Green Clean Schools Forum

at ISSA/INTERCLEAN North America

Brought to you by

HEALTHY SCHOOLS CAMPAIGN

Green Clean Schools
greencleanschools.org

HEALTHY SCHOOLS CAMPAIGN
Welcome to the Green Clean Schools Forum at ISSA/INTERCLEAN!

Thank you for joining us here in Chicago for the first-ever Green Clean Schools Forum at ISSA/INTERCLEAN! This is a unique event within the premier trade show for the cleaning industry designed just for facility managers working in educational facilities. We are so glad you’re here.

We’ve designed the next two days to teach you everything you ever wanted to know about green cleaning in a school or university. Whether this is your first foray into the exciting world of green and sustainable cleaning, or whether you’re an expert looking to brush up on the latest practices, the Green Clean Schools Forum will make the 2016-17 school year a healthier, greener and happier one for you, your staff, students and communities!

The Green Clean Schools Forum will feature a series of panel discussions, expert presentations, in-depth case studies of award-winning green cleaning programs and educational mini-sessions presented by the leading manufacturers on the newest trends in green and sustainable cleaning. We’ve also made sure to include many opportunities for networking because we know the green cleaning movement needs a strong network of leaders like you. And don’t worry—we’ll get a few opportunities to explore the vast world of ISSA/INTERCLEAN together and on our own, too! We’re excited about our very own guided tour of the trade show floor, and meeting industry leaders that focus on education and the environment.

During the guided tour of the trade show floor, you will have the chance to win a trip to the 2017 ISSA/INTERCLEAN show, September 11-14 in Las Vegas! Your prize includes a five-night stay at an official partner hotel and complimentary registration, including the seminar package. Receive a sticker from at least 10 Green Clean Schools sponsors and/or partner organizations, and come to the Green Clean Schools Forum networking reception at 5:00 p.m. on Wednesday to enter the raffle. We’ll draw the raffle winner at the reception.
Many of the workshops and programs you will attend over the next two days are based on Healthy Schools Campaign’s 5 Steps to Green Cleaning in Schools. Written and published by Healthy Schools Campaign (HSC) and the father of green cleaning himself, Steve Ashkin, this resource is a valuable guide designed to take schools through the five key aspects of a successful green cleaning program. This guide has been shared with more than 175,000 schools to start or enhance their green cleaning programs.

The Green Clean Schools Leadership Council, comprised of on-the-ground green cleaning leaders from schools and universities across the country, has helped us build a network of school facility directors to galvanize the green cleaning movement nationally. Many of them will be presenting case studies over the next two days, and will also be present for networking opportunities and group discussions. Get to know them!

We welcome you warmly to Chicago. It is our hope that you will leave here with new tools for healthier and greener cleaning at your institution, new connections with like-minded advocates for health and a renewed energy in helping to galvanize the green cleaning movement!

Sincerely,

Rochelle Davis
President + CEO, Healthy Schools Campaign

John Barrett
Executive Director, ISSA
## Agenda

All sessions will take place in Room S-406.

