

Trust the science behind the seal.



ST★R Report

CCS Facility Services Claims First GBAC STAR Service Accreditation in the World

In this issue

We're Number One

CCS Facility Services founder and CEO Troy Coker shares the story of being the first company to achieve GBAC STAR Service accreditation.

Clean up with Clorox

Learn how to apply for grants from Clorox to keep your small business clean and safe

Updates are here

Read about a reboot to GBAC Fundamentals and get the details on GBAC STAR reaccreditation.

Published by **Trade Show Executive**



GBAC STAR Reaccreditation Strengthens Your Investment

It is hard to imagine that it has been more than a year since the Global Biorisk Advisory Council™ (GBAC), a division of ISSA, the worldwide cleaning industry association, created the GBAC STAR Facility Accreditation™ program. As GBAC's Executive Director, I know that the fight against SARS-CoV-2/COVID-19 endures as we discover different ways of combatting this virus and its resulting disease. More than 4,000 buildings, stadiums, schools and other facilities have committed incredible resources to be awarded GBAC STAR. The GBAC STAR seal shows that a facility or service provider implements the industry's highest standards for cleaning, disinfection and infection prevention measures — not only for COVID-19 but for other infectious diseases, as well. ***This is an extremely important point to remember:*** Other infectious diseases are of concern, and we will have more outbreaks. We need to be prepared for a scalable response, from routine hygienic cleaning to full pandemic response.

Part of your investment in protecting businesses and organizations includes updating your existing GBAC STAR accreditation to implement new learnings and protect your staff, visitors and/or guests. Remember Element 3 — Sustainability and Continuous Improvement! Ask yourself: What are you doing to ensure that the learning and all the investments that you made this last year are sustainable? What are you doing to make your program better?

The GBAC STAR reaccreditation process will be rolling out next month. Thank you to all those who have provided us with thoughts and ideas to make the program better. We recognize that while the first year was a heavy lift, reaccreditation preparation SHOULD be easier!

Here is a glimpse of what to look for:

- Updates to Element 16, which strengthens infection prevention measures and ***highlights indoor air considerations***
- The highly demanded GBAC STAR Guidance for Indoor Air Considerations
- Multi-year discounts for GBAC STAR reaccreditation
- Updated GBAC Fundamentals Course with new guidance and best practices
- GBAC Academy — Virtual and hands-on training and education opportunities
- GBAC Webinar Series (free to the GBAC STAR Family)
- GBAC Registered Programs and Technology
- GBAC Coaching Services.

Facilities that are due for reaccreditation this summer will be contacted directly by a GBAC team member. For those due this fall, you will receive your reaccreditation information 90 days before your anniversary date. A live webinar will be held on June 29 detailing the reaccreditation process, and you will have the opportunity to ask your questions during the live Q&A segment. More information on registering for this webinar will soon be made available on the GBAC website.

Communities, businesses, service providers, events and more have called for assistance, and we have answered with an incredible program that is our industry's only outbreak prevention, response and recovery accreditation — the gold standard of prepared facilities. I see firsthand the investment from organizations and regulatory agencies to ensure the safety of their employees and the public.

The GBAC STAR seal is a symbol of confidence and trust, demonstrating to everyone that the facility or service provider takes cleaning, disinfecting and infection prevention measures seriously. As we continue to create a community of trust through our GBAC STAR Family, we will use the reaccreditation process to emphasize the importance of creating a healthy indoor environment that will benefit your staff, guests and community. We look forward to continuing our relationship and partnering with you for years to come as you maintain your commitment to a clean, safe and healthy environment through your GBAC STAR Facility accreditation.

A handwritten signature in cursive script that reads "Patricia L Olinger".

Patricia (Patty) Olinger, JM, RBP

Executive Director, GBAC
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CCS Facility Services Claims First GBAC STAR Service Accreditation in the World

In March 2021, CCS Facility Services became the first service company in the world to earn the GBAC STAR™ Service accreditation from the Global Biorisk Advisory Council® (GBAC), a Division of ISSA, the worldwide cleaning industry association. The integrated facility services company features cleaning and building engineering professionals across the western United States delivering janitorial and building engineering services across multiple sectors.

CCS Facility Services Founder and CEO Troy Coker shares that obtaining this accreditation reflects that the company has a sustainable and scalable biohazard response infrastructure and has demonstrated a commitment to the health of customers' building occupants. Coker details his company's experience with earning this vitally important third-party validation.

