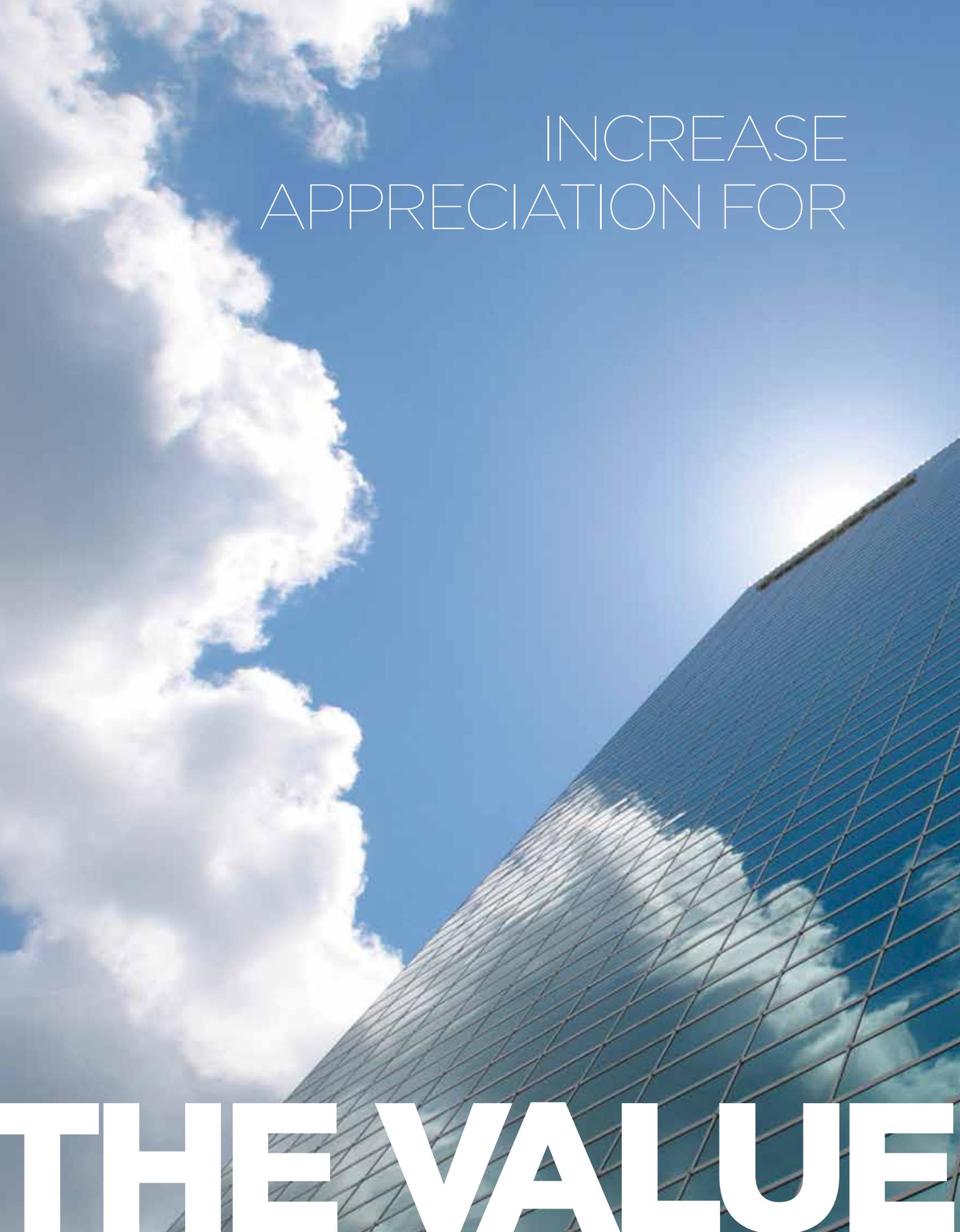




THE VALUE OF MEMBERSHIP

ISSA
Advancing Clean.
Driving Innovation.



