

INDUSTRY EXPOSITION



ISSA SHOW
NORTH AMERICA 2018

360° of Immersion

October 29 to November 1 – Dallas, TX

ISSA Show North America is the largest exposition for the professional cleaning industry. From October 29 to November 1, the entire industry will congregate in Dallas, TX, to find the latest solutions to today's toughest cleaning challenges. Surround yourself with the newest strategies, products and opportunities to realize greater profits and improve efficiency for your firm.

This year's trade event promises to offer a "full circle of learning" with over 90 education seminars and training workshops geared to all sectors of the industry. Educational programs focus on a wide range

of relevant topics to help attendees build their skills, streamline their processes, update their professional certifications and get up-to-the-minute perspectives from the experts.

In addition to the wealth of educational offerings, over 750 exhibitors from over 24 countries will showcase the most current trends and innovations to enable professionals to find new ways to profit and drive their bottom lines.

Over 16,000 industry representatives – including distributors,

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CELEBRATION

Team ISSA Welcome Reception

Come celebrate with ARCSI, IEHA & ISSA Canada

REGIONAL EVENT

ISSA Canada hosts Québec Regional Golf Tournament

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360° of Immersion

ISSA Show North America 2018

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building service contractors, facility decision-makers and residential cleaning companies – attend the event to grow their professional circle and receive solutions from nationally respected suppliers and fellow peers.

Immerse yourself in 360° of education, innovation, connection and inspiration at the leading exposition for the cleaning and facility solutions industry. Register today to receive special early bird pricing!



ISSA Canada is extremely excited to be partnering with the Association of Residential Cleaning Services International (ARCSI) and the International Executive Housekeepers Association (IEHA) to host the brand new Team ISSA Welcome Reception on October 29 at the Dallas Fairmont from 7:30 to 10:30 p.m.

Meet, or get acquainted with, colleagues from all over the world while you enjoy complimentary snacks and beverages during this friendly networking extravaganza. Not only is the event open to all ISSA Canada members, ARCSI and IEHA members will also be in attendance, resulting in an outstanding networking opportunity and a chance to meet some major industry players.

Contact ISSA Canada today to see how your company can be represented at this social event of the year.

Cleaning for a Reason® Wins Silver in Power of “A”

ISSA, the worldwide cleaning industry association, is thrilled to announce that ASAE, the centre for association leadership, has awarded its 2018 Power of “A” Award (Silver Level) to ISSA for its Cleaning for a Reason program.

ASAE created the Power of A Awards to showcase how associations leverage their unique resources to solve problems, advance industry and professional performances, kickstart innovations, improve world conditions, or enrich lives.

“Cleaning for a Reason absolutely enriches lives,” said Lou Centrella, ISSA director of digital marketing. “Since its inception in 2006, the program has facilitated free cleaning of the homes of around 30,000 women battling cancer.”

As a result of this award, ASAE will promote ISSA’s Cleaning for a Reason and provide ISSA with proprietary marketing tools to use in promoting the award. ASAE will be engaging in a num-



ber of promotional activities throughout the summer and fall to celebrate these meaningful initiatives.

“ISSA Charities is poised to take things to the next level,” Centrella revealed. “This type of recognition and support helps elevate Cleaning for a Reason as a program and will help us grow it in the coming years.”

One of the growth opportunities ISSA Charities will pursue is fundrais-

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The Benefits of Being The World's Worst Negotiator

By SUE PELLETIER

How one exec has led his association's show portfolio, revenues and membership on a dizzying upward spiral by giving away the store

It's only been two years since John Barrett left the Fortune 100 world for what he calls "the glamour and excitement of trade show management," but he wasted no time disrupting pretty much everything when he became the executive director of ISSA – a global association for the cleaning industry in 2016. The result: The association has increased membership from roughly 7000 member companies to over 9000, expanded its presence from 79 countries to 103, grown its revenues by 30 per cent and net assets by 50 per cent, and increased staff from 36 to 75 employees.

How did ISSA do it? As Barrett told the audience at ECEF 2018 in May, it entailed breaking up a historically profitable partnership; breaking free of an addiction to ISSA's cash cow, its North American trade show; and being what he calls "the world's worst negotiator" in a giant merger-and-acquisition spree to bring a bunch of new entities, and their shows, under the ISSA umbrella.

