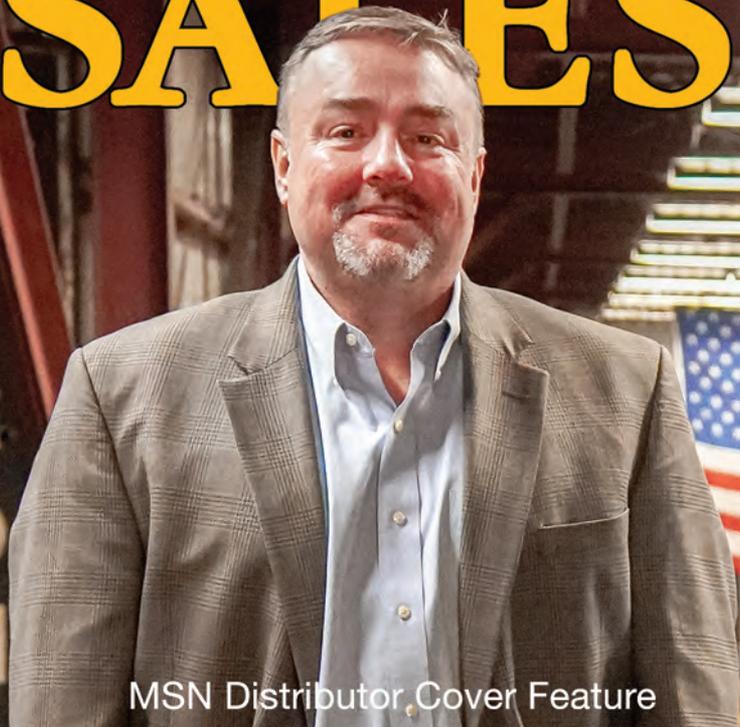


# MAINTENANCE SALES NEWS



MSN Distributor, Cover Feature

## TIME IS RIGHT

To Prepare For Business  
In Post COVID-19 World

Jim Pancero Advises



Canton, OH

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2020 ISSA [Virtual Show](#) North America Overview

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November/December 2020



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**On The Cover:** The M. Conley Co., of Canton, OH, incorporated in 1910, is now in its fourth generation of family ownership. Pictured are CEO Robert Stewart III (left) and President Eric Conley. See story on page 6.

## Industry Calendar of Events

**May 11-13, 2021** — National Hardware Show, Las Vegas Convention Center, Las Vegas, NV. For information: 888-425-9377.

**May 22-25, 2021** — National Restaurant Association Show, McCormick Place, Chicago, IL. For information: 800-967-4590.

**August 7-10, 2021** — The Inspired Home Show, IHA's Global Home + Housewares Market, McCormick Place, Chicago, IL. For information: 847-292-4200.

**November 15-18, 2021** — ISSA Show North America, Las Vegas Convention Center, Las Vegas, NV. For information: 800-225-4772.

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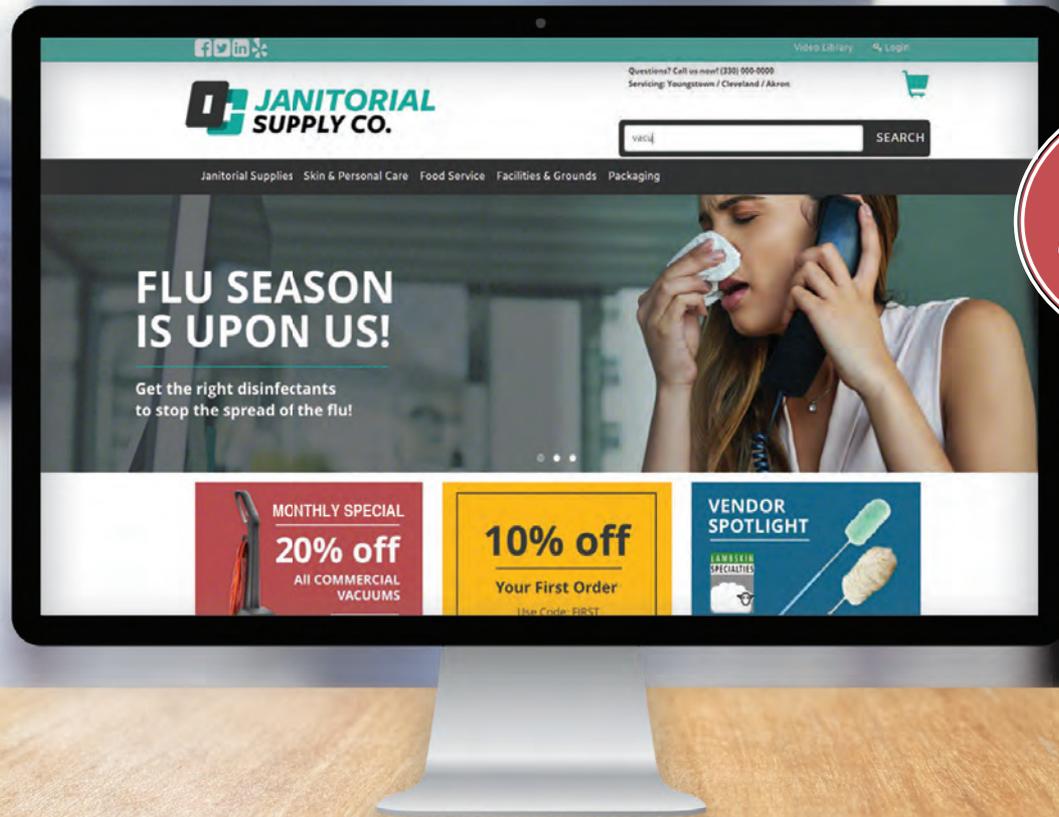
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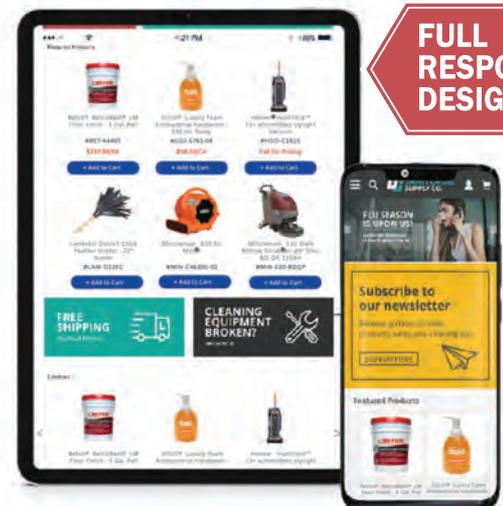
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# ‘No Matter Who You Are, You Are A Potential Customer’

— Canton, OH, Distributor Continues To Offer Stellar Service And Programs During COVID-19

By Rick Mullen, *Maintenance Sales News* Associate Editor

**F**ounded by Canton, OH, native Michael Conley, the M. Conley Company, Inc., has been family owned since it was incorporated in 1910. Today, the company is a full-service distributor of paper, safety, janitorial, industrial, food packaging supplies and equipment. In addition to its Canton facility, the company also has a branch location in **Lincolnton, NC**.

In its fourth generation of family ownership, CEO **Robert (Bob) Stewart III**, and President **Eric Conley**, Michael Conley’s great-grandsons, head the executive team.

“One of the great things about M. Conley is that **no matter who you are, you are a potential customer**,” Stewart said, during a recent interview with *Maintenance Sales News*. “The bulk of our business is janitorial and packaging products. We also do a fair amount of business in food service and equipment sales.

“We service health care and acute care entities, including many large hospitals, as well as food processors, grocery stores and restaurants. Our customer base also includes many manufacturing companies, building service contractors (BSCs) and governmental agencies. It goes back to pretty much everyone out there is a potential customer.”

Among M. Conley’s product offering is its Phenom™ line.



“We created Phenom™ because we wanted our own line of products,” Stewart said. “They are great products at great price points, and we are always looking to add more SKUs.

“We considered a number of different names and marketing ideas on how to launch the Phenom™ line, and it has really worked out well for the company.”

Canton, as pro football fans know, is the home of the Pro Football Hall of Fame, which is also an important M. Conley customer.

Before the COVID-19 virus caused many businesses to shut down across the country, beginning in early to mid-March, business was good at M. Conley.

“We were still growing outside the box, while gaining new customers,” Stewart said. “We are very nimble, so we were able to seize opportunities to grow.”

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**Think ahead.**

## JOINING THE FAMILY BUSINESS

While Stewart and Eric Conley's relatives were involved in the business, as often is the case, it wasn't a given that the younger family members would automatically turn working at M. Conley into career.

Michael Conley and his wife had five children: **Arthur, James, Mary, Norman** and **Richard**. Mary's daughter, **Jean Winafeld-Stewart**, who is not involved in the business, is Bob Stewart's mother. Eric Conley's father, **David Conley**, a former vice president of the company, is the son of Richard Conley.

"I didn't plan to be part of the business," Stewart said. "After college, I did my own thing."

As older family members pondered whether they would eventually sell the business or if younger family members would want to take the company's reins, Stewart received a phone call. Would he be interested in working at M. Conley?

The answer was, yes.

"It was a once in a lifetime opportunity to extend the family legacy, and it was something I was very privileged to be a part of. That was about 13 years ago," Stewart said.

What piqued his interest in joining the company?

"Growing up, my extended family — aunts and uncles and cousins — were involved in the business," Stewart said. "I saw the growth. I saw the new warehouse being built. I saw new markets being entered, and new locations starting."

As a child, he attended trade shows with his family, and discovered cleaning industry products are needed by everyone.

"We sell products that absolutely everybody has to have. It has been an amazing opportunity to be part of the distribution process," Stewart said.

Like Stewart, Eric Conley did not plan to work at M. Conley while he was growing up, and, also like Stewart, he went on to attend college.

Conley's father often brought home "goodie bags" from the trade shows he attended, which delighted the children.

"We enjoyed looking through the bags that would be full of items, including stickers from different manufacturers," Conley said.

Also, like Stewart, one day Conley received a phone call that would set him on a career path that would eventually lead him to become the president of the company.

"One summer, my dad called and asked if I would like to come work at M. Conley as a technician. Back then, we had taken on packaging supplies and had machines that needed constant maintenance," Conley said. "So, I started as a service tech 24 years ago. While I was a maintenance tech, I also began handling parts and



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equipment purchases. In addition, I drove a box truck with tanks and a pump in the back, delivering bulk chemicals to customers.

“When the transition started, as my dad and uncles were retiring, Bob and I got involved in taking over the leadership of the company.”

### IN THE TIME OF COVID-19

**A**s of mid-December, COVID-19 cases and deaths were spiking throughout the Midwest, as well as in other regions of the U.S. Many states have put in place mandates and restrictions to combat the rise of the virus.

For example, Ohio Gov. Mike DeWine ordered a curfew that went into effect Nov. 19, to last 21 days.

The curfew, which ran from 10 p.m. until 5 a.m., called for all retail establishments to be closed by 10 p.m. Exceptions included people traveling to and from work, getting food or groceries, and seeking medical attention. In addition, DeWine asked citizens to limit their contact with those outside their family during the 21-day period.

Overall, as of Dec. 1, Ohio had recorded 430,093 cases of COVID-19, accounting for 6,548 deaths, according to *nytimes.com*.

Canton is located in Stark County, about 24 miles south of its larger neighbor, Akron, which is in Summit County.

According to *worldpopulationreview.com*, the 2020 population of Canton is 69,546. Akron’s population is 198,148.

As of Dec. 1, Stark County recorded 10,908 cases of coronavirus, with 229 deaths. In Summit County, there were 15,936 cases and 360 deaths, according to *nytimes.com*.

Until COVID-19, business at M. Conley was moving along nicely. When the pandemic first hit with a vengeance in mid-March, the company was recognized as an essential business.

Like many distributors that sell cleaning products, including sanitizers and disinfectants, the pandemic did not slow down business as customers, and non-customers alike, scrambled to obtain such products.

“With COVID-19, there are a ton of allocations for certain products in the industry,” Stewart said. “We would love to service everybody, but we can’t. M. Conley is focused on taking care of the customer partners who made us what we are today. We do not like turning people away, but sometimes that is necessary. Hopefully the supply chain will free up.”

Conley added: “The supply chain was turned upside down for PPE (personal protective equipment) and certain chemicals. If I collected all the worst days I’ve had as a buyer in the past 10 years, I could essentially cram them into the past eight months.”

Indeed, despite the pandemic, M. Conley has been so busy that no employees have been laid off or furloughed.

“We are back operating full steam ahead. We never really stopped,” Stewart said. “We had a handful of people who worked remotely, mostly due to child care issues, and we made accommodations for them and helped them through it. We have a couple who chose to work from home because of health concerns. Now, everybody is pretty much back.”

“Our sales force comes in when needed. They don’t come in as much as before COVID-19. They are still a little bit isolated.”

One of the ways M. Conley is helping to make sure employees are safe and healthy is to require that they wear masks.

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“We also have disinfecting machines in both locations (Canton and Lincolnton), and we have extra protocols to disinfect the offices more than usual,” Conley said. “We take everyone’s temperature each morning. On Mondays and Thursdays, we have employees fill out a questionnaire to make sure they don’t have any symptoms.”

Stewart had some thoughts on what business might look like in a post COVID-19 world.

“I think customers are going to re-evaluate how they clean — as many already have,” Stewart said. “You don’t always hear talk about best practices, but I think people will start to really take them more seriously than before.”

“PPE products are going to continue to be a rapid growth market. Companies have to have them. There’s really no choice if you want to operate. I think that is going to have a dramatic impact on the business landscape.”