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-9:00 a.m.</td>
<td>Breakfast and registration</td>
<td>Your ISSA and Healthy Schools Campaign concierges</td>
</tr>
<tr>
<td>9:00-10:00 a.m.</td>
<td><strong>Green Cleaning in Schools: Leading the Way for Children's Health</strong>&lt;br&gt;We'll hear a word of welcome from our Forum hosts, learn more about the importance of green cleaning for children's health and listen to an overview of the 5 Steps to Green Cleaning in Schools.</td>
<td>Rochelle Davis, Healthy Schools Campaign&lt;br&gt;Bill Balek, ISSA&lt;br&gt;Tracy Enger, U.S. EPA&lt;br&gt;Mervin Brewer, Leadership Council Member, Salt Lake City School District&lt;br&gt;Mark Bishop, Leadership Council Member</td>
</tr>
<tr>
<td>10:15-11:00 a.m.</td>
<td><strong>Green Cleaning in Schools: Taking Stock, Assessing Your Program</strong>&lt;br&gt;Based on Step 1 of the 5 Steps to Green Cleaning in Schools, this session will include how to conduct an assessment and make data-driven decisions to improve your green cleaning program.</td>
<td>Jodi Krause, Leadership Council Member, University of Wisconsin-Madison&lt;br&gt;Sara Porter, Healthy Schools Campaign</td>
</tr>
<tr>
<td>11:15-11:45 a.m.</td>
<td><strong>Learning from the Leaders: Assessment and Cost Savings</strong>&lt;br&gt;Join an award-winning school facility manager as she shares her experiences developing and creating assessments to help improve her cleaning program, with special emphasis on cost savings.</td>
<td>Kimberly Thomas, Leadership Council Member, Clarke County School District</td>
</tr>
<tr>
<td>12:00-1:00 p.m.</td>
<td><strong>Lunch &amp; Learn: “The Leader Within You”</strong></td>
<td>Steve Ashkin, The Ashkin Group</td>
</tr>
<tr>
<td>Time</td>
<td>Description</td>
<td>Speakers</td>
</tr>
<tr>
<td>--------------</td>
<td>------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| 1:15-2:00 p.m. | **Green Cleaning in Schools: Green Products, Equipment and Supplies. How Do You Choose?**  
Based on Steps 2 and 3 of the 5 Steps to Green Cleaning in Schools, this session will cover the industry shift toward sustainability, the benefits and limitations of certification programs and healthier and more sustainable products for your cleaning program. | Roger McFadden, McFadden and Associates  
Mark Petruzzi, Green Seal |
| 2:15-3:00 p.m. | **Green Cleaning in Schools: Learning from the Leaders**  
Join two award-winning school facility managers as they share their experiences conducting successful training and employee programs. | Mervin Brewer, Leadership Council Member, Salt Lake City School District  
Shawna Cragun, Davis School District |
| 3:15-3:45 p.m. | **Green Cleaning in Schools: Supporting a Well-Trained and Engaged Workforce**  
Based on Step 4 of the 5 Steps to Green Cleaning in Schools, this session will include strategies to organize your training programs and universal principles that every manager should be following. | Lucas Wendt, ISSA |
| 4:00-5:00 p.m. | **Green Cleaning in Schools: Engaging the Whole School**  
Based on Step 5 of the 5 Steps to Green Cleaning in Schools, this session will provide strategies to ensure a successful green cleaning program by engaging with school administrators, teachers, parents and more. | Tracy Enger, U.S. EPA  
Mike Jones, Leadership Council Member, Columbia Public Schools  
Gene Woodard, Leadership Council Member, University of Washington-Seattle |
| 5:00-6:00 p.m. | **Welcome Reception**  
Unwind with your colleagues and enjoy drinks and light appetizers while you network. |
<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-9:30 a.m.</td>
<td><strong>ISSA Keynote Address: Never Quit</strong>&lt;br&gt;Forum attendees will enjoy VIP seating at this event. The ribbon on your badge will grant you access to these seats.</td>
<td>Rob O’Neill, Former Navy Seal&lt;br&gt;Room S-100</td>
</tr>
<tr>
<td>10:00-10:45 a.m.</td>
<td><strong>Sustainable Paper Products Mini-Session</strong>&lt;br&gt;Representatives from top manufacturers discuss the latest sustainable paper practices specifically geared toward the education setting, including recycled, alternative fiber and responsible forest management certified virgin fiber (FSC).</td>
<td>John Drengler, SCA&lt;br&gt;Ben Jarrett, Kimberly-Clark Professional North America&lt;br&gt;Ian Lifshitz, Asia Pulp and Paper&lt;br&gt;John Mulcahy, Georgia Pacific&lt;br&gt;Moderator: Sara Porter, Healthy Schools Campaign</td>
</tr>
<tr>
<td>10:50-11:20 a.m.</td>
<td><strong>On-site Generation Mini-Session</strong>&lt;br&gt;Representatives from some of the leading manufacturers explain on-site generation technology and how it can be used to reduce absenteeism.</td>
<td>Jeff Johnson, Tenant/Orbio&lt;br&gt;John Shanahan, GenEon&lt;br&gt;Moderator: Mike Jones, Leadership Council Member</td>
</tr>
<tr>
<td>11:25-11:55 a.m.</td>
<td><strong>LEED® Mini-Session</strong>&lt;br&gt;Representatives from some of the leading manufacturers explain the cleaning program’s role in LEED® Certification.</td>
<td>Jim Bruno, Rochester Midland&lt;br&gt;Robert Wellman, National Chemical Laboratories&lt;br&gt;Moderator: Mark Bishop, Leadership Council Member</td>
</tr>
<tr>
<td>11:55 a.m.-12:30 p.m.</td>
<td><strong>Lunch</strong></td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>Description</td>
<td>Speakers</td>
</tr>
<tr>
<td>-----------------</td>
<td>------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>12:30-1:00 p.m.</td>
<td><strong>Infection Control Mini-Session</strong>&lt;br&gt;Representatives from some of the leading manufacturers explain the latest sustainable and healthy infection control practices.</td>
<td>Jeff Dryfhout, Fellowes&lt;br&gt;Nicole Koharik, GOJO&lt;br&gt;Moderator: Mervin Brewer, Leadership Council Member</td>
</tr>
<tr>
<td>1:15-3:30 p.m.</td>
<td><strong>Guided Trade Show Floor Tours</strong>&lt;br&gt;Don’t miss this opportunity to meet with industry leaders to learn about innovative developments and products that can advance your green cleaning program.</td>
<td>Fill in your passbook to enter to win a trip to next year’s ISSA/INTERCLEAN North America in Las Vegas!</td>
</tr>
<tr>
<td>3:30-5:00 p.m.</td>
<td><strong>Explore the trade show floor to discover solutions to your unique needs.</strong>&lt;br&gt;Don’t forget to complete your passbook for the raffle prize!*</td>
<td></td>
</tr>
<tr>
<td>5:00-6:00 p.m.</td>
<td><strong>Happy Hour</strong>&lt;br&gt;End your day relaxing with a beverage while you network with your peers and grow the green cleaning movement together!&lt;br&gt;*Enter to win a grand prize raffle that includes a five (5) night’s stay at an official partner hotel and complimentary registration, including the seminar package.</td>
<td></td>
</tr>
</tbody>
</table>
The 5 Steps to Green Cleaning in Schools

During the Green Clean Schools Forum, you will hear from experts in children’s health, leaders in green cleaning and award-winning facility managers. They will discuss in detail each of the 5 Steps to Green Cleaning in Schools, providing advice, practical applications in the current marketplace and case studies.

