager or a consultant, you know that today the industry goes far beyond mops and buckets. Yet to many outside the business, "cleaning professional" sounds like a contradiction in terms.

BEYOND CLEANING TOILETS

Ricardo had spent the past eight years working as a cleaning technician for an engineering college in Texas. During that time, he and his wife bought a home in a pleasant neighbourhood and started a family. One evening at dinner his five-year-old daughter blurted out, "My friend Sophia says you're a toilet cleaner." His three-year-old son, who had just been potty training and could therefore identify, gleefully repeated, "toilet cleaner, toilet cleaner."

At first Ricardo felt angry and hurt, but after some careful thought, he responded to his daughter. "In the building where Daddy works, scientists do important work, students learn, people work in offices, and a lot of visitors go in and out every day. It's my building, and it's my

job to keep all the people who come in and out of it safe and healthy by making it clean."

Ricardo's daughter gave him a big hug. "At school tomorrow, I'm going to tell Sophia that my daddy has his own building and takes care of everybody in it."

CLEANING AS A PROFESSION

It's not surprising that people outside the industry don't always appreciate the importance of what we do. Cleaners tend to work behind the scenes or after hours. The bigger problem is that many of us within the profession don't always appreciate the importance of what we do either.

The word custodian means keeper or guardian. Janitor comes from Janus, a Roman god who guarded treasures for the rest of the gods. The treasures we guard are the health of the people in our buildings, the image of our organizations, the value of the infrastructure and the productivity of the workers. Without the services of the cleaning profession, the organizations and companies we work with would not survive.

PROMOTING WHAT WE DO

With all the developments taking place across the cleaning industry, it's a great

... continued on page 4

... continued from page 2

ISSA Awards 2018 Innovation of the Year

3M Commercial Solutions Division;
 • Tork PeakServe Continuous™
 Towel Refill and System by Essity Professional Hygiene North America LLC.
 "Cheers to Hydro Systems for taking the top spot amidst so many great entries," exclaimed ISSA Executive Director John Barrett. "All of us at ISSA are proud to recognize Hydro Systems, as well as this year's Honorable Mention and Category Award winners, and all of the fantastic achievements made by the companies that entered this year's program that are doing so much for the advancement of our industry."

The winner of the prestigious 2018 ISSA Innovation of the Year Award was selected by combining the results of the online voting with the evaluations of our esteemed panel of judges, all respected leaders in the commercial cleaning industry:

- **Holly Borrego**, senior director, Cleaning Services, C&W Services.
- **Vicki Brown**, president, Harmony Clean Inc.
- **Judie Cooper**, associate director – organizational development for the Office of Facilities Management and Reliability, The Smithsonian Institution.
- **Eileen McMorro**, editor-in-chief and founder of *The McMorro Reports Facility Management & Design Insights*.
- **Linda Silverman**, president and co-owner of Maintex Inc.

The winners of the ISSA Innovation Category Awards were announced on Monday, October 29 during the Team ISSA Welcome Reception. One winner was selected from each category by way of online votes cast by cleaning industry professionals. The 2018 winners included the following:

- *Cleaning Agents*: Enviro-solutions® Terrazzo and Concrete Floor Care Program by Charlotte Products Ltd.
- *Dispensers*: The Complete Menstrual Care System for Your Facility by HOSPECO.
- *Equipment*: KIRA B50 Intelligent Cleaning Robot by Kärcher North America.
- *Services and Technology*: KOLO Smart Monitoring System by GP PRO.
- *Supplies and Accessories*: Unger Uxcella™ by Unger Enterprises.



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It's Time to Reframe Our Industry

time to take advantage of elevating our profession. Here are several ways to do so:

(1) **Reframe your own thinking.** See yourself or your company as a partner to the organizations you service. Don't be afraid to suggest improvements or make customers aware of new innovations that could benefit them.

(2) **Educate customers and building staff.** Make sure your customers are aware of what you are doing and the technologies you are using so your work won't be under-valued.

(3) **Partner with your workers.** Create company-wide activities and events to make your cleaners feel like valued members of the group. Allow your cleaners to suggest ways to improve service and reward good ideas.

(4) **Value knowledge.** Constantly make your customers, cleaners and network aware of how the cleaning industry has changed and the vast amount of training and knowledge required to succeed.

(5) **Recognize and reward good cleaning efforts.** Rewards help to instill professionalism. Recognize cleaners who go above and beyond, and those who seek out additional or specialized training.