BREAKING UP IS HARD TO DO

The rationale with ISSA's partnership with RAI Amsterdam was sound when it was created, he told the audience. For more than 20 years, their joint show in The Netherlands made for easy-to-harvest profits.

"RAI was the show organizer; all we had to do was fill up an American pavilion and kiss some babies," he said, adding that they also shared two smaller, yet promising, shows in Istanbul and Mexico.

Aside from the obvious financial benefits, the partnership allowed ISSA to "stake out this territory and discourage the competition," he added. "And it worked for a while. But as the years wore on we were finding that the partnership was getting in the way of our plans to reshape our future." The biggest hurdle was the partnership's broad, mutual non-compete, which was hamstringing ISSA's ability to grow its portfolio, something that research told them they had to do to help their members thrive in the chaos

and disorientation of today's economy.

"We broke up in a rather public way, and there were some harsh words, but in the end, we found our peace," Barrett said. After public vilification on ISSA's part and a threat of injunction in the Dutch courts on RAI's, "We got to the table in a compromising mood, and we found a way to partner by being apart." ISSA held onto the Mexico show, RAI got the Istanbul show, and the dust finally settled. "The door is open for future cooperation; we are more than friendly today."

GOOD TO GROW

ISSA is a mission-driven organization, "and ours is to change the way the world views cleaning, to elevate this humble profession and help the people and firms that every day keep and preserve the health of the human public," he said. "I had an even more personal agenda: To

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not screw it up on my watch.”

The organization was already successful when Barrett inherited it, with cash in the bank and a great staff, he said. But ISSA was also “addicted to the cash generated by a single event, our big North American trade show.” Freed from the constraints of the RAI partnership,

shows are pretty good value creators in and of themselves.”

ISSA merged other trade associations into itself, and also acquired for-profit trade publications and shows to help amplify its voice in key segments of the cleaning community. “The main focus of our strategy was to get new events under our umbrella, whether they were for-profit events or not,” said Barrett.

The long list of mergers and acquisitions includes a world-renowned training institute, publication and daily news feed targeted to the cleaning industry’s end users; a magazine that served the carpet cleaning and restoration industry; an association of residential cleaning contractors; a benchmarking entity; a Hong Kong-based training and certification institute; and associations and trade shows serving communities from Australia to South Africa. Along the way they also picked up a 501(c)(3) organization called Cleaning for a Reason – “Our foundation got into the act on this one” – that brings

free home cleaning for cancer victims. A media darling, “It brings a positive focus for our industry,” he said.

While many of the shows ISSA is adding are smaller events that most large trade show companies wouldn’t bat an eye at, they’re the right choice, Barrett said. “We never forget our mission of changing the way the world views cleaning, and each provides the potential to fulfill our mission on a vastly accelerated basis,” Barrett said.

To support all this growth, ISSA also established new offices in Albany, NY; Columbus, OH; Toronto, ON, Canada; Shanghai; Sidney, Australia; and Frankfurt, Germany, to augment its “intergalactic headquarters” in Northbrook, IL.

BAD NEGOTIATING IS GOOD FOR BUSINESS

ISSA’s proposition to its new partners, which for the most part are doing O.K. but not setting the world on fire, is pretty seductive, he said.

“We tell them we don’t want them to become us – we want them to become the very best version of who they are. The fact that we have substantial liquidity and are interested in investing in their good ideas probably doesn’t hurt either. If you like your name, keep it. If you like our name, use it. If you want to combine them, so be it.”

If they have money in the bank, they keep that too, he added. “any money we earn together stays in the partnership, we never take it out unless we both agree to do so.” In many cases, ISSA doesn’t own the entire event – but it never takes less than 50 per cent. “That’s really important.”

ISSA hasn’t done a lot with the big independents. Yet. But the cooperation can take many forms – co-location, new events, etc., and Barrett said he’s “absolutely sure that we will,” inviting any in the audience who might be interested to “swipe right” and get in touch.