“We are working with vendors to loosen up the supply chain to allow us to get more products in for distribution. It is a challenge because there is such a global demand for everything.”

Stewart and Conley, as leaders of the company, vow to continue to work to make sure employees are safe and have a positive work environment.

“During the pandemic, our employees have spent many more hours in the workplace than usual,” Stewart said. “Because everything has changed so much, it is incumbent upon Eric and me to make sure we have a pleasant,



*Pictured, from left to right are, Mike Klem, sales & marketing manager; Mike DeMarco, director of sales; Robert Stewart III, CEO; and Eric Conley, president.*

happy environment, where people are not afraid to come to work. We are all in this together.”

## TWO TEAMS COMPLEMENT EACH OTHER

**B**etween its Ohio and North Carolina operations, M. Conley has about 100 employees, including some with up to 50 years of service to the company.

“I can’t think of anything more important to the success of M. Conley than its employees,” Conley said.

Stewart added: “We have had, in the past, and continue to have, phenomenal employees. We have people today who were working here before Eric and I were born. Our more veteran staff members saw us grow up, which is special.”

“When you see somebody who has stuck around 30, 40 or 50 years, it is a true testimony of our company culture that promotes a ‘family’ atmosphere and a pleasant work environment.”

In addition to its more veteran staff, the company also has talented members of the younger generation on board.

“We have a very strong sales and customer service department,” Stewart said. “We essentially have two teams. We have a ‘seasoned’ team, comprised of a number of sale reps who have been here 30 years or more. They have great institutional knowledge and experience, but they are a little more ‘old school.’

“We have developed a new team, which includes younger millennial-age employees. They are more in tune with our customers’ younger employees. This is important as we try to match up our customer service and sales staff to best fit a particular customer’s situation.”

“In addition to working with specific customers day-in and day-out, **our customer service reps work with specific M. Conley sales reps, so they become as familiar with a customer as possible.**

“**We want to make sure our customers are dealing with ‘friends’ who have their interests at heart.**”

While there are some differences between the seasoned and the younger teams, both groups work

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Pictured are Jake Schlernitzauer, key account CSR (left) and Tyler Eagon, 3M certified specialist.

well together to achieve the goal of continuing M. Conley's track record of success.

"Millennials tend to be much more collaborative. They like brainstorming. They like to bounce things off each other," Stewart said. "Older, more seasoned reps have more of a 'lone wolf' mentality. They go on their way and they do what they do. The millennials seem to have a little more of a teamwork-based mentality. They thrive in that type of environment."

**"I think customers are going to re-evaluate how they clean — as many already have. You don't always hear talk about best practices, but I think people will start to really take them more seriously than before."**

— Robert (Bob) Stewart III, CEO

Conley added: "While there are differences in how they go about their jobs, both generations demand results."

Another well-documented difference in the generations is how they like to communicate. Baby boomers prefer traditional face-to-face interactions with customers. On the other hand, millennials often prefer to communicate electronically, using text messages, emails and smartphones, etc.

"Our millennial customers and buyers tend to want information more quickly," Stewart said. "We are in the process of implementing a new CRM (customer relationship management) system into our operational platform. It is going to give our sales reps access to a ton of information, helping them meet clients' needs much quicker."

A typical CRM system helps manage customer data. It supports sales management, delivers actionable insights, integrates with social media and facilitates team communications.

"We try to be everything for customers and really take their needs to heart as a true partner," Stewart said. "We provide training, site surveys, quarterly and annual reviews for customers. We also try to meet their needs by developing punchout catalogs."

A punchout catalog is an integrated connection to a buyers e-procurement or ERP system that presents goods and services to the buyer on the buyer's website, according to *punchout-catalogs.com*.

M. Conley has built a highly trained, highly motivated and knowledgeable employee base, but it hasn't been easy. Like many other companies in the distribution channel, finding quality employees, especially salespeople, is an ongoing challenge.

"Sales is a very difficult job. There are a lot of ups and downs," Stewart said. "It is really hard to develop young talent. **We have a sales manager whose main job is to develop talent. It is not a situation that happens overnight. It takes up to three years for a salesperson to become truly competent and, to develop the skill set necessary to succeed.**"

To be successful, salespeople, as well as customer service reps, must have an in-depth understanding of the many products available in the cleaning industry.

"There are so many products out there, and they are all different. Sales and customer service employees can always lean on vendor reps for help, but must be competent when it comes to product knowledge," Stewart said.

While M. Conley reps continually keep abreast of the "latest and greatest" in the cleaning industry, they are also willing and able to share their knowledge and expertise with customers.

"**We try to conduct as much training for customers as they will allow, and then some,**" Stewart said. "Prior to COVID-19, we held seminars for customers. We brought in key vendors,

**"We essentially have two teams. We have a 'seasoned' team, comprised of a number of sale reps who have been here 30 years or more.... We have developed a new team, which includes younger millennial-age employees. They are more in tune with our customers' younger employees."**

— Robert (Bob) Stewart III, CEO

discussed best practices and spotlighted new products that would help customers better manage their facilities. Our sales and vendor reps also visited customers' businesses to show how to best use products. Again, it goes back to emphasizing best practices."

## SERVICING NORTHEAST OHIO AND BEYOND

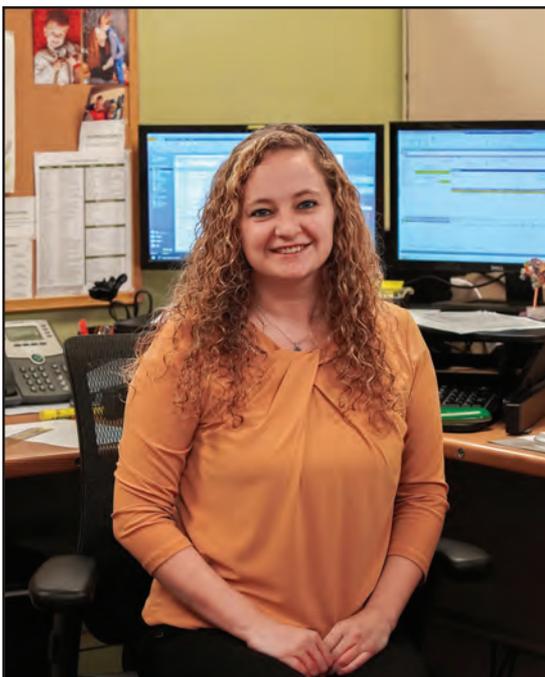
Canton is part of the Cleveland-Akron-Canton Combined Statistical Area that has a population of 3.5 million people.

"We service northeast Ohio, down to Interstate 70 and outlying areas," Conley said. "Our Canton facility is located just minutes from I-77 (which runs north and south) and U.S. Highway 30 (which runs east and west), giving our vehicles easy access to our delivery areas."

Stewart added: "Our primary delivery area is within a 120-mile radius of Canton, which en-



Nina Ranalli, GOJO wellness specialist



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compasses the large cities of Cleveland, Columbus, Youngstown and Toledo. It is a highly populated area, which includes a lot of industrial-based companies.

“We have our own fleet of trucks and, as Eric said, we are centrally located near major highways, which makes access to both North Carolina and Ohio delivery areas much easier.”

I-77 runs south from Canton to Charlotte, NC. M. Conley’s Lincolnton facility is located about 30 miles northwest of Charlotte, giving its drivers easy access to the Charlotte Metro Area, which has a population of a little more than 2.5 million people.

**“There are so many products out there, and they are all different. Sales and customer service employees can always lean on vendor reps for help, but must be competent when it comes to product knowledge.”**

— Robert (Bob) Stewart III, CEO

M. Conley’s delivery operation for northern Ohio begins in its warehouse, which is managed using state-of-the-art software. Between its Canton and North Carolina facilities, the company has about a half million square feet of warehouse space, Stewart said.

“During the day, we take customers’ orders,” Conley said. “For next-day delivery, orders must be placed before 5 p.m. To accommodate that, we have a night shift that pulls products and gets them ready, either staged or on a truck, for the next day’s deliveries.”

When COVID-19 first hit, M. Conley took measures to keep drivers safe and still service customers, which included eliminating hand-written customer signatures when signing off on deliveries, Conley said.

“We also put into place a policy of delivering ‘dock or door,’” he said. “We tried to avoid walking around inside a customer’s facility unless absolutely necessary. During the early stages of COVID-19, dock to door was a best practice.”

Stewart added: “Recently, we reverted to our typical delivery patterns. We will now deliver products inside the door, unless the customer requests otherwise. If we know a location is having a COVID-19 outbreak, we will be more cautious.”



Pictured are Frank Papaleo, Service Center tech (left) and Ron Pringle, Service Center manager.

“I would say 90 percent of our customers, if not more, are receiving products like they did prior to COVID-19.”

As is the case with many distributorships, a company’s drivers are seen by customers as much, if not more, than salespeople. As a result, in addition to doing a good job making deliveries, a driver has the opportunity, in person, to promote and project his/her respective company’s image and good name.

“Our delivery drivers are essential, as they are in many ways the ‘face’ of M. Conley,” Stewart said. “We train and encourage drivers to be friendly and helpful to customers. In addition, they are also valuable sources of information. If a customer is having a problem, or if they see an issue that might be arising, the driver will bring that information back to us and we will address the issue. We can never overlook making sure we are meeting customers’ needs.”

While making deliveries drivers wear M. Conley apparel, which includes jackets and shirts.

Another important aspect of M. Conley’s commitment to best service customers is its Equipment Service Center.

“We have two service techs, and we basically service what we sell, which includes floor and packaging equipment,” Conley said. “In addition to servicing what we sell, we also repair other brands. You never know what a customer might bring to us to service.”

According to *mconley.com*, the Equipment Service Center offers the following:

- Industrial packaging and janitorial equipment service;
- Parts for packaging and janitorial equipment;
- Disk and cylindrical brushes for all makes and models;
- Industrial deep cycle batteries;

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*Founded by Michael Conley, a native of Canton, OH, the M. Conley Company has been in business in Canton since 1910. The company is in its fourth generation of family ownership.*

- Maintenance programs; and,
- Equipment rental and long-term leases.

In addition to servicing equipment at M. Conley's facility, on-site repair teams will respond quickly to a customer's business to make repairs, all in the effort to keeping equipment downtime at a minimum, Conley said.

The company also offers preventive maintenance (PM) programs, tailored to customers' needs.

PM programs include:

- Lubrication service;
- Basic maintenance;
- Safety inspections;
- 10 percent discount on all replacement parts;
- Adjustments of all operational areas;
- No charge for travel time; and,
- No pickup/delivery charge if equipment is brought to M. Conley's facility.

Typically to get a PM program up and running for a customer, an M. Conley tech and a sales rep will meet with a customer to discuss what kind of program will best fit his/her company's needs, Conley said.

"We can adapt to whatever program the customer wants," Conley said.

"We will visit a facility however often a customer desires for PM service.

"Customers who participate in PM programs do so because they want to avoid downtime. They want to make sure their machines are kept in tune and working as they should."

### COMMUNITY SERVICE

**I**n addition to its employees being a large part of the company's success, M. Conley has built "brand equity" through its century-long commitment to the Canton community, Stewart said.

"We are a big supporter of the Canton Chamber of Commerce and the different programs they sponsor. We also participate in, and donate to, hospital charity functions," Stewart said. "Whether it is giving to a small church down the road conducting a food drive or supporting our schools and universities, we do what we can to help. Our community involvement is important, and is a responsibility we take very seriously. We feel we have done a great job, but we also recognize there is a lot more to do. As we are able, we will continue to support worthwhile endeavors.

"In addition, The M. Conley Entrepreneur Award program recognizes businesses in northeast Ohio that offer a unique product or service — some-

thing that maybe not everybody knows about. During the year, we pick 12 monthly winners, from which we select an Entrepreneur of the Year.

"There are radio interviews and newspaper articles that go along with being selected. We are very proud of the M. Conley Entrepreneur Award program."

### OPTIMISTIC ABOUT FUTURE

**D**espite the unprecedented upheavals in people's personal lives, as well as in the business landscape during 2020, M. Conley's leadership is looking ahead with optimism.

"I think we are in a great position. We have a fantastic customer base. We have strong customers that are thriving as they are adapting to the COVID-19 world, in which we are now living," Stewart said. "There is going to continue to be a strong demand for COVID-related products, which also benefits us looking to the future."

There are, however, challenges to be overcome, including finding quality employees, competing with big box retailers and the proliferation of online purchasing.

"We have a lot seasoned employees with a lot of talent and experience, and we are constantly focusing on, and developing, the next generation," Stewart said. "Finding those qualified people to be next in line is a huge challenge. I also think, moving forward, technology is going to play a bigger role in how we operate, across all levels.

"Furthermore, we are going up against more regional and national powerhouses than ever before. We need to continue to be nimble and very customer focused.

"We are seeing less local distribution and more regional big box entities and online retailers selling jan/san and related products.

"There was a day when you carried a specific product that nobody else had, but now everybody carries the same products.

"We are also part of a great buying group that provides a lot of industry knowledge, particularly when it comes to COVID-19 products. That helps us stay on top of what is happening in the marketplace."

*Contact: M. Conley Company,  
312 4th St. SE, Canton, OH 44707.*

*Phone: 800-686-6001.*

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# 2020 ISSA Virtual Show North America OVERVIEW



Like 2020 itself, it was not business as usual during this year's **ISSA Show North America**. Originally scheduled for Chicago, and then Las Vegas, the event was eventually held virtually on November 16-19, due to the COVID-19 pandemic.