INCREASE
APPRECIATION FOR

THE VALUE



As the only organization representing the entire cleaning industry worldwide, ISSA is helping our members change the way the world views cleaning – promoting it as an investment in healthier people, higher profits, a greener planet, and more. We’re doing that by advancing clean and driving innovation with the ultimate goal of increasing members’ business success as a result.

This guide outlines the innovative tools and resources ISSA puts at your fingertips. When put to use, the value of ISSA membership continues to add up – for your business, your customers, your world.

OF CLEAN



KNOWLEDGE AND TOOLS TO SHOW CUSTOMERS YOUR REAL VALUE

ISSA networks with more than 85 alliances around the world to promote our members as the experts on commercial cleaning. We actively educate customer associations and their members about the real value of clean, making it easier for them to understand and appreciate the benefit you provide.

STAND OUT FROM THE CROWD

The Cleaning Industry Management Standard (CIMS) is the first consensus-based management standard that outlines the components of a successful, quality cleaning organization. It is a way to differentiate your organization from the competition, demonstrate your commitment to quality and customer satisfaction, improve your operations, and *save money*. Certified organizations have leveraged this program to gain as much as \$400,000 in annual savings. Learn more at issa.com/standard.

BECOME A TRUSTED RESOURCE

ISSA's Certification Expert (I.C.E.) program provides an in-depth analysis of the top issues facility executives care about most. It prepares you for higher-level management discussions and positions your company to directly meet your customers' bottom-line needs.

Plus, tools like ISSA's Value of Clean Calculator and Consumable Product Cost Calculator help you illustrate the immediate and long-term savings well-managed cleaning can generate, and provides ammunition to support the case to upper management for boosting cleaning budgets.

INCREASE YOUR VISIBILITY

ISSA's member directory is where customers find YOU, with more than 15,000 searches monthly. Plus your company news can be promoted through the popular ISSA Daily News Feed, and ISSA News Widgets, as well as *ISSA Today* magazine and monthly newsletters.

MAKE YOUR WEBSITE "THE" CUSTOMER DESTINATION

Free customized content, including news, videos and tips is available to place within your existing website. Find them at issa.com/widgets.

More than **460,000**
member profiles or products
are viewed annually, generating
more than **60,000** leads.



RESOURCES & INFORMATION TO **RAISE CLEANING STANDARDS**

ISSA helps your company become an expert on green cleaning, sustainability and protecting human health. Take advantage of certifications, education, online product comparisons and access to trend updates. Together, these resources can form the foundation of a genuine differentiation for your company.

HELP CUSTOMERS GO GREEN

CIMS-Green Building (GB) was created to help your organization give customers what they need to meet the requirements of the U.S. Green Building Council Leadership in Energy and Environmental Design for Existing Buildings: Operations and Maintenance (LEED: EBOM) for maintaining healthy and high-performing buildings.

PROTECT HUMAN HEALTH WHERE IT MATTERS MOST

The Pandemic Planning Toolkit is a valuable resource to help you stay current and be prepared when facing any public outbreak. Whether you are protecting occupants within your own facility, trying to understand the latest threats or helping your customers prepare, you'll find this online tool invaluable. Find it at issa.com/pandemic.

BREAK THROUGH THE GREEN PRODUCT CONFUSION

Transpare™ is a free, convenient online cleaning product registry that empowers purchasers to find products that meet specific environmental, safety and health requirements. Whether you want to make more informed purchasing decisions or promote your products based on their most critical benefits, this valuable tool will open a whole new world of information sharing never before seen in the commercial cleaning market. Learn more at transpare.com.