“I know, you’re thinking this guy is the worst negotiator in the world, he gives away the store. That’s true,” said Barrett. “I want to be known as the worst negotiator in the world, at least in our community, and I strive to prove it every day. I want to be the one who you call if you have unrealized dreams for your association, publication or events.”

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ISSA was able to embark on a mergers and acquisitions spree. Not only would this help the organization better serve its members, it’s also pretty good for the bottom line. As he noted, “New events serve as a platform for our other programs, such as training, certification and membership. And trade

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Cleaning for a Reason® Wins Silver in Power of “A”

ing. “Attaining third-party validation of Cleaning for a Reason’s activities allows ISSA to justify continued investment in the program and promote participation from membership, volunteer leaders, and other stakeholders, even outside the association,” Centrella explained.

Attention from a large association like ASAE will help spread awareness of ISSA’s Cleaning for a Reason beyond its previous reach, helping to put a spotlight on the cleaning industry and, more importantly, the volunteers who make the

program work.

“Congratulations to the 2018 Power of A Award winners,” said John Graham, president and CEO of ASAE. “There are very few things that get done, very few ideas that get implemented, without an association being involved at some point in the process. That’s a story we can all be proud of, and one that deserves to be shared with others to create a deeper understanding and appreciation for associations and their role in the world.”

ISSA previously won a Power of A Award in 2015 for its Value of Clean® program.



A good time was had by all ISSA Canada members who attended the Quebec Region Annual Golf Tournament at Blainvillier Golf Club.

ISSA Canada Hosts Quebec Region Golf Tournament

ISSA Canada held its Quebec Region annual golf tournament on Tuesday, June 19 at the Blainvillier Golf Club in Blainville, QC.

Following a great day of golf, Mike Nosko, Executive Director of ISSA Canada (formerly the Canadian Sanitation Supply Association [CSSA]), took the opportunity to recognize and honour a pioneer within the industry. This year Yves DeMontigny, from Diversey, was honoured for his many contributions to the sanitary maintenance industry in Canada.

The 60 member representatives in attendance also had an opportunity to hear Nosko detail the numerous educational programs

currently available in Canada, as well as those coming in the future.

In the photo below, Nina Bélanger, Quebec representative at ISSA Canada (left) recognizing award winner, Yves DeMontigny, Diversey, along with Mike Nosko, ISSA Canada Executive Director, and Christian Dulude, Diversey Sales Manager.



Montreal suburb moves to ban leaf blowers



A city in Quebec has moved one step closer to banning the use of leaf blowers during summer months.

Beaconsfield, a suburb on the Island of Montreal, passed the motion at a recent council meeting, with the council likely to cast its final vote on the measure at next month's meeting.

"We started looking at this because of the noise," Beaconsfield Mayor Georges Bourelle told CBC Montreal's Daybreak Tuesday.

However, it's not just the racket that comes from the machines, which are the problem, Mayor Bourelle added.

Their use causes debris particles to remain suspended in the air and have a "big impact on people with health issues – particularly children and the elderly," he said.

"We are talking about a threat to our health and to the environment," Bourelle said. "We are talking about sweeping mould, sweeping fungal spores, sweeping insect eggs, weed seeds, fertilizers, animal feces and dust."

The motion to ban the use of leaf blowers from June 1 to September 30 is set to be adopted at the July council meeting and would go into effect on January 1, 2019.

Parts of Vancouver already ban the machines, while similar restrictions have been put in place in California.

— Reprinted from the RemiNetwork

ARCSI Professional Image Awards 2018

Now is the time to make your nominations for the 2018 Professional Image Awards – the perfect opportunity to recognize the extraordinary people around us. The deadline for submissions has been extended to July 31.

Who will walk away with ARCSI's most prestigious awards? You tell us. Send your submissions so the members of your team stand out.

Each year ARCSI recognizes members from both Canada and the United States in a variety of categories. All members are encouraged to submit a nomination in at least one category – with a maximum of three nominations per company.

ARCSI will present the awards during the ISSA Show North America 2018 in Dallas, TX.

The Professional Cleaner of the Year presented by PerfectClean recognizes a staff member who is directly involved in the house cleaning industry. The recipient should be someone who goes above and beyond in their service to both company and client.