Titled "The Virtual Experience," the 2020 ISSA Show included guest speakers, educational sessions, exhibitor participation, new product gallery, the General Business Meeting and innovation awards.

This year's show welcomed **incoming ISSA President Steve Lewis**, who is also president of Golden Star Inc., of Overland Park, KS. Lewis started his one-year ISSA presidency term during the association's virtual General Business Meeting, held on November 19.

"To say this year has been different is putting it mildly. First off, I would like to offer my condolences for everyone who has lost a loved one to the COVID-19 pandemic," Lewis said, during the virtual meeting. "With any major event like this pandemic, there are negatives and there are positives. Rather than focus only on the negatives, it's important to embrace the positive changes that have come as a result (of the pandemic.) One positive is that the pandemic has forced the public to place a higher value on cleaning. We need to build on that opportunity, making sure it becomes the new normal.

"I'm looking forward to 2021, and the opportunities that it will bring to our (cleaning) industry."

Also speaking during the virtual ISSA General Business Meeting was **outgoing ISSA President Ken Bodie**, who is president & CEO at Kelsan, Inc. Bodie will now serve a one-year term on the ISSA board as past president/international director.

"Who could have known what was in store for us as I became ISSA president (in November 2019). There have been many people who have told me they were sorry I had to serve as ISSA president during the COVID-19 pandemic. Although I'm terribly sorry the pandemic has caused a global crisis, in terms of lives lost and economies destroyed, I'm not disappointed that it struck during my term," Bodie said. "Like many, prior to COVID-19, I felt our industry had not received the respect it deserved. Over the years, when I shared with people that I sold toilet paper and cleaning supplies for a living, they most quickly changed the subject. I also never felt custodians received the respect they deserved. COVID-19 changed all of that overnight. Now, the cleaning industry is first and foremost on many people's minds.

"We all want to feel safe at work and at home, and what better way to feel safe than to use the best cleaning products and methods, including disinfectants and sanitizers. Hand washing is also at an all-time high. Just imagine the long-term effects on our industry from the growing use of hand soaps, towels and sanitizers."

Bodie added that ISSA was fortunate in 2019, just prior to the start of the COVID-19 pandemic, that it joined forces with the Global Biorisk Advisory Council (GBAC), now a division of ISSA. According to the association, GBAC helps organizations and businesses prepare for, respond to and recover from biological threats, biohazard situations

and real-time crises. Programs include education, training, certification, response management and crisis consulting for situations where environments require a much higher level of cleaning, disinfection and restoration.

To date, Bodie said, 300-plus facilities have achieved the GBAC STAR™ accreditation, with more than 3,500 facilities, in 80-plus countries, committed to GBAC STAR™ participation. Additionally, more than 15,000 industry professionals have enrolled in the GBAC Fundamentals online course, titled "Cleaning & Disinfection Principles."

"Being president of the ISSA board in 2020 has been — to say the least — interesting, and truly an honor. I am the first president to host a virtual board meeting and the first to host a virtual trade show," Bodie said. "People have asked me what I have enjoyed the most about serving three different terms on the ISSA board of directors. Without a doubt, I have enjoyed most getting to know the people I have met along the way. That includes past and current ISSA board members and past ISSA presidents."

Also during the virtual General Business Meeting, **ISSA Executive Director John Barrett** thanked Bodie and the entire ISSA board of directors for what he described as "their courage and creativity" in 2020.

"I can't say enough how important their support was to the ISSA staff and myself," he said. "They showed no fear in facing what was probably the greatest existential threat, as well as the single greatest opportunity, our industry has ever experienced. Thanks to them, we go into the future stronger than we have ever been."

## PRO-LINK CEO HONORED WITH ISSA JACK D. RAMALEY INDUSTRY DISTINGUISHED SERVICE AWARD

A few days prior to this year's virtual ISSA Show, the association's 2020 Achievement Award honorees were announced. That included the Jack D. Ramaley Industry Distinguished

Service Award, which was presented to **Brian Slack, CEO of Pro-Link Inc.**

"We are pleased to recognize professionals who have made positive impacts in the cleaning industry," **Barrett** said. "Brian Slack has been a shining example of leadership and industry expertise throughout his career."

The Jack D. Ramaley Industry Distinguished Service Award honors individuals with at least 10 years of industry experience who have demonstrated outstanding service to the cleaning industry through their innovation, professionalism, leadership, elevation of industry standards, promotion of the association's growth and development, unselfish dedication without personal gain, and constant following of the ISSA Code of Ethics.

Ramaley, who died in 2018, was a longtime cleaning industry professional and former ISSA executive director. The association's Industry Distinguished Service Award, which Ramaley was honored with in 1977, was named after him in 1986.



Incoming ISSA President Steve Lewis



Outgoing ISSA President Ken Bodie

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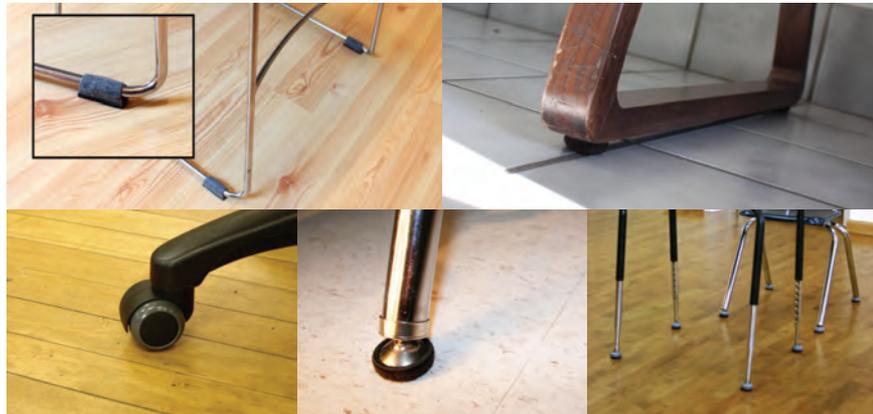
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According to ISSA, throughout his 30-year career, Slack has dedicated himself to the continual improvement of the cleaning industry by championing training and helping customers implement optimal cleaning practices. He also has rendered an invaluable impact on ISSA, serving on the association's Exhibitor Committee from 2013 to 2017.

Slack has worked in the cleaning industry since 1985, and at Pro-Link since 2008. He was named CEO in 2014 and, according to Pro-Link, has helped independent sanitary supply distributors who comprise Pro-Link's membership grow their businesses and increase their capabilities. In return, that has helped thousands of schools, health care organizations, businesses and other organizations, across the United States, keep their facilities clean, safe and healthy.

"I am honored to receive this award," Slack said. "It is a testament to all the people who helped me grow throughout my career and taught me about the cleaning industry. That includes the Pro-Link board and members who put their trust in me to lead the company, and to all the outstanding colleagues I have had the opportunity to lead at Pro-Link. They work every day helping our members better serve their communities. I can't think of a better way to cap off my 35-year career in the industry."

Slack is retiring from Pro-Link at the end of this year, but is staying involved in the business world. He will be coaching CEOs and sitting on several boards.

"I first met Jack Ramaley at an ISSA golf outing in 1993. He was one of the most sincere and energized people I have ever known. His excitement about our industry knew no bounds," Slack said, during the virtual ISSA General Business Meeting, when accepting the award. "While I was a young man, he helped me feel great about being a part of this industry. I am honored to receive this award named for him.

"I have also been lucky enough to work for, and to be mentored by, many other great people in this industry. They shared with me their experiences in life and in business. The list is long, and I'm grateful for each person. The (cleaning) industry is an honest, down-to-earth one that rewards hard work and energy. Certainly for most of my working life, it has not been the sexiest industry to be a part of — until now. It is, however, an industry that allowed me to court and marry my wife. Together, we have raised a son and a daughter, who are making their own way in the world, as I enter retirement.

"I have lived the American Dream, and the dream of my parents for me, provided by this rock solid industry of sanitary supplies. I have said for many years, that the honor of our industry is that we are, in fact, the first line of defense as it relates to public health and awareness. Recognizing that I have been given so much, I have tried to repay what has been given to me by others. If this award recognizes me for my leadership, encouragement and support of others in my chosen industry, then I, indeed, am a lucky man."

ISSA also honored **Kyle Pickens**, regional sales manager at Home Depot Pro, with the association's NextGen Rising Star Award in Honor of Jimmy Core. The award recognizes emerging leaders who are helping to change the way the world views cleaning by making positive and innovative contributions to their organizations, communities and the overall cleaning industry, according to ISSA.

Along with his career duties, it was announced at the virtual ISSA General Business Meeting that Pickens recently completed firefighters school and became an active member of his town's volunteer fire department. Pickens and his wife have also become active members of an environmental cleanup program in New York.

"I am thankful to be a part of an industry that I love and that has supported me over the years," Pickens said.

**2020 REMINDS WORLD OF CLEANING INDUSTRY'S TRUE VALUE**

The historic challenges of 2020 did not deter ISSA from continued growth, according to Barrett, as he opened the ISSA Show Virtual Experience Kickoff and Welcome Session on November 16. He added that 2020 also reminded the world the true value of the cleaning industry. Its benefits are not just for looks and nice smell — but more importantly — for health and safety.

Continued on Page 26



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Listeria monocytogenes

Pseudomonas aeruginosa

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Staphylococcus aureus

Staphylococcus aureus - MRSA

Staphylococcus epidermidis - MRSE

#### VIRUCIDAL: 3 MINUTES

Hepatitis B (HBV)

Hepatitis C (HCV)

Rhinovirus

#### VIRUCIDAL: 5 MINUTES

Adenovirus Type

Feline Calicivirus (surrogate for Norovirus)

Herpes Simplex Virus Type 1

Herpes Simplex Virus Type 2

Human Immunodeficiency Virus Type 1 (HIV-1) (AIDS Virus)

Influenza A Virus (flu virus)(H3N2)

Respiratory Syncytial Virus (RSV)

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## ISSA Show

### Continued From Page 22

“Just like our members, who have had to show great resiliency in their fight against the spread of COVID-19, ISSA has had to find new ways to connect, to do business and to learn from others during this ‘new normal,’” Barrett said. “2020 is the year when we finally find the cleaning industry on the map, so to speak, as the value of cleaning and disinfection has significantly increased, due to the pandemic. We are witnessing a shift, where the public no longer thinks about cleaning just for pretty and nice smelling facilities, but rather disinfection and removal of harmful pathogens.

“It has never been more important for facilities to maintain clean, safe and healthy environments. Our industry plays a critical role in protecting public health. I’m really proud to be a part of the cleaning industry, and I commend all of our members for the essential roles they play as public health defenders and ambassadors.”

Barrett also spoke about the benefits of GBAC, led by the organization’s **Executive Director Patty Olinger**.

“I can’t think of a (type of) business that hasn’t embraced GBAC, whether it’s a restaurant, beauty parlor, mall or hotel,” Barrett said. “Events are also being certified, including the U.S. olympic triathlon community, which has embraced GBAC protocols.”

During the General Business Meeting, Barrett added that ISSA recently welcomed its 20th and 21st organization into the association’s fold. The two additions are the Ontario Healthcare Housekeepers Association (OHHA), and the International Office Products & Furniture Dealers Association (IOPFDA).

“OHHA brings to ISSA approximately 200 new members in the hospital housekeeping space. And while they are currently Ontario-based, we (at ISSA ) have big plans to expand their influence throughout Canada,” Barrett said. “IOPFDA brings approximately 600 new members, primarily dealers of office products, into the ISSA family. Not surprisingly, jan/san has become a huge part of their world, and we are delighted to welcome them as part of this merging channel.

“2020 is also the year that ISSA fulfilled its commitment to partner with Informa Markets for the production and operation of our North American trade show. So, for the next 25 years, ISSA and Informa will work together to continue to boost the level of trade show participation and broaden its appeal. We (ISSA and Informa) will also launch new events in 2021, in a number of countries, as cleaning and disinfecting have never mattered more.”

Barrett added it’s everybody’s hope that the 2021 ISSA Show North America will take place in person. The event is scheduled for November 15-18, in Las Vegas.

**ISSA Charities Board Member and NSS Enterprises President Mark Bevington** also spoke during the General Business Meeting, highlighting three signature charitable programs of the association: ISSA Scholars, the ISSA Hygieia Network, and Cleaning For A Reason.

“ISSA Scholars changes people’s lives by awarding college scholarships; Hygieia Network changes people’s lives, especially women in the cleaning industry, by fostering diversity and inclusiveness; and Cleaning For A Reason changes people’s lives by providing support and hope for people who have received a cancer diagnoses,” Bevington said. “One major achievement this year is the hiring of **Sandy Wolfrum** as ISSA Charities director of development. Her role is to oversee the growth and development of all three ISSA Charities, and bring the power and magic to a broader audience. Moving forward, we are committed to increasing our awareness and funding, and devoted to building our engagement and involvement among those we serve.”

Bevington noted that through its history, ISSA Scholars has given almost \$4 million in scholarships to 1,425 individuals. In 2020, it gifted \$100,000 to 38 individuals. Applications are open for 2021 scholarships to be awarded in July 2021. Applications are available at [issacharities.org/issa-scholars/](http://issacharities.org/issa-scholars/).

The Hygieia Network, meanwhile, includes conferences consisting of speakers, educational activities and networking opportunities. The Network’s webinars cover challenges women, and all business leaders, face, such as how to safely conduct business during the coronavirus pandemic.

