



**Engage by  
Sharing with  
Your Staff!**

**NEW!** SPANISH RESOURCES  
TRAIN AND MOTIVATE YOUR SPANISH SPEAKING STAFF

**ISSA**  
Advancing Clean.  
Driving Innovation.



ISSA'S BRAND PROMISE

# CHANGING THE WAY THE WORLD VIEWS CLEANING

A big part of keeping ISSA's brand promise is to support our Spanish-speaking membership with tools and resources relevant to them.

Communicating and supporting a diverse workforce is a daunting challenge. ISSA is there to help you empower your frontline workers with training, information, and tools to help them be more effective and engaged.

Build a strong, well-informed, and cohesive workforce, so your employees can be your brand ambassadors!

**See all Spanish and Portuguese Resources at [issa.com/latam](https://www.issa.com/latam).**



# TAP INTO THE FOLLOWING SPANISH-LANGUAGE RESOURCES:

## ISSA.COM/LATAM

Articles, videos, and information on everything cleaning—and it's all now available in Spanish and Portuguese!

## ISSA LATAM FOCUSED STAFF

Reach out to our Latin America subject matter experts and learn how we can help.

## SPANISH EDUCATIONAL OFFERINGS AT THE ISSA SHOW

Especially for your Spanish-speaking employees during the show: New Attendee Orientation, Show-Floor Tour, State of the Industry: Distributors panel, and a Cleaning Management Institute (CMI) certification course!

## SPANISH VALUE OF CLEAN

Use the ISSA Value of Clean® tools to promote cleaning as a necessary investment in better health, a better environment, and a better bottom line.

## WEBINARS IN SPANISH

Free member-only webinars in Spanish. Learn all about cleaning standards and more!

- Foodservice cross contamination
- Technical Cleaning System Design Training
- Technical carpet and hard floor care training

## 6 ADDITIONAL WAYS TO HELP SPANISH SPEAKING STAFF

- **612 Cleaning Times**—A collection of cleaning production rates with more than 60 new cleaning times. *Available in Spanish and Portuguese*
- **Spanish custodial training DVDs** on specific topics, tailored to your training needs. Topics include: Carpet care, general office cleaning, preventative maintenance, safety for custodians, daily restroom cleaning, daily hard floor maintenance, hard floor scrubbing, stripping and finishing.
- **The Cleaning Industry Management Standard (CIMS)**—outlining the primary characteristics of a successful cleaning organization. *Available in Spanish.*
- **ISSA Clean Standard: Institutional and Commercial**—a proven methodology for measuring cleaning effectiveness. *Available in Spanish and Portuguese*
- **K-12 Cleaning Standard**—an established framework to help schools objectively assess the effectiveness of their cleaning processes. *Available in Spanish and Portuguese*
- **Latin America Educational Congress Events.**
  - Regional, local, and educational events within Latin American countries near you.
  - Opportunities to train, educate, and certify staff
  - Networking with business professionals



# ISSA. HELPING YOU REVEAL **THE TRUE VALUE OF CLEANING**

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