Below you will find an overview of these five steps that you can use to follow along with during the workshops, and take home with you to start or enhance a green cleaning program at your school. The full version of each of these steps can be accessed and downloaded for free at greencleanschools.org/steps.
There are many essential preparations needed to build a successful green cleaning program, such as creating a green team of school stakeholders, assessing where your school currently stands when it comes to green cleaning and developing a pilot program.

Create a Green Team
A green team of school stakeholders can provide the needed input and support to successfully move your program forward. A green team should include representatives from the following groups: administrators, facility operators, custodians, union representatives, school nurses, school board representatives, teachers, parents, students, distributors and vendors and advocates. Choose a leader and establish regular meetings, too.

Understand the Cleaning Environment
Assess your cleaning program with a general walk-through of the building and then perform a more in-depth audit of your program. You’ll want to take stock of the products and equipment currently in use, looking for potentially dangerous or toxic items. Next, audit your training and procedures.

Develop Your Plan + Policy
Use the information you’ve gathered in your audit to identify critical problems and the best opportunities for improvement. You’ll want to come up with a timetable and staffing, establish goals and strategies and aim to adopt a green cleaning policy.

Implement Your Plan
Set priorities and start with a pilot program and collect data to reduce roadblocks in the future. Pilots need to have a clear end date (this is usually the best approach) and defined goals and milestones. Typically, pilot projects close after six months to a year, depending on the project.

Evaluate Progress
The green team should review the green cleaning program every three to six months in the first year and annually thereafter. Providing opportunities for feedback and acting on that feedback will help keep stakeholders engaged.

Learn more at greencleanschools.org/step1

Additional Resources
- Assessment tools and a sample green cleaning policy are available at greencleanschools.org/resources.
The green cleaning product marketplace has come a long way in a short period of time. Today, there are plenty of affordable and accessible products, and reliable third-party certifications can help you identify products that meet high standards for effectiveness, health and safety.

What Are Green Cleaning Products?
Compared to traditional products, green cleaning products:
- Minimize health risks
- Reduce pollution
- Conserve resources

Seek Out Third Party Certifications
Recognized third party certifications can help purchasers like you navigate the marketplace and weed out products that simply claim to be green from those products that actually are green. We recommend looking for Green Seal, EcoLogo and the EPA’s Safer Choice (previously known as Design for the Environment) to gauge the safety of cleaning products.

Cost Comparison
Rather than just looking for the cheapest price, school districts should consider adopting a “best value” purchasing model. This not only looks at the cost, but also the performance, health and environmental attributes of a product.

Product Categories for Discussion
Some school districts and local health codes have very specific rules regarding the purchase of disinfectants and sanitizers. Additionally, some categories still are limited in the number of green products in the marketplace. Our full guide, available at greencleanschools.org/step2, provides guidelines for considering tricky products like disinfectants, gum removers and more.

Learn more at greencleanschools.org/step2

Additional Resources
- greencleanschools.org/resources/third-party-certifications
Today’s green cleaning tools can reduce chemical use and increase productivity. Improvements in ergonomics can also help custodians avoid injuries. Green equipment can even save your school money in the long run. This step is designed to offer tips and guidance on how to make the right green equipment and supply choices for your school.

Choose Green Cleaning Equipment + Supplies
When purchasing green equipment and supplies, schools should consider three factors: appropriateness, effectiveness and usability. Full details on this step, available at greencleanschools.org/step3, provide guidance on how to evaluate the different types of equipment on the market, from vacuums to auto-scrubbers.

Select Green Cleaning Supplies
You want to look for durable, re-usable supplies made from recycled content when possible. Visit greencleanschools.org/step3 to see our guidance on choosing greener, safer options for everything from floor mats to paper products.

Cost Comparison
Investing in the right equipment and developing effective cleaning procedures cuts labor costs and boosts productivity. Green equipment tends to cost more, but with its higher quality and greater durability, it can be more cost effective in the long run.

Learn more at greencleanschools.org/step3

Additional Resources
· greencleanschools.org/resources/third-party-certifications
Green cleaning procedures—the methods and practices that staff members use to clean—have three main goals: reduce general health risks, accommodate highly susceptible individuals and reduce environmental impact. This step outlines how you can get your cleaning procedures to align with these goals.

**Reduce General Health Impacts**
A green cleaning program should focus on reducing exposures to potential germs or chemicals that can cause harm. Training should focus on controlling infections, using products effectively, minimizing exposure for susceptible individuals, evaluating new products and communicating with the school community.

**Reducing Environmental Impact**
Your procedures should take into account steps to reduce the overuse of chemicals, paper and plastic, and even reducing the need to clean at all. This could include changing floor care procedures, re-evaluating infection control procedures and implementing integrated pest management.

**Third Party Certifications**
Your school might also seek out green cleaning guidance from third-party organizations to help assess and advise your cleaning procedures. Many respected organizations have developed a set of criteria to help schools develop their own green cleaning policies. Details on our full step, available at greencleanschools.org/step4, list some recommended certifications to seek out.

**Training**
Introducing new products, equipment and cleaning procedures requires additional training and education to work safely and more efficiently. Evaluate your training options by looking to your distributors and other stakeholders to provide a variety of educational options for your staff. And remember, the key to overcoming resistance is frequent engagement with the cleaning staff from the very beginning.