“Over 300 people have attended four recent webinars, with the latest conducted during the virtual ISSA Show,” Bevington said. “Also, the Hygieia Network’s one-

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on-one mentoring program helps women develop, and grow, within the cleaning industry. The unique program currently serves 635 members, and includes an online networking component called IHNConnect. The networking community provides educational tools, resources, podcasts and other opportunities for women to connect, and support, each other while advancing their careers.”

He added the Hygieia Network also launched a new video series called “Careers in Cleaning.”

The third ISSA Charities signature program that Bevington spoke about is Cleaning For A Reason, which provides free home cleaning for patients with cancer. Founded in 2006 by residential cleaning contractor **Debbie Sardone**, it became part of ISSA Charities in 2017.

“As lavender is the color that represents those living with cancer, Cleaning For A Reason updated its logo this year to include lavender elements. The program serves patients — men, women and children — with any type of cancer diagnosis,” Bevington said. “Cleaning For A Reason has also introduced a new tagline, ‘Clean Homes For Cancer Patients,’ and debut an improved user experience website, advancing the application process for cleaning services. We are proud to report that Cleaning For A Reason will serve over 3,500 cancer patients (in 2020).

“There are over 1,000 residential cleaning partners who perform free home cleanings for cancer patients through Cleaning For A Reason. A big ‘thank you’ goes to those partners for their selflessness in providing that service.”

**2020 INNOVATION OF THE YEAR AWARD WINNERS ANNOUNCED**

As the 2020 ISSA Show North America’s Virtual Experience concluded on November 19, attendees and exhibitors from around the world convened through their electronic devices for the Innovation Program Awards & Closing Entertainment Session.

The awards program serves as the primary product and service accelerator platform for pioneers in the commercial, institutional and residential cleaning industry. Every year, companies participating in the ISSA Show North America take the stage to unveil their most innovative products or services in front of the global cleaning industry. Those progressive solutions address key challenges industry professionals are trying to solve in their daily operations.

Now in its 11th year, the 2020 edition of the Innovation Program featured 18 products and service solutions. Entries were new products and services from manufacturers and suppliers throughout the cleaning industry and organized into five

categories: Cleaning Agents; Dispensers; Equipment; Services and Technology; and Supplies and Accessories.

Voting took place online from September 1 to November 18, allowing the worldwide cleaning industry to cast its vote virtually from anywhere. The criteria taken into consideration included: impact, practicality, sustainability, profitability, and originality.

The overall 2020 Innovation of the Year Award Winner was TASKI® IntelliSpray for swingo® by Diversey. Honorable mentions were: HyTech Ocean by Sofidel

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Group; and Botanical Disinfectants (kitchen, bathroom and wipes) by Seventh Generation Professional, a Unilever Brand.

Also presented at this year's ISSA Show were Innovation Category Awards. Winners were:

• **Cleaning Agents:** Botanical Disinfectants by Seventh Generation Professional, a Unilever Brand;

• **Dispensers:** Tork PeakServe® Recessed Cabinet Adapters by Tork, an Essity brand;

• **Equipment:** TASKI® IntelliSpray for swingo® by Diversey;

**Services and Technology:** Silver Defender Antimicrobial Protected Films; and, **Supplies and Accessories:** OmniClean by Unger Enterprises LLC.

**HYGIEIA NETWORK ANNOUNCES  
2020 AWARD WINNERS**

The ISSA Hygieia Network also announced its 2020 award winners during a November 17 awards ceremony at the virtual ISSA Show North America. "Every year, the ISSA Hygieia Network shines the spotlight on individuals and organizations that go the extra mile to make our industry inclusive, one in which all feel welcome," Hygieia Network Chairwoman Meredith Reuben said. "Although this year's awards ceremony looked a bit different, we're so grateful to everyone who attended virtually and supported this year's winners."

They are:

• **The Rising Star of the Year Award**, open to women aged 45 and under who have made significant achievements and demonstrated consistent upward mobility in their careers within the industry. It was presented this year to **Kim Price**, vice president of sales force effectiveness at Georgia-Pacific, CPG Customer Organization. Price was recognized for her career and advocacy for diversity and inclusion within the cleaning industry.

• **The Hygieia Member of the Year Award**, which recognizes an industry professional or company that has made a significant contribution to the cleaning industry. It was presented to **SC Johnson Professional**, which accepted on behalf of its parent company, SC Johnson, for a commitment to diversity, equity, inclusion and excellence in the workplace. **SC Johnson Professional CEO Katja von Raven** accepted the award on behalf of the company.

An independent jury determined the two winners.

"With this year's events going virtual, we've been able to expand our programs and share our mission and vision with a much larger audience," Hygieia Network Program Director **Dr. Felicia L. Townsend** said. "As we adapt to these unprecedented times, the Hygieia Network will continue to help all women — within the global cleaning industry — advance their skill sets and make professional connections that better support their career goals."

*Maintenance Sales News*  
Editor **Harrell Kerkhoff**  
contributed to this article.

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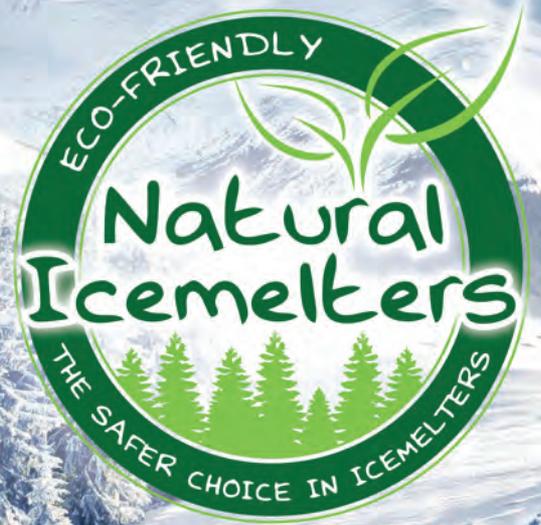


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## Studies On Efficacy Of Ozone & Hydroxyl Use In Relation To COVID-19 Continue

The use of ozone to eliminate foul odors is well documented. Ozone generation can rid properly treated areas of smoke, mildew and a wide assortment of other offending gases. The same is true when using hydroxyl technology. In the wake of the COVID-19 pandemic, however, interest has intensified on whether products used to produce ozone and/or hydroxyl radicals can kill this particular virus — and do so safely.

Ozone, in high enough levels, and hydroxyl technologies are known to eliminate various types of bacteria and viruses in certain situations. The main question is, what about COVID-19?

With established brands **Newaire**, **Rainbowair** and **Queenaire** in place, and a management team with over 30 years of air quality and odor control experience, **Queenaire Technologies, Inc.**, provides various products that incorporate up-to-date ozone generating technology, as well as hydroxyl air treatment, to an expanding marketplace.

That includes the **Newaire™ HO3 - 2500 Hydroxyl and Ozone Generator Air and Surface Treatment System**, as well as the **Newaire™ Plugin Air Purifier**.

**Queenaire Technologies President Susan Duffy** said that, as a company, Queenaire does not claim their products absolutely kill coronavirus, but, based on recent studies, “We do believe that, when used properly, the technologies our company is involved with could be effective tools in fighting this virus, and getting the country back to normal. There have been recent articles published suggesting ozone and/or hydroxyl technology can be ‘very effective at killing pathogenic bacteria and fungi, as well as inactivating viruses.’”<sup>1</sup>

### Articles that Duffy referred to include:

■ According to an article from *News Medical* that is titled, “Ozone Gas Can Provide A Safe Means To Disinfect Personal Protective Equipment,” published on July



*Queenaire Technologies President Susan M. Duffy displays a metal plate used in ozone generation units as Director of Research and Development Richard J. Luscombe-Mills looks on.*

*Christopher Lenney/Watertown (NY) Daily Times*

9, 2020, a new study shows that ozone could provide a safe means for disinfecting certain types of personal protective equipment (PPE) from COVID-19.

Conducted by researchers at The Georgia Institute of Technology, using two pathogens similar to the novel coronavirus, the study found that ozone can inactivate viruses on



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items such as Tyvek gowns, polycarbonate face shields, goggles, and respirator masks without damaging them – as long as they don't include stapled-on elastic straps.

The study found that the consistency and effectiveness of the ozone treatment depended on maintaining relative humidity of at least 50 percent in chambers used for disinfection.

■ The news organization *Reuters* published an article on August 26, 2020, titled, "Japan Researchers Say Ozone Effective In Neutralizing Coronavirus," stating that Japanese researchers found low concentrations of ozone can neutralize coronavirus particles, potentially providing a way for hospitals to disinfect examination rooms and waiting areas.

The article added that, "Scientists at Fujita Health University reported, during a news conference, they had proven that ozone gas in concentrations of 0.05 to 0.1 parts per million (ppm), levels considered harmless to humans, could kill the virus."

The experiment used an ozone generator in a sealed chamber with a sample of coronavirus. The potency of the virus declined by more than 90 percent, when subjected to low level ozone for 10 hours.

"Transmission of the novel coronavirus may be reduced by continuous, low-concentration ozone treatment, even in environments where people are present, using this kind of system," said lead researcher Takayuki Murata. "We found it to be particularly effective in high-humidity conditions."

■ In an article titled, "Ozone vs. Coronavirus: Ozone's Efficacy As A Virucidal Disinfectant," published on April 22, 2020, by *Restoration & Remediation*, it quoted Dr. Gérard Sunnen, a medical doctor specializing in the use of ozone in the medical field, "Typically, viruses are small, independent particles, built of crystals and macromolecules. Unlike bacteria, they multiply only within the host cell. Ozone destroys viruses by diffusing through the protein coat into the nucleic acid core, resulting in damage of the viral RNA. At higher concentrations, ozone destroys the capsid or exterior protein shell through oxidation. Most research efforts on ozone's virucidal effects have centered upon ozone's propensity to break apart lipid molecules at sites of multiple bond configuration. Indeed, once the lipid envelope of the virus is fragmented, its DNA or RNA core cannot survive."

Duffy was quoted in a *Watertown (NY) Daily Times* article, published October 13, 2020, titled, "Queenaire Technologies In Ogdensburg (NY) Looking To Test Ozone Products' Effectiveness Against Coronavirus." She stated that **Queenaire Technologies Director of Research and Development Richard J. Luscombe-Mills** was looking to develop a formula for determining the most effective, and non-harmful, ozone concentrations and humidity levels in order to program ozone generators for virus disinfection.

*The Watertown Daily Times* article added, The Georgia Institute of Technology study (mentioned earlier) has yet to be peer-reviewed, but preliminary findings suggest ozone chambers deactivate studied viruses on gowns, polycarbonate face shields, goggles and respirator masks without damaging the items.

When recently interviewed by *Maintenance Sales News Magazine*, Duffy added that regardless of possible effectiveness against coronavirus, it's imperative that distributors avoid recommending the use of high levels of ozone while people are present in the space being treated. To safely use ozone in high levels,

Continued on Page 46



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## *Educational Speaker Shares Advice:*

# Time Is Right To Prepare For Business In Post COVID-19 World

By Harrell Kerkhoff  
*Maintenance Sales News Editor*

**T**he COVID-19 pandemic has fully or partially shut down many North American away-from-home venues in 2020, with the action serving as a preventive measure against the virus. It has involved sports arenas, convention centers, bars and restaurants, educational facilities and other locations where large groups of people typically gather, and where there is traditionally high demand for cleaning supplies, equipment and expertise.

Company leaders involved in the cleaning industry are looking forward to getting back that business when such facilities do open to full capacity. Therefore, the industry's main question today is: *What steps should cleaning professionals, such as jan/san distributors, take right now — during the pandemic — to make sure they are ready to fulfill customer needs once the shutdowns subside and demand picks up?*

According to sales expert **Jim Pancero**, of Jim Pancero Inc. ([www.pancero.com](http://www.pancero.com) and [pancero.com/virus](http://pancero.com/virus)) during a recent presentation — now is the time to act.

“Things are changing. The shock and awe of what has happened (pertaining to the pandemic) has passed, for most business people. There have not been a lot of real surprises over the past couple of months, especially compared to March and April,” Pancero said. “I remember that by the end of March, every day seemed to have a redefinition of business, due to constant new information. Everything was changing so fast, and nobody knew where things were heading. Well, we



have been in this situation (with the pandemic) for over 10 months, and there is a pretty clear path ahead. Major change will take place as soon as a vaccine can be distributed.

“For business people, I believe the time is right when it comes to being proactive and moving your company forward. Now is the time for outreach, communicating, redefining your message and improving skills.

“The main question is, when will your company be ready for such improvements?”

### **ARE THINGS ABOUT TO HEAT UP IN YOUR AREA?**

**A**s a professional speaker, Pancero is accustomed to traveling to various conventions, speaking and training engagements. Pancero estimated that in 2019, he traveled to over 50 cities for work-related projects. In 2020, due to the pandemic, that number was greatly reduced as in-person events were cancelled.

“As a consultant, I do a lot of coaching and training for a variety of industries. What is interesting is how different industries have been impacted by this pandemic, in profoundly different ways,” Pancero said. “Along with how various industries are dealing with COVID-19, the other thing I am hearing is how things are starting to open up. Currently, I am not being asked to travel on-site to give speeches, but I do know a lot of people are starting to talk about holding in-person meetings. That may be in anticipation of a vaccine becoming available, but the point is, I am seeing more people starting to prepare for when things return to a greater sense of normalcy.”

“If that is the case, I have to ask, ‘When are you going to put full power back into your company’s selling efforts?’ I believe right now is the time to take action.”

