



What's New

NEWS FROM THE CANADIAN SANITATION SUPPLY ASSOCIATION

ISSUED MONTHLY

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Message From The President...

By **KEN HILDER**,
ISO National Cleaning Solutions,
Pickering, Ont.

The economy in 2012 is expected to continue to be uncertain and turbulent.

The mission of the Canadian Sanitation Supply Association (CSSA) during this difficult period is to focus on building member benefits.

Through effective communication tools such as our "What's New" newsletter and our web site at www.cssa.com, CSSA will keep the membership informed of what is happening within the Association. The power of communication will be critical to all of our success. With that in mind, I encourage you to help us expand the message of our Association by simply "playing forward" our newsletter. Please take a moment when you receive each issue and forward it to five or 10 staff members, industry colleagues or customers.

In this issue of *What's New* there is news of several new membership benefits.

SELLING SMARTER TRAINING PROGRAM

CSSA, in conjunction with Sandler Training, a global leader in sales training, will be offering a three-part sales training program for CSSA members and alliance partners to help provide the tools to assist your sales force sell better and stand out from the competition. "SELLING SMARTER," with expert Tim Rooney, will kick-off your sales growth for 2012. Upon completion of the program, individuals will receive an "Excellence in Customer Centred Business Development" certificate from the CSSA. The first session will begin on **Feb. 23, 2012** at the Donalda Club in Don Mills, Ont. Our goal is not only to

bring this exciting sales training program to regions across Ontario, but to all chapters of CSSA across the country. Details and registration information will be posted shortly on the CSSA web site.

CANADIAN GREEN SUSTAINABILITY PROGRAM (CGSP)

The CSSA's Canadian Green Sustainability Program (CGSP) will be offered on-line to individuals wishing to be certified as an Expert Sustainability Professional (ESP) by the end of January 2012. The CGSP is the Association's fastest growing program and with the new on-line training opportunity, we will be able to reach people in remote locations who have difficulty attending training sessions. The on-line training can also be used by existing ESP's looking to refresh their skills on the program. Details will be posted shortly on the CSSA web site at www.cssa.com.

CSSA WELCOMES NEW NATIONAL BOARD MEMBERS

CSSA welcomes to its 2012 Board of Directors, **Tim Bolger** of Saniworks Ltd., Calgary, Alta., to the position of *Secretary-Treasurer*, and **Roger Manaigre**, Planet Clean, Winnipeg, Man., to the position of *Vice President*. Both Tim and Roger bring experience and leadership to the Board, and they look forward to an exciting and active 2012.

The CSSA would like to introduce three new Chapter Chairs to the 2012 National Board. Welcome is extended to **Rick Dunn**, *Vision Cleaning Consultants Inc.*, Moncton, NB, who will represent the Atlantic Chapter; **Patrice Dumas**, *Mat Tech*, Granby, Que., repre-

senting the second largest Chapter in Quebec; and **Daniel Pagani**, *Atlas Graham Industries*, Winnipeg, Man., who will spear head the Manitoba / Saskatchewan Chapter.

In Atlantic Canada, Rick Dunn is looking forward to sharing the many new initiatives being introduced by CSSA with his Chapter. Plans are also being finalized for the Clean Atlantic 2012 trade show being held in Halifax, NS, in the Fall. Rick can be reached at (506) 382-8458 or e-mail: rick@visionclean.ca.

Patrice Dumas and his Board will be more active than ever with the Écosalubrité 2012 trade show scheduled for **Apr. 25 and 26, 2012** at the **Place Forzani** in Laval. An exciting education program will be unveiled on the web site and hard copy shortly. The Quebec Chapter invites members from across Canada to attend the show either as exhibitors or attendees. Dumas can be reached at (450) 375-3542 or e-mail: pdumas@mattech.ca.

Daniel Pagani is looking forward to being the voice of the Manitoba / Saskatchewan Chapter. This Chapter has always been an active participant on the National Board and Daniel promises to continue being a conduit to the members in this region. Daniel can be reached at (800) 665-8670 or e-mail: daniel.pagani@ag.ca.

CAN CLEAN 2013

In future weeks, the CSSA will announce the launch of a new industry "Task Force" that will be looking at ways to help strengthen our main industry event – **Can Clean 2013**. Keep an eye on future *What's New* issues for further details.