*Learn more at greencleanschools.org/step4*

**Additional Resources**
- Training tools are available at greencleanschools.org/resources.
- Specialized green cleaning guides are available at greencleanschools.org/resources/specialized-guides.
Everyone plays a role in maintaining a healthy environment—students, teachers, administrators, custodians and even unions and outside contractors. A successful green cleaning program promotes stewardship and demonstrates a school’s commitment to reducing its environmental footprint. This step describes all of the ways that your school can share the responsibility for green cleaning with the community.

Promoting Stewardship
One goal is to promote environmental stewardship across the school community so that each stakeholder group—administrators, staff, teachers, students, visitors and vendors—takes personal responsibility for both the school environment and the global environment.

Communicate to Stakeholders
After your school successfully greens its cleaning operations, share your story with the community and educate other stakeholders through multiple channels including a school newsletter or website, social media, presentations at school-wide meetings like board meetings or health and safety committee meetings, press releases, community events and with signage. Tell people when something good happens. The more stakeholders who understand the benefits of the green cleaning program, the more resources the team will have to continue to expand the program.

Learn more at greencleanschools.org/step5

Additional Resources
- Learn more about the Green Cleaning Award at greencleanschools.org/recognition/green-cleaning-award.


Speaker Profiles

Steve Ashkin, President, Ashkin Group; CEO, Sustainability Dashboard Tools; Executive Director, Green Cleaning Network

Steve Ashkin is an entrepreneur, author and leader of the green cleaning movement where he is known as the “father of green cleaning.” Steve is president of The Ashkin Group, CEO of Sustainability Dashboard Tools and Executive Director of the Green Cleaning Network. Steve is a founding member of the US Green Building Council and was responsible for writing the cleaning credits in LEED® for Existing Buildings. He serves as the technical advisor to Healthy Schools Campaign where he authored the 5 Steps to Green Cleaning in Schools. Additionally, he is on the Board of Directors of the Green Sports Alliance where he wrote their Playbook on Greener Cleaning in Sports Facilities. Finally, Steve has received numerous awards including an Excellence Award and two Partner of the Year Awards from the U.S. EPA. And in 2014, Steve was inducted into the Green Industry Hall of Fame.

Bill Balek, Director of Legislative and Environmental Services, ISSA

Bill oversees ISSA’s legislative, regulatory and environmental programs. Bill has over 30 years of experience in the cleaning industry, and is chiefly responsible for the development of public policy, programs and initiatives that are designed to help companies succeed in the green cleaning marketplace. In this capacity he has worked with all major institutional sectors including K-12, higher education, healthcare, retail and other key sectors served by the commercial cleaning industry. Bill also has extensive experience working with the various laws and regulations that have a direct impact on the cleaning industry, including those requirements that relate directly to occupational safety and health, transportation of hazardous materials, hazard communication and environmental regulations. Bill is an attorney licensed to practice in Illinois, and has an MBA in marketing from DePaul University’s Kellstadt Graduate School of Business.

Mark Bishop, Green Clean Schools Leadership Council Member

Mark has more than a decade of experience in advocating for healthy school environments. As vice-president of policy with Healthy Schools Campaign, he developed training programs and tools for school stakeholders to advance healthy school environments. He was instrumental in the development of greencleanschools.org and has run professional development programs for school facility directors and school nurses. He has also successfully advocated for state level policies around green cleaning, school health and chronic absenteeism.

Mervin Brewer, Assistant Custodial Supervisor, Salt Lake City School District

Mervin was a school custodian for 26 years, including being a head custodian of an elementary and a high school and a district level supervisor. He was a supervisor of an internationally recognized Integrated Pest Management program since its inception 11 years ago and holds a current state certified pesticide applicators license. He developed a district-wide paper recycling
program, diverting at least 45 tons of paper annually from the landfill. He is a past president of the Utah School Custodial Managers Association, a coalition of custodial supervisors throughout the state of Utah collaborating and refining healthy cleaning methods in public schools. Mervin is currently a member of the Green Clean Schools Leadership Council.

Jim Bruno, Senior Marketing Manager, Rochester Midland Corporation
Jim Bruno is Rochester Midland’s Senior Marketing Manager for the Facility Supplies Division. He has been with Rochester Midland for 19 years and has worked in various capacities in marketing, product development and operations. He is a LEED® Accredited Professional, as well as an ISSA CIMS Certification Expert and ISSA CITS Accredited Certification Trainer. Jim is a graduate of Rochester Institute of Technology’s Executive MBA Program.

Shawna Cragun, Director of Custodial Services, Davis School District
Shawna is responsible for a staff of 604 custodians who clean and maintain nearly 10 million square feet of floor space for approximately 72,000 students and 8,000 employees. She is president elect of Utah Schools Custodial Management Association, which represents 15 school districts in Utah, affecting hundreds of thousands of students statewide. Shawna strives to exceed the expectations of all students, staff and community members by providing safe, clean and healthy facilities that promote long term sustainability and learning first!

Rochelle Davis, President and CEO, Healthy Schools Campaign
Rochelle brings broad experience as a leader in children’s wellness and environmental health to her role as president and CEO of Healthy Schools Campaign (HSC), a national nonprofit organization she founded in 2002. HSC advocates for national, state and local policies and programs that make schools healthier places to learn and work. She is co-chair of the National Collaborative on Education and Health, a national effort to support schools in creating the conditions of student health. In 2013, she co-chaired the Working Group on Health and Education, which was convened by the Surgeon General. Davis has been instrumental in the development of national healthy school food advocacy initiatives, including the Cooking up Change healthy cooking contest, and school environmental health resources, such as the 5 Steps to Green Cleaning in Schools. She also served as the principal investigator for HSC’s National Institutes of Health-funded Partnership to Reduce Disparities in Asthma and Obesity in Latino Schools. Davis was a member of the EPA’s Committee for the Protection of Children’s Health. She is co-author of the Fresh Choices cookbook, and was the recipient of the Chicago Tribune’s 2007 Good Eating Award.