The President's Award is presented to an "in-house" staff member of an ISSA residential firm who is a key individual within the company – i.e. office manager, sales representative, trainer, CFO, etc. The recipient should be someone who demonstrates professionalism on an ongoing basis.

The Professional Image Awards provide an opportunity for residential cleaning professionals to showcase the marketing efforts they have undertaken to grow their businesses. The finalists in each category will be on display at the ISSA Show North America. Attendees will have an opportunity to cast a vote for their favourite in each category. On-line voting will also be available.

For more information or to nominate a residential cleaning firm, please visit www.arcsi-canada.org.

LEGISLATIVE UPDATE



Transitioning to WHMIS 2015

Building service contractors and in-house service providers of cleaning services have until December 1, 2018 to come into full compliance with the Canadian Workplace Hazardous Material Information System as revised by GHS ("WHMIS 2015"). However, please note that specific dates may vary by jurisdiction, so you should check your jurisdiction's deadline at <http://whmis.org> or by contacting your WHMIS regulator.

The last date on which a controlled product with a WHMIS 1988 Material Safety Data Sheet (MSDS)/label can be sold to your workplace is August 31, 2018. As of September 1, 2018, all hazardous products sold or imported for use in a Canadian workplace must be compliant with WHMIS 2015.

If you have not begun transitioning to WHMIS 2015, this timeline may leave your workplace with only three months (September 1 to November 30, 2018) to transition your WHMIS 1988 products to WHMIS 2015 compliance.

Some good practices to consider when preparing for this transition include the following:

- Meet with workplace leadership to develop a transition plan with milestones and responsibilities. Establish and maintain an accurate list of all hazardous products in your workplace and whether they are WHMIS 1988 or WHMIS 2015 compliant.
- Understand how the hazard classification criteria of WHMIS 1988 and WHMIS 2015 differ. These differences mean that some products may have dif-

ferent hazard classifications under WHMIS 2015 compared to WHMIS 1988.

- Review training processes and materials to make sure they are WHMIS 2015 ready. Remember that as long as you have both WHMIS 1988 and WHMIS 2015 products in your workplace, you will need to educate and train your employees on both WHMIS 1988 and WHMIS 2015 requirements.

- Communicate with your suppliers to find out if upcoming shipments will contain Safety Data Sheets (SDSs) and labels that are WHMIS 2015 compliant, and to request that they be provided as soon as they become available.

- Plan to use up or remove WHMIS 1988 stock, or relabel these products with WHMIS 2015-compliant labels, prior to the deadline date set by your jurisdiction. Products with WHMIS 2015 labels must have a WHMIS 2015 SDS, not a WHMIS 1988 MSDS.

- If you still have WHMIS 1988 products in your workplace as the transition deadline approaches, request WHMIS 2015 labels and SDSs from your suppliers. Confirm that the SDS and label provided applies to your WHMIS 1988 product. Some suppliers are taking the opportunity to rename and/or reformulate their products.

- Safely dispose of hazardous products that cannot be brought into compliance.

For additional information on WHMIS 2015, visit www.whmis.gc.ca. In addition, a variety of e-courses are available to help you prepare at <http://www.ccohs.ca/education/>.

The Benefits of Being the World's Worst Negotiator

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LEAPING HURDLES

Of course, all this M&A action doesn't come without its challenges. In ISSA's case, these include:

- Earning the trust of the potential acquisition's existing ownership. "Trust takes time. Each deal is custom; the specific goals and key metrics for the partnership must be negotiated." One thing that helps improve the conversion rate is testimonials from current partners about the benefits they've gained.

- Bringing new entities into the fold gently. "The trouble with sending out edicts and forcing compliance is that it not only crushes the spirit of the new entity, but it turns me into a liar because I promised them autonomy." The process ISSA has developed starts and ends with the needs of the merged organization, Barrett said.

- Getting staff to embrace new people and new markets. ISSA staff needs to understand that the new markets "are truly part of us and that we are there to serve them, that they are not here to serve us"

- Inflating intangible assets. "I regularly fight our auditors on this," Barrett said. While placing value on cash and property are relatively easy, intangibles like brands, member lists and good will are more difficult to put a number on. "We were able to argue successfully that not only is there an absence of materiality in these transactions, but artificially inflating value to the intangibles served to distort our balance sheet."

