



LEADING THE WAY TO A GREENER, HEALTHIER 2017



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From Our CEO

I am delighted to introduce this issue of our newsletter, with all the positive news it conveys about our clients, partners, programs, and sustainability in general.

First, I'd like to make special mention of long-time board member and Treasurer, Paul Walitsky, who will be departing the board in December. Paul has served Green Seal faithfully for the past ten years in various capacities, including helping to staff our booth at Greenbuild and assisting in standard development in his professional area, lighting. We salute Paul for his service and will miss him very much.

On the positive side, we are excited to welcome two others to the board: Laura Melillo Barnum, Executive Director of Yum! Brands Foundation; and Todd E. Benson, Private Equity Investor and Managing Partner of Herington LLC. These very accomplished individuals will bring new energy and perspective to Green Seal as we expand our reach into new and existing markets.

Our growth in California continues as we increase our activity in the Los Angeles Green Lodging Program via a grant that our new West Coast office won from the city. The grant provides incentives for hotels to get Green Seal certified. Major properties such as the J.W. Marriott at LA Live are now Green Seal certified, with more in the pipeline.

As you prepare for 2017, I encourage clients to make use of our new Client Services Program that provides expert marketing assistance to help clients promote their sustainability leadership and the value of certification. Below you can learn more about the program and how clients are using it to support their business goals.

Finally, many clients will be interested in our current proposal to streamline and update a number of our cleaning product standards, including such powerhouses as GS-37 and GS-41. The intention here is to clarify ambiguous criteria and fix inefficiencies, not to change the level of leadership required by these standards.

From all of us at Green Seal, best wishes for a happy holiday season and for the coming new year.



Arthur Weissman, Ph.D.
Green Seal President & CEO

Newly Certified

Congratulations to the companies whose products and services recently earned the Green Seal.

We applaud these companies for their sustainability leadership.

- [3M](#)
- [Fastenal](#)
- [New Dawn Manufacturing Company](#)
- [Cleancore Technologies, LLC](#)
- [Georgia-Pacific Consumer Products](#)
- [Nittany Paper Mills](#)
- [Clean Control Corporation](#)
- [Hillyard Industries, Inc.](#)
- [Portion Pac Chemical Corporation](#)
- [Consolidated Chemical Works](#)
- [Liberty Enterprises](#)
- [SCA Tissue North America](#)
- [Drew Marine](#)
- [Multi-Clean](#)
- [Triple S](#)
- [Essendant](#)
- [National Chemical Laboratories, Inc.](#)
- [Whisk Products, Inc.](#)

Interested in certification? Fill out [this form](#).



New Green Office Partner



The Praxair team involved in their Bengaluru office becoming a Green Office Partner. Photo credit Praxair.

Congratulations to [Praxair India Pvt Ltd](#) (Bengaluru, India) on becoming a [Green Seal Green Office Partner](#).

Thank you to all of our clients and partners for helping us achieve our mission: to create a more sustainable world.

Seeking Your Feedback: Cleaning Products Standards Revision



Periodically we review our standards, propose updates, and request feedback on the proposed changes. This year, Green Seal is [proposing revisions to our cleaning product standards](#).

Purpose of the Proposed Updates

The proposed revisions are intended to improve consistency and clarity, and to ensure that the requirements are practical for manufacturers while still maintaining current leadership levels of environmental and human health protection. A main focus is to bring our older standards up to date. For example, several standards (GS-8, GS-34, GS-37, and others) currently reference test methods, hazard codes, and packaging options that are out of date. Our goal is to bring these standards in line with our newer standards (GS-48, GS-53) to provide a consistent definition of environmental leadership for today's cleaning products market.

Seeking Your Feedback

We encourage all interested parties, including our clients, product manufacturers, public health experts, and environmental organizations, to comment on our proposed revisions. Please register through our [online forum](#) to comment. The comment period closes on Monday, January 16, 2017.

Anyone interested in learning more about the proposed changes can sign up for a webinar to be held Thursday, December 15, from 3 p.m. to 4 p.m. ET. Register for the webinar [here](#).

Client Corner:

Be Recognized for Your Sustainability Leadership in 2017



Once again, it's that time when we talk about how quickly the year has gone. This often proves to be very true as we get busier with the demands of the current business environment. As 2016 comes to an end, here are a few questions Green Seal clients should consider: What are you doing to promote your sustainability story? Are you taking full advantage of the resources available to you to market and promote your Green Seal-certified products and services? Green Seal offers tools and programs to make this easier for our clients. Here are three things that can be done in the New Year for a successful 2017.