John Drengler, Vice President, Market & Business Development, SCA’s Away from Home (AfH) Professional Hygiene
John is a senior marketing leader with more than 30 years of experience in the tissue and hygiene business. He drives business development activities in North America for the leading global brand, Tork. He has been with SCA
English literature and language in Sierra Leone. Additionally, she is an alumna of the Newfield Network international coaching program. Tracy currently resides in Alexandria, Virginia with her husband and two teenage sons.

Ben Jarrett, North American Sustainability Leader, Kimberly-Clark Professional
Ben leads business development and innovation-centered efforts on sustainability at Kimberly-Clark Professional, including dynamic supply chain improvement, marketing strategy and green energy projects. Prior to his current role, he developed the Sustainability Strategy for Kimberly-Clark Professional’s North American Industrial Business. He has spoken at a number of industry conferences, including Sustainable Brands, Sustainable Purchasing Leadership Council and the Sustainable Packaging Coalition. He has also been a guest speaker at Emory University’s Goizueta Business School and Penn State’s Smeal College of Business. Ben received his bachelor’s degree in classical and medieval studies from Bates College and received his MBA from Goizueta Business School where he focused on strategy and marketing.

Mike Jones, Director of Custodial Services, Columbia Public Schools
Mike Jones has 30 years of experience in operations management. Today he oversees the Columbia Public Schools custodial department, which is made up of 40 buildings with over 3.4 million square feet. He launched a district-wide “Green Initiative” in January 2009, based on the Missouri Green Cleaning Guidelines and Specifications for Schools. Under Mike’s leadership, the program

Tracy Enger, Education and Outreach Leadership Facilitator for Healthy IAQ in Schools, U.S. EPA
Tracy is passionate about improving public health and the environment through evoking the leadership that resides in all of us. In her work over the last 20 years with the U.S. Environmental Protection Agency, Tracy has been dedicated to creating the safe, healthy, pristine school environments that help students and staff learn and work. Tracy works with communities around the country and internationally facilitating events that generate action to address critical health and environmental issues. Tracy received her BS and MS in journalism from Ohio University in Athens, Ohio. After graduate school, Tracy joined the Peace Corps where she taught
Nicole Koharik, Global Sustainability Marketing Director, GOJO Industries

Nicole’s responsibilities at GOJO include corporate sustainability strategy, policies, goals and stakeholder engagement and reporting that help to advance GOJO global sustainability leadership. She also serves as the leader of the GOJO Enterprise Sustainability Governance Team, a cross-functional team accountable for the ongoing strategic governance and implementation process that ensures social, environmental and economic sustainability are critical components of GOJO business practices. Nicole, who has been awarded for her work in advancing sustainability initiatives that drive results, is a regular conference presenter who shares her expertise on managing sustainability on a global scale and stakeholder engagement. Nicole has more than 15 years of marketing experience and holds a bachelor’s degree in applied communication and master’s degree in communications management.

Jeff Johnson, I.C.E., Director of Marketing and Product Management, Orbio Technologies

One of the core team selected to lead Orbio at its inception in 2009, Jeff has been central to the development of the On-Site Generation (OSG) technology at the heart of the Orbio® 5000-Sc and the new os3. He has worked extensively with leaders in the cleaning industry to promote the improved health and safety, simplified cleaning, lower cost to clean and increased sustainability of switching from conventional packaged daily-use chemicals to cleaning and disinfecting products created on site using OSG. Jeff has 15 years of product development and management experience in the cleaning industry as part of Tennant Company, and a total of nearly 30 years’ experience in marketing, product development and research in the U.S. and Europe. He holds I.C.E. and I.C.E.-GB certification in accordance with ISSA/CIMS standards.

Jodi Krause, Assistant Director of Housekeeping, University of Wisconsin-Madison

Jodi has worked in the custodial and maintenance field for more than 20 years. She’s been at the University of Wisconsin-Madison since 1999, where she currently oversees the night shift custodial crews, manages budgets and directs Housing’s Products, Equipment and Testing Committee. Jodi has been involved with her department’s sustainability programs for more than 10 years. As a result of her vision and leadership, UW-Madison’s Division of Housing won the 2013 Green Cleaning Award for Schools & Universities Silver Award. As a UW-Madison graduate, Jodi is proud to give back to the university through her leadership within the custodial and maintenance department.

Ian Lifshitz, Sustainability Director for the Americas, for Asia Pulp & Paper Group (APP)

Ian is responsible for leading the company’s sustainability and related stakeholder engagement programs across Canada, the U.S. and South America. Ian is also charged with leading the company’s North American CSR activities, translating many of APP’s successful conservation, biodiversity and social
community programs to American audiences. Prior to joining APP, Ian was Public Relations Manager for Amdocs Canada, a market leader in software and services for service providers in the communications, media and entertainment industry. He later joined global public relations firms, Cohne & Wolfe and Strategic Objectives. Ian graduated with a bachelor’s in communications from McGill University.