Pancero noted that there are professional business people who tend to be more reactive during times of uncertainty. It is during such times, they only ramp up their company’s selling efforts when they hear that customers are starting to buy.

**“The problem is, a lot of people wait for a second wave of increased buying to take place, instead of immediately starting the selling process,”** Pancero said. “If, indeed, you see business will be stronger next year, with more facilities opening up, now is the time to start working on the selling process. Begin that dialogue with customers now. It’s also time to increase your company’s communicative efforts and differentiate its competitive edge.”

Pancero stressed the importance of **improving a company’s message of “value” and “uniqueness.”** Those are two areas of business that should be well established once activity improves.

“Often, a potential customer will ask, ‘Based on all the available options in your area, why would I want to choose you?’ Unfortunately, the seller usually provides the same generic answers that every company gives, which can decrease the company’s effectiveness,” Pancero said. “It’s much better to work on your company’s messaging beforehand. That includes

properly communicating to current, and potential, customers as to why your company is truly the best choice.”

Pancero recommended that each company have representatives get together, and compile a list that describes what makes their specific business genuinely unique. When doing so, it’s important to not rely on overused answers that many companies provide, such as: high-quality products, strong levels of support, competitive pricing and, “You get me!”

“It’s also important to list your toughest competitors and what their answers may be. If those answers are the same as yours, the customer is probably going to buy based on lowest price or the lowest perceived price. Obviously, that is to be avoided,” Pancero said. “It’s important that your company’s message shows true ‘differentiation.’ Often, salespeople provide the same responses to inquiries about differentiation from customers. The problem is, those same customers start to think, ‘Well, I guess there is no difference between those competitors in the market, so I might as well take the cheapest price.’”

Pancero has also observed that in certain industries, there are buyers who now expect lower prices due to the COVID-19 pandemic, believing demand has dropped for many products and/or services.

“On the flip side, many sellers are not planning to cut their prices, causing a dislodgement in different marketplaces,” he said. “In response, it’s becoming even more essential to properly communicate your company’s true uniqueness.”

Pancero also suggests incorporating **“Four Core Values”** in the selling process.

**“In a competitive environment, one of the ways you can gain an edge is to prove to a customer that your company is the lower risk choice.** If your company has been around the longest, or has the strongest name brand — those are all risk reducers. That message needs to be delivered to the buyer,” Pancero said. **“The second reason many sellers are successful in a competitive environment is that they are able to make a customer’s**



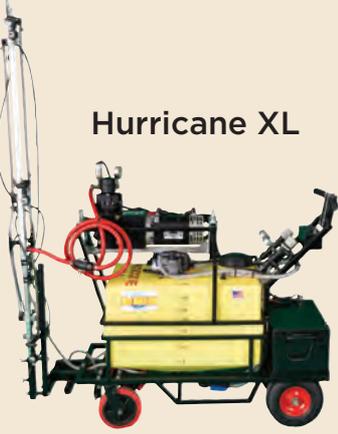
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life or work easier. It also helps if you can increase a customer's profitability and/or lower their total costs. Finally, if you, as the seller, can do more than anybody to help the buyer increase his/her competitive advantage in the marketplace, that is the fourth core value. Those 'Four Core Values' can provide a strong message in the selling process."

**INCLUDE 'SAFE SUPPORT'  
IN YOUR VALUE MESSAGE**

**F**or obvious reasons, focusing on "safety" and "security" is important when working with many current and potential customers in today's COVID-19 world. That can come in the form of "safe support" during a seller's value message.

"I'm seeing that grow in importance across all selling platforms. It used to be the whole selling focus was on 'products' and 'services.' However, more buyers are having conversations about how a company can 'take care of them,' while also lowering risks," Pancero said.

As a provider of cleaning products and services, he added that jan/san distributors are in a good position to offer a strong level of safety and security, as more facilities open. That message, therefore, must be properly delivered.

"I'm sure that is automatically being done. The point is, it needs to be proactive and a consistent component of your message," Pancero said.

"That is how you (as a jan/san distributor) can become more valuable. It's also a great time to interview your customers and ask, 'Because of this unique situation we are all in (with COVID-19), what would you like us to do more of, and how can we become a better partner?'"

Pancero also discussed the importance of using "future positive" language and actions when working with current and potential clients. Such language, for example, should focus on "when," rather than "if."

**IF YOU HAVEN'T ALREADY —  
CALL EVERYONE**

**T**he COVID-19 pandemic is still a major problem for those in charge of away-from-home facilities, but life will eventually return to normal. As American author David McCullough has said, "History is a guide to navigation in perilous times." For example, the global 1918 flu pandemic (which lasted into 1920 and killed millions of people) was followed by the Roaring Twenties — a period of great economic prosperity.

"Now is the time for action," Pancero said. "Pick up the phone and call people. It's 'dialing for dollars' time."

He added that not only are phone calls important when reaching out, but also texts and emails.

"I would first contact all buyers who cancelled orders in 2020 to see if they would be interested in rescheduling those orders. I would then contact any known upcoming event buyers," Pancero said. "Thirdly, I would start contacting past clients. Call and ask, 'What do you have coming up and how can we help?' You do this because you are a proven supplier to those people.

"And finally, reach out to new prospects. For most businesses, the fourth point is the weakest."

Due to the pandemic, he explained, a "reactive selling mode" is in place at many companies, making it harder for them to reach new prospects. That can lead to greater stagnation in various markets. In order to counter the trend, Pancero outlined several suggested introductory calling scripts for sellers to use, when reaching out to current and potential clients. They are:

- We're looking forward to 2021 and hopefully being of help to you and your group;
- What are you working on for 2021?;
- How can we help?;
- How can we provide you with more flexibility to lower at least some of your risks?; and,
- When would you like me to follow up, so we can continue helping you with next year's plans?

"Those are just some scripts to start a conversation. The last line, frankly, is the most critical. If I'm calling somebody and trying to develop a connection, I want to have that connection continue. The final step of any sales call is not to close, but to set up your next contact with that person in order to maintain connectivity," Pancero said. "Part of selling is having a process in place, and part of that process is actually having a script, outlining the things you want to say while connecting with a current or potential client."

For larger businesses with an extensive sales team, Pancero recommended company owners and/or senior managers take the initiative to call on their company's top 20 most important past clients — not as actual sales calls but to build relationships and conduct research. The practice opens the door for important business-related questions to be asked and answered.

- Such questions could be:
- Your business is important to me and our team. What do you see 2021 is going to look like for your company?;
  - What will be your greatest challenges next year?;
  - What can we be doing to become a stronger partner, helping you achieve a more successful 2021?; and,

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“Notice that the last question is still a followup inquiry,” Pancero said.

### MORE KEYS TO A COMPETITIVE ADVANTAGE & INCREASED SALES

Just as life in general, a lot about the selling process has changed in 2020, including how people in business connect and communicate. **What hasn't changed, according to Pancero, is a company's need to exhibit a strong message of uniqueness, and to take greater control over the selling process steps.**

There is, however, a major revision taking place today when it comes to selling, as Pancero explained.

“Prior to COVID-19, the average sales call was approximately 30 to 60 minutes in length. What the pandemic has done is intensify and make shorter the sales process,” Pancero said. “With a shorter sales process, it is more critical for the seller to have better control over his/her message, or the call is not going to be as productive. That is why understanding the tools and structures of selling has become so critical.”

He noted there are people who sell for a living who have had very little formal sales training. Help is available.

“They may own a business and/or run it, but still have not been trained to sell,” Pancero said. **“In today's environment, it's all about having a stronger message, using proper selling tools and finding active coaching, when needed.”**

Pancero shared other words of advice. He said with so much change taking place, business owners/managers shouldn't assume their employees are going to figure everything out all on their own. They need to be properly taught, shown, coached and led.

He added that after nearly a year of pandemic full and partial shut-downs, people are “craving for community.”

“It's interesting, when talking with my peers in the public speaking business, everybody is trying to predict when the magic month will be for things to open up. Most feel it will take place toward the end of the first quarter, or during the second quarter, in 2021,” Pancero said.

“We (in public speaking) have a lot of clients planning on-site meetings for the near future. They have backup plans for virtual events in place, but their collective goal is to go back to on-site events.”

Regardless of whether business is conducted virtually, or begins to open for more on-site visits, Pancero advises company owners and managers to be the first in line — armed with a strong dialogue and selling process in place — as they seek greater contact and relationships with current and potential buyers.

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# Essity Focuses On Tork Innovations During Virtual ISSA Show

The cleaning industry's work has never been more critical, as the global COVID-19 pandemic continues. In response to today's unprecedented needs, innovations highlighted by the latest **Tork**-branded products and systems — designed to provide the best solutions in hygiene for the ultimate away-from-home guest experience — were on display during the virtual 2020 ISSA Show North America.

"During such challenging times, we have stayed close to our customers and distributor partners, supporting them as they navigate a rapidly changing environment," **Essity President of Professional Hygiene Don Lewis** said. "Our priority is ensuring that customers have access to guidance, resources and solutions, allowing them to comply with new cleaning and disinfecting protocols. It's also important that they can enhance hygiene in their workplaces, making staff and others feel reassured."

"Throughout the pandemic, we've taken a number of steps to help our customers secure the new hygiene standard that is now expected and required. At the onset of COVID-19, we quickly expanded our website with a section dedicated to operating safely during the pandemic. It housed free educational resources on proper hand hygiene and surface cleaning, helping customers meet new cleaning protocols and public hygiene expectations. Using our more than 50 years of hygiene experience, Tork also created toolkits for a range of industries, providing customers with hygiene directions unique to the challenges of their specific environments."

Lewis added that Essity has supported the efforts of frontline workers in other ways.

"We donated \$100,000 to Off Their Plate, a grassroots organization that funds local restaurants to provide free meals to healthcare workers treating COVID-19 patients. This donation provided 10,000 nutritious meals to Philadelphia-area hospitals and clinics, as well as \$50,000 in economic relief for restaurant staff — two industries hardest hit by the pandemic and customer segments that depend on Tork hygiene products," Lewis said. "Further, we have worked closely with distributor partners to minimize supply chain disruptions, and have kept our operations running at high capacity to support Tork customers who rely on us."

As businesses continue pivoting to meet demands of today's new environment, Tork has expanded its COVID-19 website content with additional materials to help customers open — and remain open — safely. The website includes a free, downloadable Back to Business toolkit filled with guidance and signage, a Long-Term Care reopening guide, and a Tork Site Safety Guide for manufacturing professionals, among other resources.

Lewis discussed specific Tork products and systems that were highlighted at this year's virtual ISSA Show North America.

"We are proud that **Tork PeakServe Recessed Cabinet Adapters** won the ISSA Innovation Award in the Dispenser Category. Tork PeakServe Recessed is an adapter that comes in two sizes, allowing users to retrofit existing stainless-steel recessed cabinets into high-capacity, high-performing Tork PeakServe dispensing systems," he said. "Since approximately 25 percent of U.S. high-traffic venues have recessed cabinets, those adapters help fill an important gap in the marketplace."

#### Benefits include:

- The adapters are compatible with many types of recessed cabinets, and increase recessed cabinets' capacity by up to 40 percent;
- Tork PeakServe Recessed takes just five minutes to install, so facilities don't need to worry about time-consuming renovations; and,

■ The Tork PeakServe system also features revolutionary continuous towel technology, which dispenses towels one at a time. The bundles latch onto each other when loaded, and towels are connected so they dispense without interruption. The towels are compressed by 50 percent, to fit twice the load in less space.

The expansion of the Tork PeakServe family of products allows restrooms of all types — no matter the size or layout — to take advantage of the proven benefits of Tork PeakServe across an entire facility, using the same refill.

"We also highlighted, at ISSA, our **Tork EasyCube**® facility management software and our **Tork Skincare Solutions**, the latter of which promotes hand hygiene in a time when hand hygiene has never been more important," Lewis said. "Tork EasyCube, meanwhile, helps users improve safety and hygiene with real-time data, allowing them to clean when, and where, it's needed most. The system uses people counters to understand traffic flows and occupancy, enabling users to target high-risk, high-touch areas."

"Further, the software helps customers and staff feel safe, by ensuring visitors always have access to proper hand washing and hand drying products. Tork EasyCube optimizes cleaning resources to ensure product is always available. That enables staff to spend less time checking refill levels, which allows for better social distancing in the restroom."

Lewis added that the Tork EasyCube system ensures restrooms are fully stocked 99 percent of the time on average, resulting in increased efficiency and cost savings.<sup>(1)</sup> The **Tork EasyCube dashboard** also generates easy-to-read reports, indicating cleaning needs for the next staff shift. For staff who know their cleaning efforts are based on clearly communicated actual needs, Tork EasyCube users report 30 percent higher satisfaction.<sup>(2)</sup>

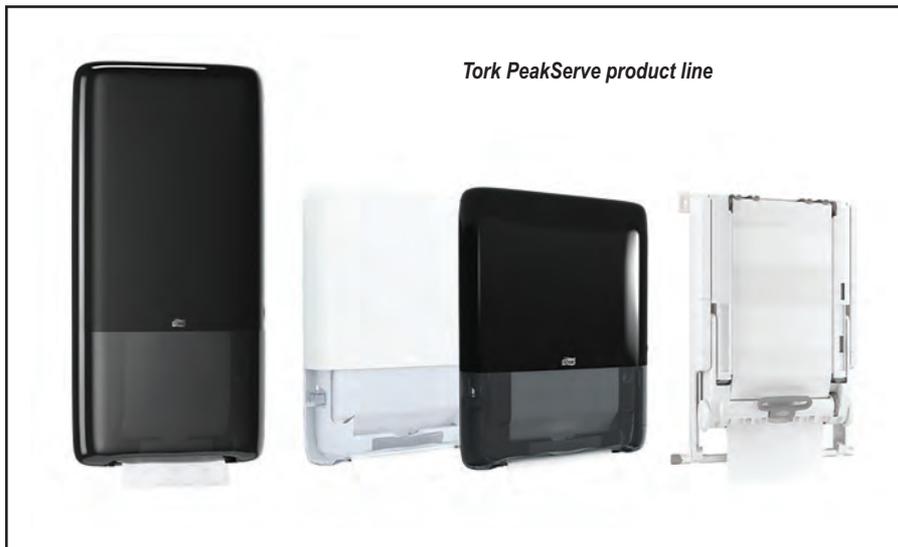
Lewis noted that 2020 has brought a number of unprecedented challenges for many businesses, and Tork customers are no exception. Many of them have been forced to re-evaluate their operations, and adapt in ways they might have never imagined.