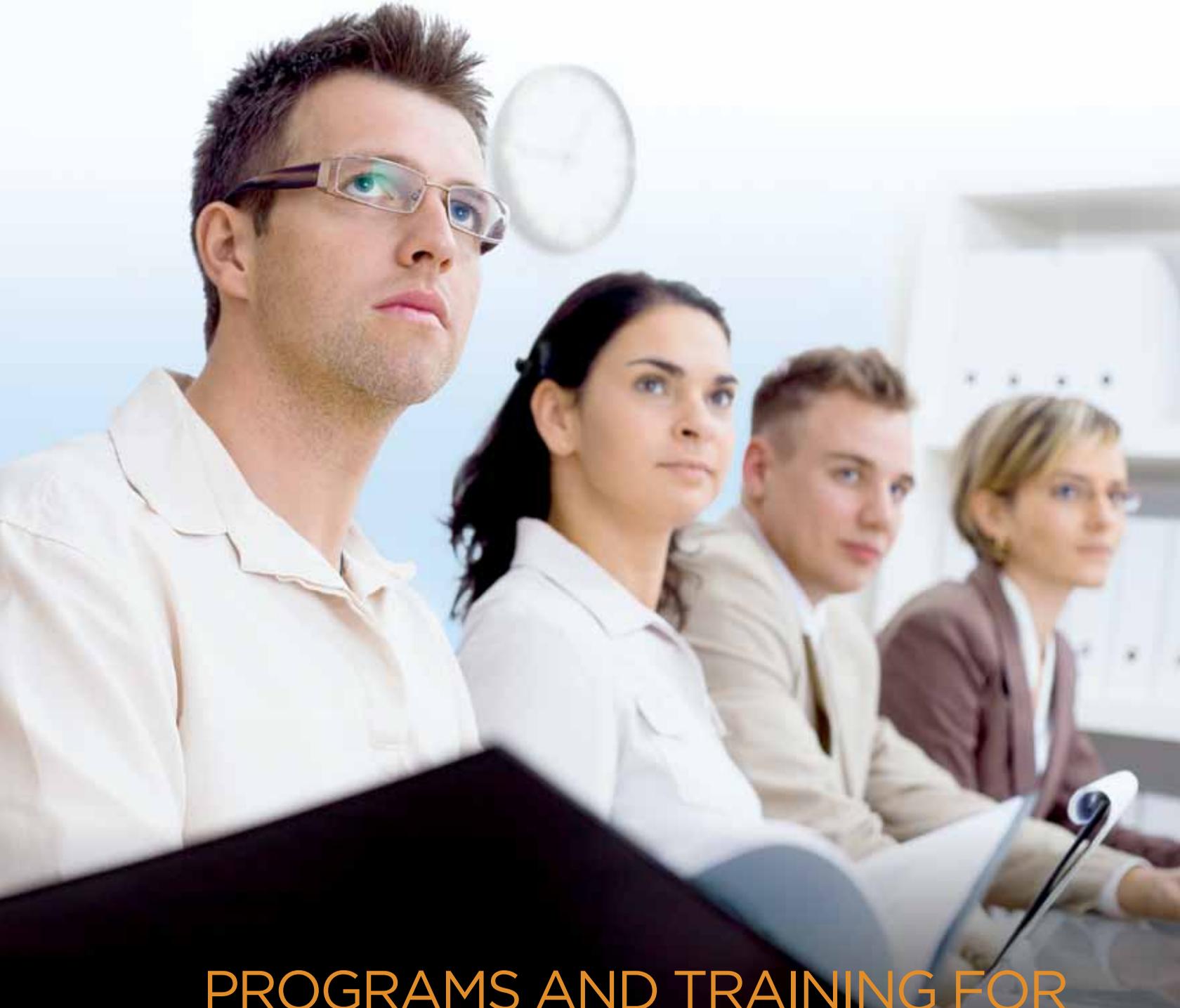
INCREASE YOUR GREEN CREDENTIALS

Achieving Green Cleaning Professional designation through ISSA's Green Cleaning University helps your employees learn to market and sell green cleaning products, as well as develop and maintain healthy, high-performing facilities. Learn more at issa.com/gcu.