Roger McFadden, President and Senior Scientist at McFadden and Associates and Chief Science and Sustainability Officer at Replenish
Before joining Replenish, Roger was vice president and senior scientist at Staples, Inc., a position he held from June 2009 until February 2016. With an MS in chemistry, Roger is a frequent speaker for school districts, higher education institutions, health care organizations, public agencies and private corporations. He speaks on a variety of environmental, safety and health topics and has been published in several peer-reviewed publications and numerous trade publications. Roger has been recognized by businesses, governmental agencies and consumer advocacy groups as an innovative formulator and changemaker recognized for designing safer and more sustainable professional brand cleaning products being widely used in schools, universities, medical centers and commercial buildings. Roger is a trusted advisor and subject matter expert to building owners and facilities managers in schools, universities, hospitals, government facilities and commercial buildings. Roger believes that we need a revolution in product design with an environmental conscience and commitment to green chemistry; the future belongs to companies that integrate green chemistry principles to eliminate hazard and waste at all stages of the product life cycle.

John Mulcahy, Vice President of Sustainability for Georgia-Pacific Consumer Products LP
John is responsible for the sustainability and corporate social responsibility programs for GP’s Consumer and Professional businesses. John works to develop collaborative relationships with customers, helping them to achieve their sustainability objectives by developing insights, building cost and value advantages into GP’s products, and providing assurance that GP is a responsible and ethical supplier.

John serves in a leadership capacity for several industry associations, including the Foodservice Packaging Institute, the National Restaurant Association’s Conserve Sustainability Advisory Council, and The Sustainability Consortium. In his free time, John volunteers with The Boy Scouts of America and is on the Board of Directors of Junior Achievement of Georgia. He lives in Atlanta with his wife and two sons.

Mark Petrucci, Senior Vice President of Outreach & Strategic Relations, Green Seal
Mark leads Green Seal’s engagement with purchasers, industry groups, trade associations and other external organizations that share Green Seal’s goal of a more sustainable marketplace. Over the last 20 years, he has conducted research on the life cycle impacts of products and services, developed criteria to address key impacts, and evaluated products and services for compliance with Green Seal’s standards in a wide range of product and service categories. On the demand side, Mark works to implement sustainable procurement and operations with local, state and federal purchasers,
John Shanahan, Vice President of Sales and Marketing for GenEon Technologies

John holds the patent to many of GenEon’s designs and is a part of the technical team that brought innovation to Blended Stream Patented Technology to eliminate harmful toxins from cleaning, sanitizing and disinfection. GenEon Technologies provides a chemical free, non-toxic alternative to traditional cleaning and sanitizing in the professional and consumer markets. During his 28-year career in the environmental management industry, John has supported companies throughout all of North America, Saudi Arabia and Spain. Prior to launching GenEon Technologies, John was part of the founding team of Activeion Cleaning Solutions, Tennant Corporation, Nilfisk Advance and Minuteman International. John resides in northern California with his wife and has two children in the US Military actively serving in the U.S. Navy and U.S. Army.

Kimberly Thomas, Executive Director, Plant Services and Custodial Operations, Clarke County School District, Athens, Georgia

Kimberly is responsible for facilities management and custodial operations for the Clarke County School District, winner of the Green Cleaning Award for Schools & Universities’ Grand Award in 2015 and the Award for Honorable Mention in 2014. Her department has also received recognition for its commitment to green cleaning and sustainability from the Healthy Schools Network, Environmental Protection Agency-Georgia state office, and U.S. Green Building Council-Georgia division. Prior to her role at Clarke County, she was the assistant director for nonprofit organizations, corporate partners, government agencies and many others. Her past experience in food service, retail management and event planning served her well when she came to HSC to assist with the second annual Cooking up Change contest nearly eight years ago. Sara took on both the contest (including rules, logistics, coordinating teams, etc.) and the corporate fundraising program for the event. With Sara’s leadership, Cooking up Change has grown from a one-city, one-day event into a year-round national program featuring ten cities and hundreds of students across the country. In addition to overseeing Cooking up Change, Sara also works on HSC’s Green Clean Schools program and is a member of the HSC management team. She received her Bachelor’s degree in political science from DePaul University and lives in Chicago’s Logan Square with her husband and two children.

Sara Porter, Vice President of External Affairs, Healthy Schools Campaign

In this role, Sara focuses on building and maintaining relationships with nonprofit organizations, corporate partners, government agencies and many others. Her past experience in food service, retail management and event planning served her well when she came to HSC to assist with the second annual Cooking up Change contest nearly eight years ago. Sara took on both the contest (including rules, logistics, coordinating teams, etc.) and the corporate fundraising program for the event. With Sara’s leadership, Cooking up Change has grown from a one-city, one-day event into a year-round national program featuring ten cities and hundreds of students across the country. In addition to overseeing Cooking up Change, Sara also works on HSC’s Green Clean Schools program and is a member of the HSC management team. She received her Bachelor’s degree in political science from DePaul University and lives in Chicago’s Logan Square with her husband and two children.

Mark Marks, Director, Sustainability, The George Washington University

K-12 schools, higher education, healthcare, green building programs, food service, sports venues and hospitality. He currently serves on the Technical Advisory Committee for the Sustainable Purchasing Leadership Council and the Governance Committee for the EPA Pilot to evaluate Product Environmental Performance Standards and Ecolabels for Voluntary Use in Federal Procurement. Previously he directed Green Seal’s Certification Program. Mark holds a BS in mechanical engineering and an MS in civil and environmental engineering from The George Washington University.