What was involved in CCS Facility Services achieving this accreditation?

When the pandemic hit, we were already in process of establishing our own cleaning program to respond to COVID-19, including investing in some new products and processes, such as electrostatic spraying. However, we really appreciated the depth and breadth of the GBAC STAR Service programmatic elements. The process of developing our own application helped us work through some protocols and processes in a more in-depth manner. In that way, the GBAC STAR Service application was almost like a guidebook, providing step-by-step guidance for development of an infection prevention and response program.



Troy Coker, Founder and CEO, CCS, who is pictured on the left, is joined by Todd VanOpdorp, COO, in the center, and Jesus Guerrero, Senior Vice President, Corporate Operations, on the right.

Describe the customer experience CCS Facility Services had with GBAC.

We have a long history with GBAC. Two of our staff had the opportunity to train with the GBAC Forensic Restoration Technician program before the pandemic hit. Then, as we began to develop our own COVID-19 response program, we sought GBAC's counsel often and we continue to do so. They've been a great partner.

How do you employ this accreditation to reassure concerned customers that CCS Facility Services is focused on the safety of their employees and guests?

Promoting GBAC STAR Service is a two-pronged effort: A public-directed communications campaign, but also the "ground game." Our customers know the CCS teammates in their facilities, so a key component in helping customers feel confident is having our own staff explain the importance of GBAC STAR Service accreditation. We have conducted trainings for supervisors, account managers and leaders.

We developed talking points and handouts informed by questions our team had asked about the program. Finally, in team meetings, we continue to discuss how colleagues are sharing information about GBAC STAR Service so they can learn from each other.

What would you share with those debating GBAC STAR accreditation?

This accreditation reflects best-in-class preparedness and processes. Why wouldn't you want your business to reflect the highest standards in the industry?

Do you have critical learnings to share on achieving GBAC STAR?

Be prepared to do the work. The application is an in-depth process, and those who are awarded accreditation are validated as being committed to the highest levels of protection and preparation. This also is not one-and-done: This is a sustainable, scalable program for the long-term health of employees and the facilities we serve.

The process of developing our own application helped us work through some protocols and processes in a more in-depth manner.

What are the key messages you want readers to remember about this article?

Buy-in from the field is critical. Engage teammates throughout your company in this process because they not only will help develop and implement the program, but their knowledge and investment will help greatly in communication to customers. ★

Clorox, ISSA and GBAC Team Up to Clean Up Small Businesses

ISSA, the worldwide cleaning industry association, and the Global Biorisk Advisory Council™ (GBAC), a division of ISSA, are partnering with CloroxPro™, a global leader in public health and disinfection, to assist small businesses that have been severely impacted by the COVID-19 pandemic. CloroxPro has generously agreed to donate 1,000 Clorox® Total 360® Systems and 1,000 GBAC Fundamentals Online Course Scholarships to help food service and hospitality businesses maintain a cleaner environment, and reinforce confidence in visiting their facilities during the COVID-19 pandemic and beyond.

"We understand businesses are more committed than ever to maintaining cleaner environments to help prevent the spread of germs and enhance the safety and well-being of their establishments," Amy Harmon, Director of Devices, CloroxPro, said. "That's why we are donating these Clorox Total 360 Systems. They can help facilities evolve their cleaning and disinfecting strategies and as part of a broader commitment to public health."

CloroxPro will donate these Clorox Total 360 Systems to businesses fitting the application criteria. Priority will be given to small businesses that have been severely impacted by the COVID-19 pandemic. The Clorox Total 360 System leverages innovative technology to help keep facilities healthier while saving time, money and labor. The electrostatic sprayer works by charging and atomizing trusted Clorox solutions, delivering a powerful flow of charged droplets that are attracted to surfaces with a force stronger than gravity. This allows the product to quickly and uniformly coat hard, non-porous surfaces including hard-to-reach areas that manual cleaning can often miss.

In addition to the device donations, CloroxPro will donate \$100,000 in GBAC scholarships, enabling recipients



to further their cleaning, disinfection and infection-prevention education. The GBAC Fundamentals Online Course teaches fundamentals of cleaning and disinfecting for health, as well as prevention, response and control measures for outbreak situations such as SARS-CoV-2, the virus that causes COVID-19.

CloroxPro and GBAC encourage small businesses and organizations in the United States to apply for this amazing system and the online courses. But hurry; applications will be accepted until June 30, 2021.