Read more in our latest [blog post](#).

News from L.A.



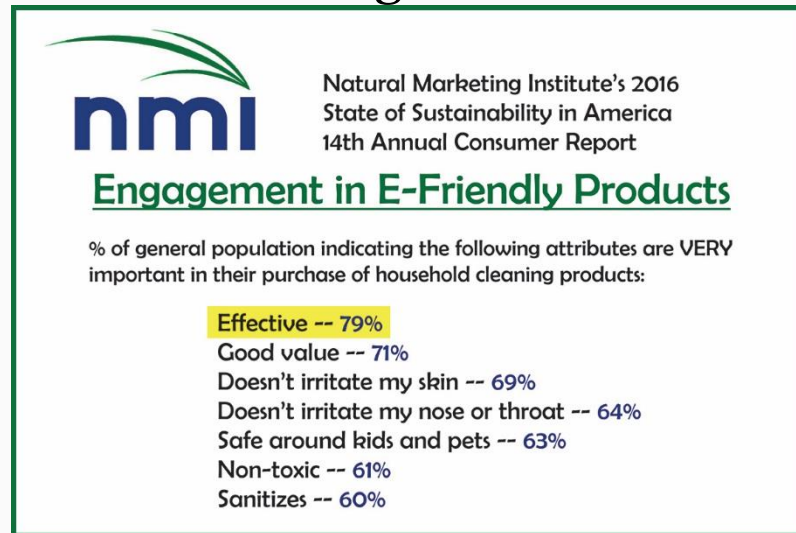
Our California office has been busy! In partnership with the City of Los Angeles and the Los Angeles Green Lodging Program, we announced the new Green4Green incentive program to help Los Angeles area hotels go green. Launched in October, the incentive is intended to encourage hotels to join the Los Angeles Green Lodging Program by becoming certified as environmental leaders through Green Seal. The program covers 50% of a hotel's application fee to become Green Seal certified and 25% of the first year monitoring fee.

By becoming Green Seal certified, hotels will offer a healthier and greener experience to the millions of visitors who stay in the city's hotels every year. Additionally, hotels that become certified will also be helping the city meet its 2020 goals for reduced energy and water use.

Gary Petersen, the director of our West Coast office, was recently on the L.A.-based Environmental Directions radio show to discuss the program's success to date and the sustainable practices being employed at L.A. hotels. You can hear Gary's interview [here](#).

Learn more about Green4Green [here](#).

What Do Consumers Want in a Cleaning Product?



Credit: Natural Marketing Institute, 2016 State of Sustainability in America 14th Annual Consumer Report.

These recent statistics from the [Natural Marketing Institute](#) give some insight into consumer attitudes toward a range of cleaning product attributes and highlight what many end-users value the most – performance. As any Green Seal client knows, performance is a key attribute of a Green Seal-certified product. Attributes focused on personal health were also in the top tier of importance and are critical components of Green Seal certification.

While there isn't a direct correlation between consumer attitudes and business-to-business purchasing behavior, it could help explain customer buying decisions and possibly even influence business marketing activities.

Welcome New Board Members & Staff

We are pleased to introduce Laura Melillo Barnum and Todd E. Benson, two new board members. At the same time we say a fond farewell to board member Paul Waltisky. We also welcome the newest member of the Certification team, Nathan Klockzo.



Laura Melillo Barnum is the Executive Director of the Yum! Brands Foundation and Global Community Investment, overseeing \$10 million of nonprofit giving around the globe. She began her career there with KFC as the V.P. of Public Affairs and Government Relations and has served in a variety of capacities over almost 22 years with Yum! Brands, including Chief Communications Strategist and V. P. of Internal Communications. Prior to her Yum! Brands career, Laura was a corporate V. P. for Media Relations and Investor Relations for R.H. Macy & Co., Inc. and was, at the time, the youngest Special Assistant and Deputy Press Secretary to the President in the history of the White House,

working for Presidents Ronald Reagan (40th) and George H. W. Bush, Sr. (41st). Laura was featured as one of the most admired women in the June 2016 issue of *Today's Woman*. Laura is a member of the George H.W. Bush Presidential Library Advisory Committee and was appointed by Kentucky Governor Matt Bevin to the Board of Directors of the Kentucky Center for the Arts.