John Shanahan, Vice President of Sales and Marketing for GenEon Technologies

John holds the patent to many of GenEon’s designs and is a part of the technical team that brought innovation to Blended Stream Patented Technology to eliminate harmful toxins from cleaning, sanitizing and disinfection. GenEon Technologies provides a chemical free, non-toxic alternative to traditional cleaning and sanitizing in the professional and consumer markets. During his 28-year career in the environmental management industry, John has supported companies throughout all of North America, Saudi Arabia and Spain. Prior to launching GenEon Technologies, John was part of the founding team of Activeion Cleaning Solutions, Tennant Corporation, Nilfisk Advance and Minuteman International. John resides in northern California with his wife and has two children in the US Military actively serving in the U.S. Navy and U.S. Army.

Kimberly Thomas, Executive Director, Plant Services and Custodial Operations, Clarke County School District, Athens, Georgia

Kimberly is responsible for facilities management and custodial operations for the Clarke County School District, winner of the Green Cleaning Award for Schools & Universities’ Grand Award in 2015 and the Award for Honorable Mention in 2014. Her department has also received recognition for its commitment to green cleaning and sustainability from the Healthy Schools Network, Environmental Protection Agency-Georgia state office, and U.S. Green Building Council-Georgia division. Prior to her role at Clarke County, she was the assistant director for nonprofit organizations, corporate partners, government agencies and many others. Her past experience in food service, retail management and event planning served her well when she came to HSC to assist with the second annual Cooking up Change contest nearly eight years ago. Sara took on both the contest (including rules, logistics, coordinating teams, etc.) and the corporate fundraising program for the event. With Sara’s leadership, Cooking up Change has grown from a one-city, one-day event into a year-round national program featuring ten cities and hundreds of students across the country. In addition to overseeing Cooking up Change, Sara also works on HSC’s Green Clean Schools program and is a member of the HSC management team. She received her Bachelor’s degree in political science from DePaul University and lives in Chicago’s Logan Square with her husband and two children.

Sara Porter, Vice President of External Affairs, Healthy Schools Campaign

In this role, Sara focuses on building and maintaining relationships with nonprofit organizations, corporate partners, government agencies and many others. Her past experience in food service, retail management and event planning served her well when she came to HSC to assist with the second annual Cooking up Change contest nearly eight years ago. Sara took on both the contest (including rules, logistics, coordinating teams, etc.) and the corporate fundraising program for the event. With Sara’s leadership, Cooking up Change has grown from a one-city, one-day event into a year-round national program featuring ten cities and hundreds of students across the country. In addition to overseeing Cooking up Change, Sara also works on HSC’s Green Clean Schools program and is a member of the HSC management team. She received her Bachelor’s degree in political science from DePaul University and lives in Chicago’s Logan Square with her husband and two children.

John Shanahan, Vice President of Sales and Marketing for GenEon Technologies

John holds the patent to many of GenEon’s designs and is a part of the technical team that brought innovation to Blended Stream Patented Technology to eliminate harmful toxins from cleaning, sanitizing and disinfection. GenEon Technologies provides a chemical free, non-toxic alternative to traditional cleaning and sanitizing in the professional and consumer markets. During his 28-year career in the environmental management industry, John has supported companies throughout all of North America, Saudi Arabia and Spain. Prior to launching GenEon Technologies, John was part of the founding team of Activeion Cleaning Solutions, Tennant Corporation, Nilfisk Advance and Minuteman International. John resides in northern California with his wife and has two children in the US Military actively serving in the U.S. Navy and U.S. Army.

Kimberly Thomas, Executive Director, Plant Services and Custodial Operations, Clarke County School District, Athens, Georgia

Kimberly is responsible for facilities management and custodial operations for the Clarke County School District, winner of the Green Cleaning Award for Schools & Universities’ Grand Award in 2015 and the Award for Honorable Mention in 2014. Her department has also received recognition for its commitment to green cleaning and sustainability from the Healthy Schools Network, Environmental Protection Agency-Georgia state office, and U.S. Green Building Council-Georgia division. Prior to her role at Clarke County, she was the assistant director for nonprofit organizations, corporate partners, government agencies and many others. Her past experience in food service, retail management and event planning served her well when she came to HSC to assist with the second annual Cooking up Change contest nearly eight years ago. Sara took on both the contest (including rules, logistics, coordinating teams, etc.) and the corporate fundraising program for the event. With Sara’s leadership, Cooking up Change has grown from a one-city, one-day event into a year-round national program featuring ten cities and hundreds of students across the country. In addition to overseeing Cooking up Change, Sara also works on HSC’s Green Clean Schools program and is a member of the HSC management team. She received her Bachelor’s degree in political science from DePaul University and lives in Chicago’s Logan Square with her husband and two children.
of services for the University of Georgia-Facilities Management Division, which won the 2010 Green Cleaning Award for Schools & Universities’ Grand Award.

Robert Wellman, CIMS-GB- I.C.E., Division Manager/ Director of Educational Sales at National Chemical Laboratories

Robert has been a Jan San Industry professional since 1978. He is currently the Division Manager/ Director of Educational Sales at National Chemical Laboratories, Inc. Robert is one of a handful of people in the U.S. certified by the U.S. government in IAQ, due to his assistance in the filtration specs for containment of anthrax in the USPS and federal government agencies. He has been teaching on the topic of IAQ and healthy cleaning since the mid 1980s. Robert is a major advocate for the custodian in our industry and will educate any who will listen on how recognition for custodians can take “Cleaning for Health” to the next level. Robert graduated from Indiana University of Pennsylvania with a degree in criminology, psychology and business. This will be his 35th ISSA/INTERCLEAN show.

