

## **CSSA and ISSA Merger FAQs**

### **Q. What is ISSA?**

A. ISSA is the worldwide cleaning industry association. Its more than 7,000 members represent the interests of distributors and manufacturers of supplies and equipment for the cleaning industry. It also currently has membership categories for manufacturers representatives, building services contractors, in house service providers (hospitals, hotels, cities, etc.), and associates (trainers, consultants, software insurance, etc.). It is headquartered near Chicago, with regional offices in Mainz, Germany; Sydney, Australia; and Shanghai, China.

### **Q. Why is CSSA merging into ISSA?**

A. By merging with ISSA, CSSA members will have access to the wealth of programs, benefits, services, and other resources offered by ISSA in addition to the traditional benefits provided by CSSA. Additionally, by gathering all cleaning industry partners under the ISSA umbrella, we greatly enhance our ability to collectively promote the value of clean around the globe. To date, ISSA has merged with the National Cleaning Suppliers Association of Australia and the Association of Residential Cleaners International, and will be announcing other mergers and acquisitions in the near future.

### **Q. What will CSSA be called?**

A. We will be known as ISSA Canada, maintaining our Canadian identity and sense of community enjoyed by CSSA members, while powered by the resources of ISSA.

### **Q. What will my new membership be ?**

A. All CSSA members who are current with their CSSA dues will be automatically transferred to the new ISSA Canada membership category. You will have all of the access and benefits of current ISSA members.

### **Q. Who will be running ISSA Canada?**

A. The present CSSA staff, including Mike Nosko and Tracy MacDonald, will remain in the Toronto office and will have the assistance of ISSA staff members and specialists who are headquartered near Chicago. Our contact phone numbers will remain the same. The CSSA executive board of directors will become the ISSA Canada Council and will continue to provide direction and oversight of Canadian programs and benefits.

### **Q. Will we still have chapters?**

A. Canada will have representatives within each province to communicate with ISSA Canada.

**Q. Will my existing programs still be valid?**

A. Your Canpar freight, Petrocan, and National Car Programs will still be valid.

**Q. Will there continue to be a CanClean?**

A. ISSA Canada in conjunction with ISSA, is looking at various options across Canada including educational symposiums. There has been no future date confirmed for CanClean as the trade show model is being reviewed.

**Q. What specific benefits will ISSA Canada members have access to after the merger?**

A. A sample of current ISSA benefits that ISSA Canada members would access include:

Marketing Exposure

- Access to all ISSA member [complimentary webinars and discounts at other events](#).
- Access to promotional items such as the ISSA Canada member logo and Power of Clean video.

Networking Opportunities

- Access to ISSA's global LinkedIn group with more than 25,000 members
- Member registration and networking during ISSA/INTERCLEAN shows in North America, Amsterdam, Mexico, and Turkey

Business Tools & Data

- ISSA member-only market data
- Member discounts on all educational resources in the [ISSA Professional Development Center](#), including a variety of sales guides and training tools.
- [ISSA Clean Standards](#) for measuring the effectiveness of cleaning
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Industry Information

- Monthly [ISSA Times e-newsletter](#)
- Bimonthly online magazine, [ISSA Today](#)
- Access to more than 3,000 online [articles](#), [videos](#), [news](#) items. Video feed can be customised based on which topics you wish to post on your own site.

Customer-focused information from ISSA's [Cleaning & Maintenance Magazine and website](#)

**Q. Will Canada Night at the ISSA/INTERCLEAN trade show and convention continue?**

A. ISSA Canada will still host the popular Canada Night during ISSA/INTERCLEAN and are looking to make the experience better than ever.

**Q. Will ISSA Canada still have its own website at [www.CSSA.com](http://www.CSSA.com)?**

A. The intent is to migrate relevant content to a new ISSA Canada portal on the ISSA.com website. The ISSA website receives more than 40,000 unique visitors and up to 370,000 page views each month. By creating a dedicated portal, ISSA Canada can leverage that reach and the digital efforts ISSA implements regularly to increase site traffic.