Todd E. Benson is the Managing Partner & CEO of Herington LLC, which he founded in 2011 following a two-decade career at Citigroup where he was most recently Managing Partner and Global Co-Head of Citi Private Equity & Mezzanine Partners. Through Herington he invests in and advises a number of private equity (LBO) and venture capital stage companies. He is a member of a number of corporate and nonprofit boards of directors. A native of Kansas City and graduate of the University of Kansas in addition to Harvard Business School, Mr. Benson remains loyal to the Jayhawks, Royals, and Chiefs, notwithstanding nearly three decades of living in New York City.



We say goodbye to board member **Paul Walitsky**. With more than 50 years of experience in the lighting industry, Paul's vision has helped establish Green Seal in the green building space. Paul worked at Philips Lighting as Manager of Environmental Affairs for facilities in Mexico, the U.S.A., and Canada. Additionally, Paul was a member of the LEED-EB Core Committee and one of the authors of the LEED Standard for Operations and Maintenance of Existing Buildings. Thank you Paul for your service and all you've done for Green Seal!



Nathan Kloczko joined the Certification team in October as an Environmental Scientist. Previously, he worked with the Southwest Pennsylvania Environmental Health Project to study how unconventional natural gas development impacts the health of communities and the environment. He graduated from Middlebury College with degrees in molecular biology and music, and earned a Master of Public Health from Yale University, concentrating in Environmental Health Sciences. Nathan enjoys singing in choirs, playing ultimate Frisbee, and baking.



Upcoming Webinar: Healthier Procurement

“How to Specify and Verify for Human & Environmental Health”
December 15, 1:00PM EST

For more information, click [here](#).

This webinar covers –

- How to use available tools to help you specify products that are genuinely safer for people and the environment
- How to efficiently verify that the products you receive actually meet the specified requirements

Hosted by the Sustainable Purchasing Leadership Council, it features Green Seal Vice President of Science & Standards Daniel Pedersen, Ph.D., ISEAL's Director of Communications Lara Koritzke, and State of Massachusetts Director of Environmental Purchasing Julia Wolfe.

Upcoming Event: Engaging Your Supply Chain

Pigments Symposium hosted by LANXEES Inorganic Pigment
Las Vegas, NV
January 16, 2017

Green Seal Vice President of Science & Standards Daniel Pedersen, Ph.D. will present to the international pigments industry on “Engaging Your Supply Chain – a Partnership for Quality, Risk Management, and Sustainable Growth.”

Daniel will present on the application of the practical principles taken from quality management, environmental management, and the development of multiple-stakeholder frameworks to create a trustful partnership among industry stakeholders. He will address how these groups, together, can engage the entire supply chain to create sustainable growth and effectively manage risk.

Client News



The Prairie Research Institute's Mark Ryan (left) and the Illinois Sustainable Technology Center's Kevin O'Brien (right) award Portion Pac's Burt Klein & John Paulun (center) the 2016 Illinois Governor's Sustainability Award. Photo Credit University of Illinois Board of Trustees.

PortionPac Awarded Governor's Sustainability Award

The Governor of Illinois and the Illinois Sustainable Technology Center recognized PortionPac, a provider of premeasured, concentrated cleaning detergents, for its demonstrated leadership in sustainable practices. Read more [here](#) about the recognition.

Sustainability in the News

["Eric Herman: Cure for Complacency"](#) *Facility Cleaning Decisions*

["Does your brand conserve water? Make that count with consumers"](#) *GreenBiz*

["Harvard Business Review's Top Performing CEOs: Financial Results and Sustainability – A Complex Relationship"](#) *Sustainable Brands*

["Field Guide: To Leveraging Your Sustainability Story with Key Business Decision Makers"](#) Shelton Group

["Game On for Green Cleaning"](#) *School Planning & Management*

["The Comprehensive Business Case for Sustainability"](#) *Harvard Business Review*

["First International Standard for sustainable procurement nears publication"](#) *ISO*

**This Standard was approved last week. Green Seal participated in the development. More details to follow.*

#SpotTheSeal



The Green Seal team was especially excited to go to Chicago in October for the ISSA/Interclean trade show, in part because we have a number of clients in the city. We were thrilled to find Sopraffina, a Green Seal-certified restaurant, just blocks from our hotel. Naturally, the team visited before heading off to McCormick Place.

Did you know that Green Seal-certified restaurants are required to purchase sustainable or local food, beverages, and disposables? See how many times we were able to #SpotTheSeal in Sopraffina alone.

Where have you spotted the seal? [Send us a photo](#) or use the hashtag #SpotTheSeal on Facebook or Twitter and we might just include it in the next newsletter.