Whether you're a consultant, manager or cleaner, your job requires specialized knowledge of chemicals and techniques as well as staying up-to-date with new technologies in the industry and beyond. It's time to reframe our industry.

- Kevin Keeler is founder of *Founder Consulting*. He specializes in the development and implementation of tools, technology and systems that provide cleanliness, cost effectiveness and accountability. Keeler is a co-author of *Behind The Broom*. For more information, visit www.behindthebroom.com.

BUSINESS NOTES



Why You Need HIPOS to Lead Your Team

By JEAN HANSON

Any residential cleaning company – no matter its size – is only as strong as its leaders. Without capable leaders steering the ship, a business is doomed to sink.

That's why it's incumbent upon you – the business owner – to know what makes a good leader. Without this understanding, you're likely to fall into a common trap – promoting high-performance employees instead of high-potential employees (HIPOS).

Very often, business owners and managers use promotions as a way to reward their most reliable technicians for their hard work. While it's important that your best cleaners feel valued and appreciated, promoting them to a supervisory role is a mistake if they don't have what it takes to be a leader.

The skills needed to be a great leader and a great cleaning technician don't always overlap.

Why does this matter? Bad promotions come at a cost to your business. There's money spent training the person, lost productivity during their training process, and additional money required to find and train their replacement. Not to mention the potential hit to employee morale; half of employees have quit a

job to "get away" from a boss, according to Gallup's 2015 State of the American Manager report.

Conversely, research has found a strong correlation between good bosses and employee engagement, customer satisfaction and revenue. Promoting the best potential employees into leadership roles could boost employee performance by up to 30 per cent, says a recent study from the National Bureau of Economic Research.

When it comes to employee advancement, it's important to take a holistic view instead of focusing on performance indicators, like cleaning efficiency or effectiveness.

What makes someone a high-potential employee?

These are the people who:

- Seek out opportunities to expand their skills;
- Enjoy what they do;
- Are engaged in their work;
- Eagerly take on extra tasks;
- Frequently go above and beyond.

They may not be your star cleaners, but they could shine as supervisors or managers.

These are the types of employees who

... continued on page 7



How Technology has had a Positive Impact on the Cleaning Industry

A clean and tidy environment is key to peaceful, uncluttered minds and healthy bodies. As technology advances, the process of creating this sort of space is almost as therapeutic as obtaining it. Industrial cleaning machines get the work done to a high standard and with such ease, that it can prove to be a delight to behold.

GO-GO GADGETS

The cleaning industry has experienced an increase in robotics, multi-tasking machines, and more effective and environmentally friendly alternatives. Other examples of advances and their advantages include quieter machines, new apps to indicate, for



example, if levels of a supply are running low, longer-lasting batteries, better filtration systems, greater reliability, lower operating costs, ergonomic, more comfortable, and easy-to-use devices. These generally higher quality machines, among other tools, are proving to be very useful and are achieving optimum cleaning results. Technology is providing invaluable support throughout the cleaning industry. However, this was not always the case.

DEVELOPMENTS IN THE CLEANING INDUSTRY

Once upon a time, the cleaning industry was highly labour intensive and not as effective as it is today. This was before exciting innovations came along to slash labour costs and increase speed and efficiency, achieving better results. Additionally, the advancements in technology also allow for greater productivity as they free up valuable time and energy. What

is more precious than time and energy? To sum it up, this progress has proven highly beneficial to both cleaning companies and to their happy customers. Despite being met with fear and distrust by some initially, the continuing developments in the cleaning industry have turned

... continued on page 7



How to Clean Toilets:

Toilet-bowl Rings and Rust Stains

First up, toilet-bowl rings. If you have a toilet-bowl ring that is driving you crazy, I assume you've tried all manners of standard cleaning methods such as liquid bleaches, powdered cleanser and SpeedCleaning Pro Scrub. If so, and you're still staring at a ring around the bowl, here's a solution that may seem drastic, but that is safe and effective: a pumice stick.

Pumice is a mild abrasive that's softer than porcelain (so it doesn't scratch), but harder than the toilet ring so it can rub it off. Make sure both the porcelain and the pumice stick are wet before starting, and then gently rub off the ring with the stick. You'll be amazed. If this is a persistent problem, think about installing a water softener. Toilet rings are caused by water evaporating and leaving behind mineral deposits. They can cause permanent damage if ignored for a long period of time.