"While much uncertainty still lies ahead, our biggest priority is supporting our customers as they navigate an ever-changing landscape. Through our expertise in hygiene and sustainability, our priority has been — and will continue to be — supporting our customers to think ahead, so they're always ready for business," Lewis said. "Understanding how people's expectations have shifted, and ensuring customers have the proper tools and resources to meet those expectations, is a key

component. COVID-19 has created a growing awareness of the health risks associated with insufficient hygiene in public spaces. According to a recent Tork survey, 86 percent of U.S. respondents expect public restrooms to provide a safe hygiene environment to a higher degree now, than before COVID-19.<sup>(3)</sup> This tells us that businesses need to do more when it comes to cleaning, and subsequently, reassuring employees and guests that their facilities are clean and hygienic.

"Facility managers can adapt to an increased demand in hygiene by rethinking the ways they clean, and by implementing new systems that allow their staffs to more efficiently achieve a higher level of cleaning."

Along with its Back to Business Toolkit, Tork created Safe at Work Toolkits, helping businesses across industries — including offices, higher education, manufacturing, healthcare and foodservice — create safer work environments for their employees. That is done by equipping them with white papers, training materials and instructional tools, as well as identifying essential products and their recommended placements throughout a facility.



## Think ahead.

“With products and solutions that lead to higher quality and more efficient cleaning, cleaners can experience greater job satisfaction and feel more valued, leading to lower turnover rates,” Lewis said. “One example of how we’re helping employees do their jobs correctly and more efficiently is through our data-driven cleaning offering. Data-driven cleaning, which provides real-time data on specific cleaning and refill needs, helps customers develop more effective, proactive cleaning strategies that optimize resources, as businesses begin and continue reopening.”

Meanwhile, the manufacturing capacity for **Tork PeakServe Continuous™ Hand Towels** has been expanded, to meet increased demand. Essity installed a new Tork PeakServe Continuous Hand Towel production line in Q3 2020, and have a second line scheduled to be operational in Q1 2021.

“We will continue to work with our customers to understand their greatest challenges, and offer innovative and sustainable solutions that put hygiene at the forefront of their business operations,” Lewis said. “Our customers are the heart of our company, and their insights drive our innovations. Throughout the years, and this year, in particular, we have invested in building strong relationships with our customers and distributors, allowing us to understand their greatest challenges and opportunities during these pivotal moments.

“The insights of our customers have also shed light on the importance of education and knowledge sharing. One way we’ve provided value is through our annual participation in the ISSA trade show, where we were proud to serve as the digital sponsor this past year. When we learned the show would be taking place virtually, we quickly pivoted our training to ensure attendees would have the same experience online, as they do at the annual show, giving them access to hygiene tools and resources, as well as thought leadership sessions led by experts.

“Lastly, our customers continue to find value through our biennial Hygiene and Health Report, which examines the connection between health, hygiene and well-being. This year, our survey included a dedicated section on hygiene and health behaviors related to COVID-19, which provided key insights for customers on topics such as hand washing and hygiene in public spaces. By arming customers with valuable consumer information, we can create a continuous dialogue, and offer solutions based on best practices and insights.”

Visit [TorkUSA.com/ISSA2020](https://www.torkusa.com/ISSA2020) to learn more about Tork products and innovations highlighted at the ISSA Show.

**Footnotes:**

(1) Based on Tork EasyCube® data from 8 customers, measured before and after the implementation of Tork EasyCube, for 515 days.

(2) Measurement of visitor satisfaction in two Tork EasyCube® washrooms and two traditionally maintained and equipped washrooms at ISSA/InterClean exhibition, May 2016.

(3) 2020 Survey conducted by United Minds, in cooperation with CINT in April 2020. The survey covered the U.S., with a total of 1,012 respondents.

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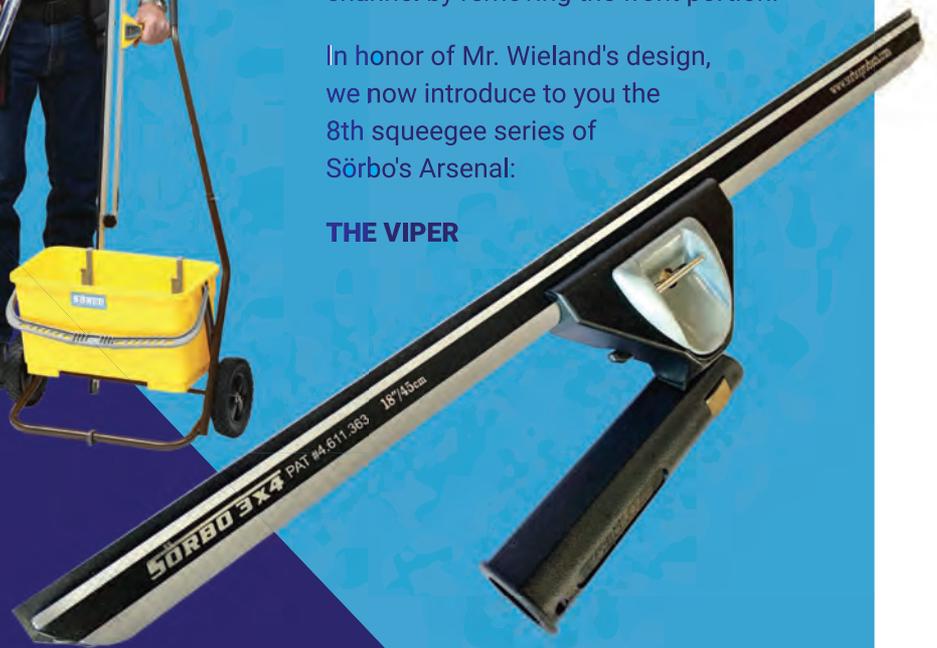
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# GET OUT OF YOUR OWN WAY

## On Path To Success,

Workplace Culture Expert Says

By Rick Mullen, *Maintenance Sales News* Associate Editor

A little more than 20 years ago, workplace culture expert, sociocultural anthropologist and business strategist Jenean Merkel Perelstein was driving late one rainy night with her husband to Flagstaff, AZ, from their home in Phoenix. During that trip, a conversation would set her on a journey of learning the language of success and leadership.

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Perelstein told her story to an audience of business professionals, during her presentation titled “A Leadership Guide to Navigating Change.”

“We were discussing people we knew whose lives had different outcomes,” Perelstein said. “There were the people who seemed to have the Midas touch. Everything they did worked out — they got the job, the girl, the clients, the house, the children — whatever they wanted, they got.”

“And then there was another camp of people who seemed to come up against roadblocks that stopped them in their tracks at every junction. They didn't get the job, the girl, the house, etc. I wondered what is it about these people who are doing things right and are overcoming any obstacles, and what it says about the people who are not doing things right, who take what would otherwise be a speed bump and turn it into a roadblock.”

Perelstein noted that the people they were discussing all came from similar backgrounds — similar social and economic strata. They also had similar access to resources.

“At the time, I was teaching sociocultural anthropology at Northern Arizona University in Flagstaff. We are taught to look, not only cross-culturally, but across many different disciplines and use pattern recognition to find the results for the questions that we are asking. I was asking the question, ‘What is it that creates these two camps.’ So, I embarked on this journey of learning the language of success and leadership.”

Pattern recognition is the classification of data based on knowledge already gained or on statistical information extracted from patterns and/or their representation.

At first, she treated her effort to learn the language of success and leadership, and why people of power get in their own way, more as a hobby, rather than a serious quest.



Jenean Merkel Perelstein

“I had left academia and worked my way into the non-profit world. Having studied the language of success and leadership as a hobby, I had gotten sporadic results, because I had given it sporadic effort,” Perelstein said.

“You have heard people say, ‘We have always done it this way?’ They are killing their innovation. They are killing their creativity.”

“I will be dissecting what happens when a person of power gets in his/her own way and why it happens, so you can start to recognize it in your selling, and also in your team.”

One morning, before going to her high-capacity, high-per-

formance job, she could barely get out of bed. She consulted health care experts about her condition.

“Doctors were throwing their hands up in the air saying, ‘We don’t know what is wrong with you.’ I became more and more frustrated,” Perelstein said. “Finally, I needed to leave my job and really focus on me — focus on my health and my vitality.”

In her effort, even though sporadic, to learn about the language of success and leadership, she had collected notes, books, articles and little snippets of ideas throughout the years. She wondered if her healing might be in getting serious and devoting herself to continuing that research — it did.

“I had moved on and was doing client attraction work. I recognized, the more inner work I was doing for myself, and the results I was experiencing, the better the results I was having with my clients,” Perelstein said. “You run into problems when you trip yourself up 30 yards out of the starting gate because your own inner work isn’t complete.”

In her 20s, Perelstein traveled much of the world. It was during that experience that she fell “in love” with the discipline of anthropology.

“Through anthropology we learn some concept pairs that I will share with you because they have so much to do with the subject of ‘getting in our own way,’” Perelstein said. “The first concept pair is the difference between **ethnocentrism** and **cultural relativism**.”

“**Ethnocentrism** is when you look at another culturally-directed set of beliefs, behaviors, attitudes or values, and you judge them by your ‘morally superior’ standards.”

To illustrate ethnocentrism, Perelstein showed a slide of a cartoon depicting two women — one wearing a bikini and sunglasses and the other a burqa.

The bikini-clad woman is thinking, as she sees the woman wearing a burqa, “Everything covered but her eyes — what a cruel, male-dominated culture.”

At the same time, the woman in the burqa is eyeing the woman wearing a bikini and sunglasses, while thinking, “Nothing covered but her eyes — what a cruel, male-dominated culture.”

“It is a great example of ethnocentrism, because you begin to judge another way of doing things because of your own conviction in the truth of something,” Perelstein said. “A belief is your conviction that something is true. What-

ever results you have, you have been behaving in a way that has led to those results, and you have beliefs that are compelling you to behave in those ways.

“Some of your beliefs have gotten you in the leadership position you are in today. However, some beliefs do not serve you. Some beliefs have held you back and have kept you from going even further.”

On the other hand, **cultural relativism** is the ability to understand a culture on its own terms and not to make judgments using the standards of one’s own culture.

“Cultural relativism is when you say, ‘That’s OK. You do things differently. I get it,’” Perelstein said. “The results you are getting in your life, work, etc., are in accordance with the beliefs that you have. **The reason this is important is when we, as human beings, embark on navigating the change in**

**the world around us, we need to start challenging the judgments that we have about the way things have always been done.**

“You have heard people say, ‘We have always done it this way?’ They are killing their innovation. They are killing their creativity. We want to get past that.”

## ETIC AND EMIC PERSPECTIVES

**T**he **etic** perspective is data gathering by outsiders that yield questions posed by outsiders. This perspective is valuable to consultants and others outsiders in viewing a culture not their own.

“As a consultant, when I come into organizations, I’m using an outsider’s (etic) perspective. I’ve never seen your culture before. I’ve never seen your leaders and your leadership style before. So, I can see things clearly through the use of contrasts,” Perelstein said. “That is why, in our own country, we

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expect a coffee shop might look a certain way. In another culture, the coffee shop might look very different. This is wonderful because the outsider's perspective allows us to see the contrast very easily, and that is beneficial and very good."

The **emic** perspective is the insider's perspective — the perspective that comes from within the culture.

"An example of the emic perspective is when a person from within a culture says, 'Yes, this is the way we do things here.' This is the insider's perspective," Perelstein said. "We use those perspectives when we embark on individual, personal and professional development change.

"You (the audience) are the insiders. What do you see? — you can see a speaker, slides, walls, doors, tables, etc. Some of you can see your glasses on your face. But we filter that out. The big problem with emic perspective is what is usual remains unseen.

"The big fallacy with 'we have always done it this way' is you can't see a better way of doing things, because it is so normal for you. So, the insider perspective (emic) and the etic perspective work hand-in-hand.

"It is a beautiful thing to be able to reveal to yourself, and to one another, where you may be limiting your potential, problem-solving skills, higher creativity and all the other things that need to be in place if you want to up your results."

Perelstein said she uses some "brain science" when she is trying to help clients change their beliefs and behaviors.

"I take people on a journey through the neurosciences to actually physically rewire their brains using neuroscience neuroplasticity for better results," Perelstein said. "About 20 years ago, at the National Institutes of Health in Bethesda, MD, there was a tremendous amount of research trying to figure what is going on in the brain at the moment of the decision-making process. What happens in a brain when somebody is trying to make a healthy choice over an unhealthy choice?"