TAKE YOUR EXPERTISE TO A HIGHER LEVEL

The Green Resources Library provides a host of valuable information from green product promotion regulations to a compendium of federal, state and local purchasing specifications. Access this exclusive member library at issa.com/green.

Transpare.com
Your platform
for **clear** product
differentiation.



PROGRAMS AND TRAINING FOR GREATER EMPLOYEE DEVELOPMENT

ISSA corporate member benefits apply to all employees at your location. Your staff can take advantage of a wide range of services to enhance their capabilities.

HONE BUSINESS SKILLS

From leading your sales team, to streamlining your operations to quantifying your value, ISSA offers webinars, educational conferences and live workshops for you and your entire staff. You can expand your knowledge and skills while networking with peers and industry leaders through regional sales and trend workshops, as well as the ISSA Young Executive Society's Professional Development Program. Find the latest dates at issa.com/events.

PROVIDE THE TOOLS FOR SUCCESS

Our popular business tools make your job easier and help your employees succeed. ISSA Cleaning Times provides a handy reference to the average time it should take to complete 547 different cleaning tasks. InfoClean Workloading tools determine the best combination of staffing and frequencies to properly clean buildings. Find the right training tools at issa.com/bookstore.

And you can use the more than 150 free educational videos in the ISSA-TV Educational Quick Clip Series at issa.com/tv for quick personal updates, internal training meetings and more.

FIND INFORMATION WHEN YOU NEED IT

Available in print and digital formats, *ISSA Today* magazine keeps you in the know with industry trends and fresh features. You can get the latest industry updates with the Daily News Feed at issa.com and monthly newsletters. Plus, you'll receive the latest federal and state changes that impact your business through the *LARU* newsletter and *ISSA Alert* emails.

INVEST IN THE FUTURE

The 50 educational scholarships awarded annually by the ISSA Foundation are a valuable benefit to extend to your employees and their families. Learn more at issafoundation.org.

DO IT ALL WITH ISSA.COM

- More than 200,000 user sessions a month
- Nearly 90,000 product and educational video views
- More than 1.2 million views logged with ISSA widgets streaming member news and video content

More than
600,000 unique
visitors a year
visit issa.com

EVENTS AND INITIATIVES TO MAKE THE RIGHT CONNECTIONS

GET THE MOST FROM SOCIAL MEDIA

Join the ISSA LinkedIn Group, Facebook or Twitter Networks to meet peers and tap the collective wisdom of your fellow association members. Join any of these groups through issa.com/connect.

MEET FACE TO FACE

ISSA/INTERCLEAN® exhibitions in North America, Latin America, Amsterdam and Poland bring all of your peers, customers and suppliers together in one place for one week of networking you can't get anywhere else. Educational conferences held in conjunction with the tradeshow also give you exposure to industry, public health, governmental and advocacy experts all in one place.

NURTURE RISING TALENT

The ISSA Young Executive Society brings together the future leaders in your business to network and develop their personal skill sets. Learn more at issa.com/yes.

SERVICES AND SOLUTIONS TO BOOST YOUR BOTTOM LINE

SAVE MONEY NOW

Enjoy discounts on ISSA events and programs such as ISSA/INTERCLEAN exhibitions, Regional Meetings, certifications and designations, as well as educational products and tools. Or take advantage of ISSA Affinity programs for competitive rates on services such as background checks, property/casualty insurance, car rentals and more.

MANAGE PROFITABILITY

Enjoy access to valuable business tools such as employee compensation and profitability reports, as well as the online Business Valuation Calculator.

ISSA. HELPING YOU REVEAL **THE TRUE VALUE OF CLEANING**

Cleaning is a powerful investment in health, a better environment, and a better bottom line. Together with our members, ISSA is changing the way the world views cleaning with programs and innovations that deliver a positive payoff for product and service providers, and those who benefit every day from solutions they provide.

issa.com



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