- The interminable time lag. "The final frustration is how significant the lag is between the time an opportunity arises and the time it takes to actually do something in this industry," said Barrett. "We call it 'association speed'." Instead of doing the deals sequentially, ISSA opened up several fronts simultaneously and learned as it went. "We determined fairly early on that we can't let tradition, much less accountants, lawyers or regulators, dictate the rate of change in our industry. Neither should you."

BRINGING REIMAGINATION HOME

The changes ISSA has been going

through is not all about M&A, he added. "We also wanted to shake things up at home." Among the internal programs being reimagined are lobbying efforts, ISSA's Young Executives Society, and even its board composition. But ISSA is making the biggest change to that beloved cash cow, its 16,000-attendee ISSA Show North America, relaunching October 29 to November 1 in Dallas, TX, where the show hasn't been for 15 years. While the dependence on the cash cow is now mitigated by new trade shows and a bevy of other workshops, conferences and trainings – the North American trade show is now only 42 per cent of ISSA's combined revenue, down from nearly 70 per cent in 2016 – the venerable event needed some updating love, he said.

"We're replacing a bunch of stuff, invitation-only events with wide-open, everyone included parties," Barrett said. Among them are an ISSA Foundation fundraising event at Topgolf Dallas, the proceeds of which will benefit Cleaning for a Reason. Capital markets have rediscovered our industry and tons of money is going into development of technology and advance research, and as such there's a lot of innovation in the cleaning industry. The final day includes a fireside chat with President George W. Bush, handing out the Innovation of the year Award, and a blowout Backlot Bash block party.

ISSA was nearly 100 years old when Barrett came on board, and it had been doing well. But, he said, "Through extensive research and focus groups, we knew that if we hoped to be around for another 100 years, if we were going to continue to matter to our members and serve our mission to own the global cleaning community, we had to grow." Stay tuned.



CALENDAR OF EVENTS

SEPTEMBER 19: Hygieia Empowerment Webinar - "How to drive profitability, productivity and accountability." For more information, or to register, visit www.issa.com.

SEPTEMBER 26: CIMS I.C.E. Certification Training, Richmond Hill, ON. For more information, contact ISSA Canada.

OCTOBER 29: Party for a Purpose, Topgolf Dallas. Open to novice and experienced golfers. For more information, visit www.issa.com/show.

OCTOBER 29: Team ISSA Welcome Reception, hosted by ARCSI, IEHA and ISSA Canada, Dallas Fairmont, Dallas, TX, 7:30 to 10:30 p.m. For more information, visit www.issa-canada.com.

OCTOBER 29 - NOVEMBER 1: ISSA Show North America 2018, Kay Bailey Hutchinson Convention Centre, Dallas, TX. For more information, visit www.issa.com.

OCTOBER 29: CIMS I.C.E. Certification Training, Dallas, TX. For more information, contact ISSA Canada.

NOVEMBER 1 & 2: CMI Train-the-Trainer Certification Workshop, Dallas, TX. For more information, contact ISSA Canada.



QC Salubrité is published by ISSA Canada and is intended to provide news and relevant information from the industry, as well as details on ISSA events, programs and educational offerings. 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: tracy@issa-canada.com
Web: www.issa-canada.com



360° of Business Solutions

How do you flourish in a marketplace impacted by e-commerce, consolidation, and changing technology? As the clear leader in the world of facility solutions, the ISSA Show North America gives you the opportunity to grow your network, connect with your colleagues, exchange information, and test the full spectrum of innovation. Through networking opportunities, a well-rounded product showcase from more than 750 leading suppliers, and an expert-led information exchange, you'll find the tools and resources needed to diversify into new markets, benchmark your business performance, and reinforce your supplier and customer relationships.

**EXPERIENCE A FULL CIRCLE
OF OPPORTUNITY.**

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ISSA SHOW

NORTH AMERICA 2018

**OCTOBER 29- NOVEMBER 1, 2018
DALLAS, TX**