Researchers found about 20 percent of the decision-making process is filtered through logic — the rational brain. The remaining 80 percent is filtered through emotions.

"At the time, 20 years ago, that was fascinating to me because I was in the nonprofit world, asking people to give money for an idea — I wanted people to change their behavior," Perelstein said. "In conducting business, you are asking your clients and staff to change their behaviors by using logic, even though they rely on emotion, the world that happens underneath logic."

Perelstein said more has been learned about how the human brain functions in the past five years than the previous 100 years.

"Today, researchers say we use about 4 percent of our conscious brain to process things. So, we are highly capable at that 4 percent, and that is where behavior change happens.

**"When change occurs in our external environment, such as illness, marketplace fluctuations, budget restraints, mergers and acquisitions or new technologies, you name it, stress comes. What happens to humans when they exhibit stress is we sink to the level of our beliefs, that is the world of the 96 percent of the operating capacity of our brains — ultimately the world of our emotions and beliefs."**

Perelstein said the role of the subconscious brain is to keep people safe, maximize pleasure and minimize pain.

"In the language of your brain, that means keeping things 'normal,' even if normal for you isn't safe," Perelstein said. "Why do people who are being abused keep running back to their abusers? The reason, psychologically speaking, is their brains want to keep them safe and that means 'normal,' because change is uncomfortable for human beings."

Perelstein said the way to counteract the aversion to change is to make "friends" with change.

"The way your brain keeps you safe by maximizing pleasure and minimizing pain is by acting as a giant filter," Perelstein said. "At any given time, there are about 2 million bits of information coming into your brain. That includes the temperature, your hormone levels, how hungry you are and other things that you are not paying attention to because they are so close, including the glasses on your face, that you have already decided to filter out.

"So, we are filtering out so much, while only allowing about 184 bits of information into our conscious brain from that 2 million bits of information in our subconscious brain."

To further illustrate the concept, Perelstein alluded to the popular TV show, "Gilligan's Island," that ran from September 26, 1964, to April 17, 1967, on the CBS network. The plot of the series centered around a group of tourists, along with the captain and his first mate, Gilligan, who were shipwrecked on an island during what was supposed to be a three-hour boat ride.

"Somehow, they had everything they needed on that island," Perelstein said. "I want you to imagine you are on that island, and along with you are 2 million opportunities and possibilities for you to gain success, but when the rescue boat comes, you are only allowed to take 184 of them back with you.

"The question is, why did you choose what to bring back with you? Why are you deciding fewer than 200 items are going to make you successful, and the rest you are leaving behind? The answer is in your beliefs.

"Where do your beliefs come from? They are enculturated. That means they are given to you by well-meaning adults — parents, teachers, the media, friends, etc. Your belief is your conviction in the truth of something."

Perelstein told of an incident when a person was stopped in his tracks and held back because of what he believed. At the time, she was engaged in client attraction consulting.

"I was working with a man who had seen his client list decline throughout the years to the point where he was going to have to leave the entrepreneurial lifestyle and get a job," Perelstein said. "I was giving him pretty simple client attraction ideas, but he wasn't doing them. He was paying somebody (me) to tell him to do something, but he wasn't doing it.

"So, we started working on his inner game and we got to the place where he finally said, 'Jenean, I believe the things you are telling me are going to work and I'm going to have so many clients that I will no longer have time for myself and my family.'"

"The big fallacy with 'we have always done it this way' is you can't see a better way of doing things, because it is so normal for you."

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Before that confession, the client did not know why he was sabotaging the training he was being offered from Perelstein.

“He was participating in this terrible self-sabotage because his behaviors didn’t match his beliefs,” Perelstein said. “My question to you is, what do you want? My client said he wanted more clients, but it wasn’t until he figured out exactly how many more he wanted that he could bypass the belief that he would no longer have time for himself and his family.

“So, figure out what you want, and then start thinking about the beliefs that you hold surrounding getting what you want.”

Another concept from anthropology is taking a holistic approach. That means looking at beliefs from every perspective.

**“Try to take a look at beliefs from the perspective of your health, career, finances, making money, relationships, family, spouse, children or significant other,”** Perelstein said. **“Think about it from a sense of your worldview and your spiritual nature.** Once you start thinking about your beliefs from all of these different angles, you will have a fighting chance of recognizing where you need to interrupt patterns of self-sabotage.

“Also, look for evidence, because your brain is constantly on the lookout for evidence that your beliefs are true. Are beliefs inherently true? No. They are just your convictions in the truth of something.”

There is also something that psychologists call a **confirmation bias**, Perelstein said. Confirmation bias is the tendency to interpret new evidence as confirmation of one’s existing beliefs or theories.

“One of the places where your brain finds evidence that your beliefs are true is in your behaviors. Your brain is compelling you to behave in accordance with the beliefs you already have,” Perelstein said. “You have a belief, you behave in accordance with that belief, and now your brain says, ‘I knew it.’ The brain then tightens up the feedback loop of that belief.

“Now, you have a habit. This is where habits are born and where people start doing things over and over and over again saying, ‘This is the way we have always done it,’ and not challenging themselves to innovate and do something better.

**“We have beliefs and behaviors, and when we share these beliefs with other people, we have a culture, and that is why workplaces have cultures.”**

Perelstein asked the audience to imagine the owner of a business.

“He/she is guiding strategy and has a set of beliefs about what is possible personally and for team members,” Perelstein said. “Then, imagine someone at the same workplace several rungs lower on the chain of command who has his/her own set of beliefs. If there is any tension between the two sets of beliefs, that is where workplace drama starts.”

## AN INVENTORY OF FEARS

**A**s an exercise, Perelstein suggested audience members take an inventory of their fears. Understanding fears is part of the path to happiness.

“Many of you have been following my work know I dwell in happiness. I study happiness and its positive effect on workplace culture, because it leads to productivity, which ultimately leads to profitability,” Perelstein said. “Sometimes we have to go to the underbelly to figure out how we get to the path of happiness. One of the ways to do that is to determine and understand our fears.”

Perelstein reminded the audience people are born with two fears — the fear of falling and the fear of loud noises.

“Every other fear or worry that you have is a belief that doesn’t serve you,” Perelstein said. “What we know today about the neurosciences, is fear can be overridden with new beliefs that do serve you, and that is what I want for you all.

“The first step is to recognize what are the beliefs that no longer serve you. Maybe they served you at one time in your life, but today, those same beliefs are holding you back. Wouldn’t you want to know what those are? Wouldn’t you want your co-workers to know what those are?

“Has anybody seen co-workers who are getting in their own way? It is easier to see it in other people than it is in yourself. That is the difference between the etic perspective and the emic perspective.”

Although humans aren’t born with it, the fear of failure is a big one that many people struggle to overcome.

“I was working with a custodial supervisor for a large American automobile manufacturer recently. He had been through so much change in his environment that he no longer believed success was possible at that plant,” Perelstein said. “Could this be happening in your world? It might be time for you to write yourself a new story, and that starts with identifying the beliefs that hold you back and then stating beliefs that you need. What beliefs need to be true for you today in order to reach your goals?”

Perelstein warns that people who are thinking about embarking on a journey of change, need to be committed.

“If you are interested in change and you say, ‘I might try it. I’m going to dip my toe in.’ What is going to happen is external forces are going to knock you off your path,” Perelstein said. “Now, all of a sudden, there is more evidence that it was not possible for you to change and it chips away the veneer of self-confidence that change or greatness was even right for you in the first place.

“If you really want change, you need to be committed to it, whether you are adopting new technologies, or bringing on a new product line or adopting a new strategy, whatever it is, be ‘committed’ and not just ‘interested’ in changing.”

“Once you start thinking about your beliefs from all of these different angles, you will have a fighting chance of recognizing where you need to interrupt patterns of self-sabotage.”

Perelstein shared some steps she takes her clients through to take base information and turn it into lasting change.

“The first step is to figure out where in the heck are you starting from, and that is what I’m inviting you to do,” Perelstein said. “Make an inventory. What are my behaviors? What are my beliefs? What are my attitudes? What are my values? What am I going to learn from traditions? You will start to see where you are holding yourself back, and you will start to see where you have potential to move forward.

“The next step is getting crystal clear on where you want to go. In my book, ‘Finding Your Lighthouse: A Leadership Guide to Navigating Change,’ I use the lighthouse as a metaphor because you can, and probably will, fall off course. You need to know where you are headed so you can get back on course. Learning how to navigate back on course is one of the hallmarks of leadership and high performance success.”

Another step, Perelstein said, is to develop the strategies that invite success.

“Magnetize yourself with what you want, by taking the steps to change the wiring in your brain. Beyond that, you must be welcoming of success,” Perelstein said. “I see so many people who finally bring success to themselves only to see it slip through their fingers. They didn’t make the lifestyle habit changes of high performance leaders, and success didn’t stick around.”

Perelstein pointed out the cleaning industry’s greatest asset is people.

“What is it costing you to have the people in your organization not operating at their highest potential? What is the cost of having people in your sphere of influence getting in their own way, and not standing in their strengths?” Perelstein asked. “I knew when I started my own business that the more work I did on myself, the more my business was going to grow and shine. Every effort that I have made to get out of my own way and stand in my strengths has profited me greatly.

“Emily Dickinson said, ‘Dwell in possibility,’ because that is what is best for you.”

*Perelstein is the author and creator of “Internal Alchemy: The Welcoming Abundance Blueprint” and “Stand In Your Strength Strategies,” where she provides training to clients worldwide and certifies coaches to use her models for their own clientele. This work is supported by her book, “Finding Your Lighthouse: A Leadership Guide to Navigating Change.” For more information, visit [standinyourstrength.com](http://standinyourstrength.com).*

From U.S. Battery:

## How Initial, Rated, And Peak Capacity In Deep-Cycle Batteries Can Affect Your Battery-Powered Cleaning Machine's Performance

When it comes time to purchase or replace the deep cycle batteries in your battery powered floor cleaning machine, there are a variety of factors that determine the overall performance and life you can expect to get out of them. What most cleaning machine operators know is that deep cycle batteries provide continuous power over an extended period of time and are then recharged in preparation for the next discharge/recharge cycle. What is commonly misunderstood is that brand new batteries are not at 100 percent peak performance when you first install them. Flooded lead-acid deep cycle batteries are designed to reach their rated and/or peak capacity after a conditioning period of capacity "cycle-up."

This cycle-up period consists of a series of discharge/recharge cycles in normal operation during which the available battery capacity increases with each cycle. This conditioning cycle-up period is designed to provide the optimum in cycle life versus cost for this type of battery and application. The number of cycles required to achieve rated and/or peak capacity depends on many factors including but not limited to battery design, recharge method, depth of discharge, temperature, etc.

### Know Your Battery's Capacity 'Cycle-up Curve'

Most deep cycle battery manufacturers provide a "Capacity Development Curve" that describes the relationship of initial capacity and the number of cycles required to achieve rated and/or peak capacity for this type of battery. The test procedures used to determine battery capacity ratings and capacity development relationships are specified in Battery Council International procedure BCIS-05 BCI Specifications for Electric Vehicle Batteries (Rev. 2010-15).

Per BCIS-05, "Long-life deep cycle EV batteries typically exhibit 75-80 percent of rated capacity on initial discharge, full rated capacity within the first 100 cycles, and >100 percent of rating at peak capacity."

This can be confusing to the average cleaning crew in charge of its battery powered floor cleaning machines, especially if you're simply looking to minimize the initial purchase costs involved in replacing the batteries for one or more machines. However, purchasing the lowest cost battery available isn't always the best choice for overall life cycle cost, longevity or performance. Likewise, the most expensive battery may be under-utilized and not necessarily the best value for your application.

### Proper Battery Capacity Sizing

To achieve optimum cycle life versus battery acquisition cost, most battery manufacturers recommend sizing the battery's capacity to ~50 percent depth of discharge (DOD). This not only optimizes the cycle life of the battery versus cost, but also provides a "reserve" capacity in situations where additional runtime is needed beyond normal requirements. Since flooded lead-acid deep cycle batteries can continue to deliver useable capacity down to ~50 percent of rated capacity, this recommendation also allows utilization of the total number of cycles available from the battery. For these reasons, the fact that this type of battery does not deliver full rated capacity "out-of-the-box" is not usually an issue and can easily be managed through proper battery sizing and choice of battery type and manufacturer.

Battery manufacturers do recognize that maintenance crews with one or more battery powered floor cleaning machines may want to get the highest possible capacity and runtime over the life of the battery. Accordingly, they are constantly improving battery designs and charging methods to achieve the highest possible initial capacity and the fastest possible cycle-up without compromising overall cycle life.

For more information on deep-cycle batteries, visit [www.usbattery.com](http://www.usbattery.com).



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Good Day Bsoap #3/4 - unwrapped	TD 400075	816093010341	# 3/4	1000
Good Day Bsoap # 1 1/2 - unwrapped	TD 400150	816093010334	# 1/2	500
Good Day Bsoap # 1 1/2 - unwrapped w/PCMX	PX 400150	816093010877	# 1/2	500
Good Day Bsoap #3 - unwrapped	TD 400300	816093010365	# 3	200

### translucent soap



Transmacro Amenities proudly serves maximum security centers and correctional facilities by introducing translucent bar soap # 1 1/2 in clear safety flow wraps. Institutional users prefer this unique look-through item to keep out dangerous contraband that could be hidden inside regular bars.