Lucas Wendt, Sales Executive-Facility Service Programs, ISSA

Lucas Wendt has the primary responsibility to manage and continuously develop the Cleaning Industry Training Standard Program (CITS). This includes the verification of training programs and training centers, the certification of frontline cleaning professionals and accreditation of certification trainers. Prior to assuming responsibility for the CITS program, Lucas managed registration for the ISSA/INTERCLEAN trade show and directly assisted ISSA members, gaining extensive experience working with all segments of the facility solutions industry, including manufacturers, distributors, consultants and end users. Lucas actively supports the facility services and management community by representing the industry at end user events and presents on various industry topics. Lucas has a bachelor’s degree in business administration from Loyola University New Orleans.

Gene Woodard, Director of the Building Services Department, University of Washington, Seattle, Washington

Gene Woodard has been part of the University of Washington (UW) for 29 years and serves as director of the building services department. UW was one of the first to use Integrated Cleaning and Measurement (ICM) to validate cleaning procedures within its facilities and won the Green Cleaning Award for Schools & Universities Grand Award in 2007 and 2010. Gene is a registered executive housekeeper and member of the International Executive Housekeeping Association (IEHA), International Sanitary Suppliers Association and the Association of Physical Plant Administrators. He served as IEHA president from 2000-2002. Gene is a 2012 recipient of IEHA’s William D. Joyner Achievement Award and a contributing writer for Executive Housekeeping Today. He serves on the board of the Healthy Facilities Institute and is a speaker on custodial and leadership topics.
Green Clean Schools Leadership Council

Healthy Schools Campaign’s Green Clean Schools Leadership Council brings together some of the nation’s most successful on-the-ground leaders for green cleaning in schools. We would like to thank and recognize the support and leadership that the Council has provided toward making the Green Clean Schools Forum a reality.

Steve Ashkin
President, Ashkin Group; CEO, Sustainability Dashboard Tools; Executive Director, Green Cleaning Network

Mark Bishop
Consultant, Healthy Schools Campaign

Mervin Brewer
Assistant Custodial Supervisor, Salt Lake City School District

Mike Jones
Director of Custodial Services, Columbia Public Schools

Jodi Krause
Assistant Director of Housekeeping, University of Wisconsin

Tommy Little
Associate Director of Building Services, Georgia Institute of Technology

Patrick Pizzo
Assistant to the Superintendent for Administration and Special Projects, East Meadow School District

Kimberly Thomas
Executive Director, Plant Services & Custodial Operations, Clarke County School District

Keith Webb
Executive Director of Plant Services, Newport News Public Schools

Gene Woodard
Director of the Building Services Department, University of Washington
Thank You to Our Forum Sponsors

Platinum Sponsors

- Envirox
- GOJO

Gold Sponsors

- AeraMAX Professional
- Bona
- Ecolab
- Kimberly-Clark Professional
- Orbio Technologies

Silver Sponsors

- Americo
- CleanCore
- Deb Group, an SC Johnson Company
- GenEon Technologies
- GP PRO
- National Chemical Laboratories, Inc.
- P&G Professional
- ProTeam
- Rochester Midland Corporation
- Solaris Paper
- Spartan Chemical Company, Inc.
About Healthy Schools Campaign
Healthy Schools Campaign is an independent nonprofit built upon the common-sense belief that every child deserves a healthy school. HSC was started to reduce pesticide exposure within Chicago Public Schools and has devoted the last decade to giving school leaders the knowledge and skills to develop green cleaning programs. HSC has also expanded its scope of work to address a broad range of school health issues, including school food, physical fitness, schoolyards, school health policy and more. HSC’s work focuses on individual schools as well as district, state and national change. HSC believes in making schools healthier in order to improve children’s health, well-being and readiness to succeed—for life. Learn more at healthyschoolscampaign.org.

About ISSA
The leading trade association for the cleaning industry worldwide, ISSA has a membership that includes more than 7,000 distributor, manufacturer, manufacturer representative, building service contractor, in-house service provider and associated service members. ISSA helps its members and their employees make valuable contacts through the industry’s largest cleaning shows, produced in conjunction with Amsterdam RAI under the brand name ISSA/INTERCLEAN®. The association is headquartered in Northbrook, IL, U.S., with regional offices in Amsterdam, Netherlands; Leicester, United Kingdom; Monterrey, Mexico; and Shanghai, China.

Stay Connected!
Thank you so much for being a part of the Green Clean Schools Forum! We value your experience and want to stay connected.

Sign up for our Green Clean Schools newsletter at greencleanschools.org/subscribe and connect with your peers by joining our LinkedIn Group “Green Clean Schools”. Visit LinkedIn and search for the Green Clean Schools group or click on www.linkedin.com/groups/12013121 to join.

If you have any comments, questions or suggestions for our Green Clean Schools program, please contact Halsey Ward at halsey@healthyschoolscampaign.org.
Stay connected!

@healthyschools
#GreenCleanSchools

Be sure to share your thoughts, observations and photos on social media during this great event!