



Green Seal is a non-profit organization that uses science-based programs to create a more sustainable world.

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## Beginning our 25th year at the ISSA Expo in Las Vegas

From November 19th to the 21st, Green Seal staff will be displaying our new booth, sharing news, and visiting clients at this year's ISSA/InterClean Convention in Las Vegas.

Our booth theme is Green Seal's 25th anniversary year. Using ISSA as a kick-off event, we will dedicate this year to our clients who have demonstrated a commitment to sustainability and transparency through Green Seal certification.

Our clients' efforts and innovations have led to enormous reductions in pollution, reduced resource use, and significant improvements in public health. We look forward to highlighting these achievements and more at ISSA.

You can find us at **Booth #2685** next to the ISSA Resource Center. See the [Trade Show Floor Map](#), and search for "Green Seal" to find us.

### Promote Your GS Certifications at ISSA

All Green Seal clients exhibiting at ISSA will receive an email in October with promotional graphics, talking points, and contact information of our ISSA booth staff.

If you are a client and have any special marketing requests or would like to schedule a marketing meeting during ISSA, contact us anytime ([marketing@greenseal.org](mailto:marketing@greenseal.org)).

Here are a few "eco-facts" about our new booth:

- 78% recycled aluminum frame
- 100% recycled tension fabric squares
- Eco-Mark Certified Ink

## **Green Seal CEO Arthur Weissman prepares for the release of his first book: *In the Light of Humane Nature***

Through his twenty years at Green Seal and his previous experience in government and academia, Dr. Arthur Weissman has developed a keen perspective about the environmental challenges we face as a society and their underlying causes.

In his upcoming book, *In the Light of Humane Nature*, he describes the emergence of the green economy through anecdotes and first-hand experiences, and he analyzes the roles, opportunities, and challenges faced by all the players in this movement.

He then identifies key roadblocks on the path to a green economy, and arrives at an admittedly challenging prescription: we must all undergo a realignment in our values to effect the changes needed by society to end environmental degradation.

*In the Light of Humane Nature* is scheduled for release this fall, and it will be available at select booksellers throughout the nation and for online sale in spring 2014.

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## **GS Welcomes Talented New Staff**

Green Seal has recently welcomed three new staff members to help us carry out our mission from the Washington, DC and Wisconsin offices.

### **Lauren McDevitt**

*Associate Environmental Scientist, Science & Standards Department*

Lauren helps to develop and revise Green Seal standards, manages the stakeholder process, and updates the Standards pages of the Green Seal website. Lauren recently graduated from Wake Forest University with a B.A. degree in Biology and a minor in Environmental Studies. While attending Wake Forest, she served as an EcoRep for the Office of Sustainability and interned for Green Seal in the Outreach & Strategic Relations and Science & Standards Departments. She studied abroad in Copenhagen, Denmark, focusing on sustainable development, environmental policy, and environmental economics.

## **Anne Shudy Palmer**

*Environmental Scientist, Certification Department*

Anne manages certification projects and works with raw material suppliers on chemical composition disclosures. Before Green Seal, she coordinated the Sustainability Leadership Graduate Program at Edgewood College, wrote sustainability case studies and reports for several Wisconsin organizations, and worked with Madison's utility company to create a locally focused carbon footprinting website. Anne has an M.S. in sustainability and a B.S. in math and film, both from the University of Wisconsin-Madison.

## **Callie Taylor**

*Certification Coordinator, Certification Department*

Callie coordinates the certification evaluation and monitoring process and works with clients to ensure continued compliance with the Green Seal standards. Prior to working with Green Seal, Callie was the Program Coordinator with ToxServices, where her primary responsibility was to manage client evaluations for DfE recognition and CleanGredients. She graduated with a B.S. in Marine Biology and Environmental Science from the University of North Carolina Wilmington.



## **The Uptake of GS-37**

**By Arthur Weissman, Ph.D, Green Seal President/CEO**

How did one of Green Seal's standards become the de facto national standard for green cleaning products and even required by law in several states? The history is instructive, for Green Seal works in the world of voluntary, incentive programs that are generally beyond legal compliance. [Continue reading →](#)



## **GS-42: LCA-based standard or academic overachiever?**

**By Kat Danaher, Executive Assistant to the CEO**

Green Seal's standard for Commercial and Institutional Cleaning Services (known to its friends as [GS-42\\*](#)) has come a long way since its launch on an early fall day in 2006. Just six certifications were awarded in the first two years, but by the time it was celebrating its fourth anniversary, that number had soared to fifty-eight. [Continue reading →](#)

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## Upcoming Events

**Lodging Green & Sustainability Conference & Expo** - Oct. 2, Dallas, TX. SVP of Outreach & Strategic Relations Mark Petruzzi will be speaking on the Sustainable Supply Management Panel.

**National Industries for the Blind Expo** - Oct. 9, Washington, DC. Green Seal staff will be exhibiting.

**Sustainable Hotel & Resort Conference** - Oct. 15, Orlando, FL. Certification Specialist Cerise Bridges will be speaking on the Certifications Panel.

**Global Ecolabeling Network (GEN) Annual General Meeting** - Nov. 4-8, Brussels, Belgium. VP of Marketing & Communications Linda Chipperfield will represent Green Seal.

**ISSA/Interclean 2013** - Nov. 18-21, Las Vegas, NV. Many Green Seal staff members will be exhibiting and coordinating client meetings. ***Visit us at Booth #2685!***

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## Green Seal - In the News

Check out a couple of recently published news and feature articles below.

[Greener Laundry Care Trends Evolving](#), *SBWire*,

[Seeking Higher Green Cleaning Standards in the Professional Cleaning Industry](#), *Cleaning & Maintenance Management*,

[Greening Your Cleaning Can Protect Your Health](#), *The Acorn*,

Do you have any thought-provoking sustainability or environmental leadership news articles to share with us? Send us links!

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

We thank you for your sustainability leadership.

American Paper Converting  
Brady Industries  
Fig Catering  
G.J. Nikolas & Co., Inc.  
Hillyard Industries, Inc.  
National Chemical Laboratories  
ProLink  
PortionPac Chemical Corporation  
Sac Val Janitorial Supply  
Vectair Systems, Inc.  
WCP Solutions  
Wasau Paper

*We look forward to helping you promote  
your Green Seal certification.*

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