Product Description	Prod #	New UPC	Size	Case Pack
Good Safe Day Bsoap # 1 1/2 - Fwrap Translucent	800150	816093011157	# 1 1/2	500

From Transmacro

## High Quality Amenity Bar Soaps, Shampoos, Conditioners & Lotions

More attractive pricing from Transmacro Amenities, especially for its famous DIAL™ White Marble collection.

"We have announced a new flow wrap presentation. This results in cost savings that go entirely to your company," said Monica Bahr, Transmacro vice president.

Products include:

- **Beach Mist™** —

Known as the company's shoreline collection, the brand features attractive wrapper and mild scent. The foamy feel of Beach Mist™ provides a soothing touch. Beach Mist™ bar soap comes in three sizes, while conditioning shampoo and skin lotion are available in .75-ounce bottles and .25-ounce packets;



- **Hotello™** — Includes a wrapper design supporting pastel color tones. The brand is designed for hotels, blending with any bathroom decor; and,

- **Good Day™** — The economy line features three bar soap sizes plus conditioning shampoo and lotion. Good Day™ is priced competitively. Also sold unwrapped.

For more information, visit [www.transmacroamenities.com](http://www.transmacroamenities.com).



## The Bullen Companies Adds Two New Filling Lines

To keep up with the demand for its disinfectants and other products, Bullen has received, and is now installing, a brand new quart and Bag in A Box filling line. This major capital expense will significantly increase production for those two package sizes.

Bullen's Bag in a Box (BIB) line is unique in that it produces a 2.5-gallon package that can be lifted and moved

more easily than more conventional 5-gallon size BIBs.

The BIB package comes in two configurations, a standard screw cap and Maxi Spigot. The Maxi Spigot allows an easy connection to a dispensing system.

For more information on Bullen and its capabilities, visit [www.bullenonline.com](http://www.bullenonline.com).



## Pro-Link Hires Richard Runkel As President/COO

Richard Runkel has been named president/COO of Pro-Link, Inc., a national jan/san buying and marketing group with distributors located throughout the country.

"Runkel is experienced in private, private equity and international ownership in the sales, distribution and manufacturing industries. He was with Koroseal for over 27 years, most recently as president and CEO. He also served as vice president of Interior Products. Prior to that, he served as general manager, with responsibility for

a newly acquired product line," Pro-Link said.

Runkel is taking over the president role from Brian Slack, who has served as president/CEO of Pro-Link since 2013. Slack will continue as Pro-Link's CEO through the end of 2020. Runkel will be working out of Pro-Link's Peachtree Corners, GA, office.

"I close out a wonderful 35-year career in the sanitary supply industry. When I informed Pro-Link's board of directors of my intent to retire at the end of the year, it gave them plenty of time to evaluate the future of Pro-Link. Moving forward, I will be involved in CEO coaching and sitting on several boards. I want to stay busy and involved in business," said Slack. "I am ready to assist Rich any way I can for a smooth transition."

"I am extremely proud and excited to be joining the Pro-Link team," said Runkel. "With Pro-Link's experienced staff, best in class members and dedicated suppliers, I look forward to serving in my new role and Pro-Link's bright future."

Pro-Link, Inc., founded in 1984, is a national full-service janitorial supply, marketing, and buying organization. Based in Canton, MA, this jan/san-focused organization currently has more than 90 members and over 100 distribution points throughout the United States.

For more information, visit [prolinkhq.com/thrive17](http://prolinkhq.com/thrive17).

## Expanded Technologies Introduces VersaPull Hands Free Door Openers

### *Help Prevent The Spread Of Bacteria And Viruses*

The VersaPull hands free door opener was developed by Expanded Technologies to open doors easily while reducing the chance of spreading germs. During the current pandemic or any cold and flu season, this door opener is ideal for public restrooms, offices and commercial facilities to slow or prevent the transmission of viruses and bacteria.

"Touching surfaces where germs and bacteria linger, then transferring them to enter our bodies through our faces is one of the primary ways infections are spread," says Bret Bushey, vice president of sales at Expanded Technologies. "We designed the VersaPull hands free door opener to attach to doors to open them without touching the handle with your hands. We hope that by installing this product on doors, facilities can avoid the spread of germs and bacteria."



The VersaPull features a universal design and is mounted near the handle for arm operation or at the bottom of the door for foot operation. This flexibility is important for hard to open or heavy doors, because using your foot, in those situations, can be difficult.

Made from strong, durable material, these openers are gentle on shoes and arms, unlike metal door pulls, and are easy to clean. They come with a three-year warranty.

Expanded Technologies has been producing floor, furniture, surface protectors, and other products for hotels, schools, restaurants, hospitals, homes, and offices for over 30 years.

For more information about its products, contact Expanded Technologies at 888-654-7720, or visit the company's website at [www.expandedtechnologies.com](http://www.expandedtechnologies.com).

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From DDI:

## Maximize Profitability With Strategic Pricing & Intelligent Forecasting You May Already Have In Your ERP

*Learn how JanSan distributors utilize ERP business intelligence to increase margins and drive customer confidence during these uncertain times.*

For most jan/san distributors, 2020 has proven to be an unexpected, unpredictable, and unprecedented year with the need for cleaning and sanitary products skyrocketing across the US. As a result, many were forced to account for variable supply and demand as well as unusual sales spikes. Those distributors with an intelligent ERP in place to help identify sporadic and unusual demand while maintaining customer pricing had a strong advantage over the competition; ultimately leading to better control over their inventory, increased margins, and a more seamless, profitable year.

Pricing has proven to be the most powerful lever for improving overall margins and increasing profits. Having an ERP system with the ability to easily set and maintain unique price structures for each customer enables margin-improvement while reducing traditional price formula maintenance, which is critical in these unpredictable conditions. DDI System's Inform ERP has built-in pricing systems that make your sales force more efficient by tailoring pricing to each customer and situation. Being able to rely on your ERP to handle advanced warranties, contract prices, and vendor rebates, as well as having the ability to act on future unexpected cost increases while automatically adjusting sell prices, will keep your company profitable, and frees up time to address other priorities.

"With the flexibility of Inform ERP pricing, we've added \$200k extra profit to our bottom line within the first six months," Trio Supply said.

As customer purchases fluctuate, the ability to rely on your ERP system to quickly identify inventory exceptions increases the return on your inventory investment, fill rate, and eliminates dead stock. Exceptional demand swings skew your purchasing forecast, ultimately leading to stock level issues. Inform ERP's professional demand forecasting tools turn purchasing managers into inventory control experts.

Powerful forecast algorithms, easy-to-use exception management, and unique, intuitive purchasing screens provide distributors with an array of tools not found in any other ERP software. Real-time replenishment calculation enables your purchasing staff to respond to customer demand as it is occurring, with the ability to re-balance warehouse inventory and adjust as needed.

Inform ERP Software is a single-source solution that equips distributors with tools to effectively manage in volatile business climates and turn connections into sales. DDI System provides wholesale distributors with leading-edge ERP technology

and hands-on support to make sure your company adapts to changing times and focuses on keeping customers and developing new ones.

To find out why so many jan/san distributors choose Inform ERP, visit [www.DDIsystem.com](http://www.DDIsystem.com), or call us at 877-599-4334 to schedule a personalized product tour with a DDI System Solution Specialist.



## A Great Product From WizKid Products Just Got Longer — And Better

"The WizKid Antimicrobial Runner Mat has changed the game in the adhesive-backed runner mat world since its introduction in 2019. Now we are expanding the



ability to manage moisture in a facility with a new 100-foot runner mat," said the company. "All WizKid Antimicrobial Runner Mats feature an acrylic-based adhesive backing allowing them to be placed and repositioned easily.

They remove cleanly in under 100 days without worries about leaving residue or damaging floor finishes. These runner mats capture and stop harmful allergens, molds, and bacteria, carried into a building through the certified antimicrobial treatment. Killing 99 percent of germs, the antimicrobial treatment slows the spread of bacteria and stops the development of odors."

WizKid Antimicrobial Runner Mats are an excellent solution for many locations in a facility or businesses where floors need protection from puddles, odors, and stains.

Visit [WizKidproducts.com](http://WizKidproducts.com) for more information about the line of WizKid Antimicrobial Runner Mats.

All Wizkid Antimicrobial Mats Feature:

- Premium Presentation - Carpet-like texture is a step above other runner mats;
- Adhesive Backing - Acrylic-based backing keeps the mat in place and removes cleanly after use;
- Odor-Killing Action - Antimicrobial compounds built into the fibers neutralize germs that cause odors;
- Efficient Care - Prevents floor staining and keeps a facility cleaner in between cleanings;

- Smart Design - The customizable length makes it ideal for use in a large variety of applications;
- Maintenance-Free - The fiber configuration promotes rapid air drying;
- Affordable Costs - Only pennies a day depending on traffic; and,
- Made In The USA - Proudly made in the state of Georgia.

Visit [WizKidproducts.com](http://WizKidproducts.com) for more information about the line of WizKid Antimicrobial Runner Mats.

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**From Nexstep:  
34-Oz Automatic Soap Dispensers**

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The #93038 is for use with liquid soaps and sanitizers.



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  - Replacement pump for liquid soaps available (#3038).

For more information, call 800-252-7666, email [customerservice@ocedarcommercial.com](mailto:customerservice@ocedarcommercial.com) or visit [www.ocedarcommercial.com](http://www.ocedarcommercial.com).

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**From ACS:  
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For more information, visit ACS Cleaning Products Group at [www.acs-cp.com](http://www.acs-cp.com).



**Nassco Inc. Acquires Heartland Paper Locations In Mason City And Cedar Falls, IA**

Nassco Inc. (New Berlin, WI) has announced the acquisition of the Heartland Paper Company’s Iowa locations in Cedar Falls and Mason City.

Heartland Paper has served the Iowa market for over 125 years by providing janitorial, packaging and paper products. Heartland Paper is also a provider of janitorial equipment and service as well as laundry and warewash supplies and service.

Nassco, founded in 1955, is a third-generation family business providing janitorial and packaging supplies throughout Wisconsin and northern Illinois. In addition, Nassco provides service and repair of janitorial equipment, laundry and warewash systems and packaging equipment.

According to Mark Melzer, Nassco president, “The locations of Heartland Paper will fit perfectly into the Nassco business since both companies prioritize excellence in service as well as expertise in our markets. We welcome the Heartland Paper team to Nassco.”

The Mason City and Cedar Falls locations of Heartland Paper will continue operations under Nassco Inc.

For more information, visit [www.nasscoinc.com](http://www.nasscoinc.com).

**RJ Schinner Announces Acquisition Of Certain Assets Of Huff Paper Co.**

RJ Schinner Co., Inc. (RJ Schinner), a premier re-distributor to the commercial wholesale trade, has acquired certain assets of Huff Paper Co., Boothwyn, PA, which includes the customer list and certain related intangible assets.

Ken Schinner, president of RJ Schinner said, “As Huff Paper winds down its business throughout December 2020, RJ Schinner looks forward to establishing new relationships and further strengthening existing relationships with key business partners in the Northeast. This acquisition, coinciding with the opening of our New England operation in Hudson, NH, this month, brings a lot of exciting opportunities for RJ Schinner and our strategic partners, and along with our plans to move our Bethlehem, PA, facility into a significantly larger space by January 2021, will increase our capacities greatly and grow our presence throughout the entire northeastern region of the U.S.”

Chief Executive Officer Jim Schinner added, “This acquisition is a reflection of RJ Schinner’s growth strategy in recent years. These moves put us in a great position for growth in the Northeast for years to come.”

RJ Schinner, for over 65 years, has been selling non-food disposables to the commercial marketplace through distribution. The company currently has 18 locations servicing the United States.

For more information about RJ Schinner, visit [www.RJSchinner.com](http://www.RJSchinner.com).

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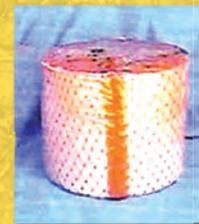
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**Queenaire Technologies**

Continued From Page 31

all humans and animals must be vacated from the treated area. After application, it's important to wait an equal amount of time before re-entering that area.



**Newaire™ HO3 - 2500 Hydroxyl and Ozone Generator Air and Surface Treatment System**

As for hydroxyl technology, she said although it's safe to use in occupied spaces to remove certain pathogens from the air, unlike ozone, this technology has no effect on surfaces.

Very high levels of ozone are currently used for sterilization purposes, such as with medical and dental equipment. Ozone chambers, consisting of a container with a sealed top, also work well when sanitizing such items as fruits and vegetables. They are used as well by restoration companies to eliminate smoke and mildew odors.

The **Rainbowair Activator 1000 Series II Ozone Generator (5401-II)**, from Queenaire Technologies, can create such an ozone chamber, when used with a hose kit.

Duffy and Luscombe-Mills said they are hopeful that independent testing laboratories currently testing

their company's products will confirm the existing evidence of coronavirus disinfection, which may propel both technologies going forward.

Duffy added that Queenaire Technologies is in the final design stage of a line of portable UV germicidal generators, which will be available early next year.

"As a company, it's our greatest desire that the nationwide quarantine will help slow the spread of COVID-19," Duffy said.

"For those who do use ozone and hydroxyl technologies for any purpose, following all manufacturer guidelines is imperative to ensure safe use of the technology."

Visit [www.ozoneexperts.com](http://www.ozoneexperts.com)  
or call 1-866-676-9663  
for more information.

<sup>1</sup> "Ozone vs. Coronavirus: Ozone's Efficacy As A Virucidal Disinfectant," published on April 22, 2020, by Restoration & Remediation.

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