Next, rusty toilet bowls. Do you have rust stains in your toilet bowl? These are usually due to iron in the water, which can also stain your laundry and add an unpleasant taste to the water (out of the faucet – don't try drinking your toilet water). The most commonly used chemical to remove rust is oxalic acid. Zud is one example of a product that uses oxalic acid – which is toxic, so follow the manufacturer's instruction completely and carefully.

Don't use chlorine bleach on rust because it sets the stain and makes your problem worse. Another solution is to install an iron filter in the water line. It's also possible that your porcelain toilet has worn thin over the years so that the underlying metal is now exposed to water and is now rusting. In this case, you may want to pony up for a replacement bowl.

- This article is from the Speed Cleaning blog. For more information from this blog, please visit speedcleaning.com/.

Mark your calendars for 2019. The one show for facility solutions – ISSA Show North America 2019 – will be held November 18 to 21 at the Las Vegas Convention Centre, Las Vegas, NV.

The ISSA Show brings together all the best that the professional cleaning industry has to offer. From cutting-edge products and resources, to proven strategies and solutions, to the latest trends and professional development, you'll find everything you need to take your organization to new heights.

ISSA is returning to Las Vegas, NV, for what's sure to be its largest event to date. Join more than 16,000 successful professionals from around the world for the one show for cleaning and maintenance solutions.

If you are a distributor, manufacturer, building service contractor, facility cleaning professional or residential cleaner, the ISSA Show is the right place for you.

The 2018 event brought together over 16,000 cleaning industry leaders from 76 countries around the globe. The majority of people who attend are presidents, owners, corporate/general management and senior sales management personnel; operations managers and directors of facility, environmental services and maintenance; and facility engineers.

More than 750 exhibitors from 24 countries showcase the latest facility solutions during the sShow. With all of this excellence under one roof, you're bound to find exactly what you need to boost your bottom line. Reach thousands of new customers in the distribution and end-user segments, and connect with thousands of qualified buyers who want to see what you have to offer. When you exhibit at the world's largest trade show for the commercial and institutional cleaning 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, please visit www.issa.com.

Stuff I Hate: When Client Pets are Escape Artists

By KELLY DOLES

On a typical workday, I have four to five residential jobs scheduled. So, time can be very tight, and often the first job of the day sets the tone for the rest which follow.

My first job on this particular day was a good client, someone who recommends my company to all her clients and trusts me to let myself in, clean and lock-up, and leaves a blank cheque on the table. Now that's a good customer. This time, however, things didn't go so smoothly.

I let myself into the house and saw the cheque and a note, just like always. This time, though, I had more to clean, and the room where her beloved cat – Dr. Pepper – was normally locked in while I cleaned, was open.

Being the animal lover I am, I immediately made nice with this guy. We had briefly met before and I felt we had come to an understanding: I wouldn't be long, and he would once again rule the house. Not this time.

I ran my hoses into the house and promptly wedged the door. After all, Dr. Pepper was no outdoor survivalist. I began to clean in a back room.

When I came out to grab something else I needed, I saw the cat looking out the slightly cracked door with huge eyes. Being on top of the food chain, and thus far superior in intelligence, I found obstacles to put in front of the door to keep it from opening and that no typical house cat could navigate past.

This guy should not have been named Dr. Pepper, Houdini is a better fit.

When I came back out a second time, my heart sank. Obstacles moved, door opened, cat gone. I immediately ran outside. Shut down my machine and began the search. No problem. He wasn't far. He had gone off the deck and was right near the house. I decided I would simply walk over, use a little charm, and pick him up. Yeah, right.



The loving cat from inside the house was suddenly scared and mean. I came close and he hissed. I reached, and he hissed and pawed at me. Now, I wasn't about to be embarrassed by a 12-pound fur ball. I didn't want to hurt him or, frankly, be hurt myself. After several minutes of coaxing, talking in a stupid voice, and even trying some dog treats that I carry in the van, I saw my solution coiled up on the side of the house. A hooked-up and ready-to-go garden hose / cat motivator.

I got into position, aimed and let fly. Unbelievably, it worked. Dr. Pepper took off up the deck and into the house. I ran in behind him and found he had gone into a bathroom. I closed the door. Finished the job, let the cat out, and we made up.

After several minutes of panic and thinking of how I was going to explain this if I didn't find the cat, I had calmed down and began to laugh. I lost about a half-hour of time, meaning it was going to be bologna for lunch now, but lesson learned. Never under-estimate what animals can do, and always ask in advance about client pets if you know the homeowner won't be home.

