

NEW! SPANISH RESOURCES TRAIN AND MOTIVATE YOUR SPANISH SPEAKING STAFF





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.

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.

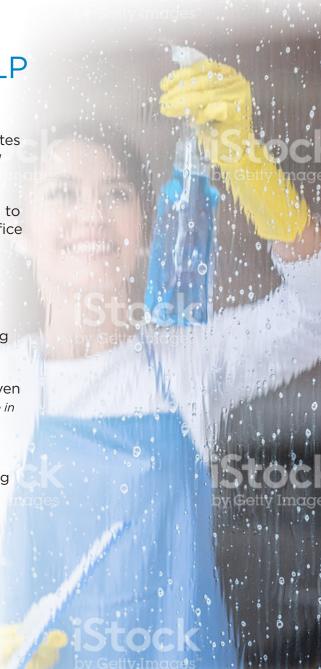
WEBINARS IN SPANISH

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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