- Kelly Doles is the owner and operator of ultimate Carpet Care in Chillicothe, OH. "Stuff I Hate" is a public venue that allows you to get some therapy through venting, laughing a little, and at the same time, share and learn something. Send in what bothers you the most about cleaning and restoration jobs, along with what you feel is a solution to the issue. Photographs about the issue(s) are always appreciated. Send your submissions to Amanda Hosey, managing editor at Cleanfax, at amandah@issa.com.

Why You Need HIPOS to Lead Your Team

... continued from page 4

sometimes get passed over at promotion time, either because they haven't met certain performance metrics or because they seem overly ambitious and likely to jump ship for a bigger company with deeper pockets. Don't make this mistake.

Identify these high-potential employees and groom them for leadership positions. Whether you have a formal leadership development program or use ad-hoc mentoring, teach these employees the necessary skills to someday step into a leadership role.

If you can afford to invest in formal leadership development, it can pay off when it comes time to fill supervisory roles. According to the Training Magazine survey, only 58 per cent of companies that put a low emphasis on leadership development can bring a new leader to high proficiency in less than 18 months, but it jumps 75 per cent among companies that make leadership development a high priority.

What's more, cleaning companies without solid leadership-development plans run the risk of creating a toxic business culture. Employees who don't see a path for advancement or potential to learn and

grow, will quickly become unhappy and jump ship. Before long, your company will develop a negative reputation in your service area, making it hard to find quality employees and (potentially) causing customers to choose other residential cleaning companies for their home.

Each of your employees has different strengths and weaknesses. As the ultimate decision maker for your company, it's critical that you understand the difference between those who are high performing and those with high potential. Focusing on the latter and grooming them now to become part of your company's succession plan, is the key to long-term, sustainable success.

- Jean Hanson has been in the cleaning industry for 31 years as a cleaning business owner, speaker and certified marketing consultant. She helps commercial and residential cleaning companies grow their business through her online businesses at TheJanitorStore.com, MyHouseCleaningBiz.com and MarketingSystemsByDesign.com. More than 12,000 cleaning business owners have used training and resources from these sites to start, grow and manage their cleaning business.

... continued from page 5

How Technology has had a Positive Impact on the Cleaning Industry

out to be a great success with impressive achievements.

THE HI-TECH LEADING EDGE

Automation continues to expand throughout the cleaning industry, and those companies with the most advanced cleaning machines are ahead of the competition. It is best not to fear change, as it is inevitable and for the better.

Cleaning companies can show their customers just how much they value them by embracing change, investing in the latest technology and providing them with the best services they can offer. These are the companies which stand at the leading edge of the clean-

ing industry by using hi-tech machines which deliver improved sanitation and consistently high-quality services.

CONTINUED ADVANCEMENT

Great progress has been made and as technology continues to have a positive impact, we can eagerly await the breakthroughs and innovations we will see in the future. Sit back and watch this industry grow together with its technology, towards a cleaner and greener world... and if you need a cleaning service, relax and let a cleaning machine get the job done for you.

- Reprinted from Clean Business Today



Calendar of Events

JANUARY 19, 2019: Hot Topic Tuesday: How to Drive Profitability, Productivity and Accountability, 1 p.m. (Eastern). Catch Neen James in this free webinar for the Hygieia Network. For more information and to register, please visit arcsi.org.

JANUARY 22 - 24, 2019: CMI Train-The-Trainer workshop in Atlanta, GA. Register now and save \$50! For more information, visit www.issa.com.

MARCH 26 & 27, 2019: Clean Buildings Expo, Baltimore, MA. Designed and targeted for end users of cleaning products and equipment, this show is brought to you by ISSA and Trade Press Media. For more information, visit www.issa.com.

JUNE 11 - 13, 2019: ISSA Show Canada, Metro Toronto Convention Centre, Toronto, ON. Designed for facility managers and end users of cleaning products and equipment, this show is brought to you by ISSA and MediaEdge's Real Estate Management Industry (REMI) Network. For more information, visit www.issa-canada.com.

NOVEMBER 18 - 21, 2019: ISSA Show North America in Las Vegas, NV. Join over 16,000 successful professionals from around the world for the one show for cleaning and maintenance solutions. For more information, visit www.issa.com.



Residential Cleaning Connection Canada is published by **ISSA Canada** for the Association of Residential Cleaning Services International (ARCSI) – Canadian Division.

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