Priority will be given to small businesses severely impacted by the COVID-19 pandemic, such as food-service: restaurants, bars, coffee shops and cafeterias; hospitality: lodges, hotels, bed and breakfasts; transportation: airports, bus or train stations; zoos/amusement parks and more. To learn more and apply for the program, visit www.issa.com/clorox-gbac. ☆



Rebooting the GBAC Fundamentals Online Course



As the battle continues against SARS-CoV-2/COVID-19, our skill set strengthens as we discover different ways of combatting this virus and others that can cause infectious disease outbreaks. A key segment of a facility's or organization's successful scalable response to these threats is a "reboot" of the GBAC Fundamentals Online Course offered by the Global Biorisk Advisory Council™ (GBAC), a division of ISSA.

"The 2021 GBAC Fundamentals Online Course includes three new learning objectives," Melissa Wernersbach, Academy Education Manager, GBAC, said. "Upon completion, you'll understand the key principles of cleaning and disinfection for infectious diseases in the workplace, identify tools and processes for successful cleaning and disinfection and apply the proper procedures for cleaning and disinfection."

In addition, several highly experienced and knowledgeable instructors from GBAC present new modules on COVID-19 Updates, Risk Assessment Basics, Cleaning, Disinfecting and New Tools and Equipment.

The course trains attendees to prepare for, respond to and recover from biohazards to operate a sustainable and safe workplace. Participants will learn infection and contamination control measures for infectious disease outbreak situations for SARS-CoV-2 and other viruses. Individuals who complete the course within 30 days of enrollment will receive a Certificate of Completion from GBAC, and be rewarded with the title of GBAC-Trained Technician.

"GBAC-Trained Technicians are professionals with the planning, knowledge and processes needed to respond to an infectious disease in the workplace," Patty Olinger, Executive Director, GBAC, said. "They bring increased value to their employers and customers because they demonstrate the competence to carry out their responsibilities, and they have a commitment to the standards of excellence and continuous learning."

The 2021 GBAC Fundamentals Online Course includes information on the origin, symptoms and current treatments of COVID-19, as well as actionable insights for those responsible for cleaning and disinfecting areas that may be contaminated with the coronavirus. Upon completion, participants will be armed with knowledge to respond to and recover from biohazards in the workplace.

The 2021 GBAC Fundamentals Online Course will be available in the GBAC Academy on June 1. Visit the GBAC Academy at gbacacademy.issa.com. The course is US\$150 for ISSA members and \$300 for nonmembers. If you are a member of ISSA, send an email to gbacacademy@issa.com and request a coupon code to take advantage of your member pricing. If you have any questions, reach out to us at gbacacademy@issa.com. ★

Essential Business Programming on GBACtv



Set time in your schedule to watch GBACtv a multimedia webcast resource delivering essential programming, and other unique GBAC-related content to the global cleaning industry and professionals involved in infection prevention and control. The Future of Mass Gatherings and Events is now available.

Events held at stadiums, convention centers and similar large-capacity facilities and venues have suffered during the pandemic, and the challenges facing them are ongoing. In this episode of GBACtv, a panel of experts from the events and venue industry grade the pandemic response and review the challenges that emerged during the pandemic. They discuss the current status of events, and what they see for the future of mass gatherings.

Is large-scale testing of attendees a viable solution? What about having vaccinated and unvaccinated sections in stadiums or convention centers? Are "vaccine passports" worth considering? What do events managers do behind the scenes that attend-

ees might not be aware of, but that protect them? How does improving indoor air quality protect those who enter buildings?

Panelists are:

- David DuBois, President and CEO, International Association of Exhibitions and Events
- Mark Herrera, Director of Education and Life Safety, International Association of Venue Managers
- Rick Simon, President and CEO, United Service Companies

Stay tuned for the next episode of GBACtv, which will dig into more issues regarding mass gatherings and events. Be sure to enjoy "GBAC STAR: The Experience" series of videos that spotlight GBAC STAR success stories. All GBACtv video content is found at <https://gbac.issa.com/media/gbactv/>

The first episode of GBACtv, COVID-19 Risk Management and Legal Liabilities for Facilities, is also available. It features an expert panel of attorneys, covering the legal issues that may potentially affect facilities, building owners and managers. ☆



Stars Shining Bright in the GBAC STAR Photo Contest

Congratulations to the The Madison Concourse Hotel and Governor's Club, Madison, Wisc., for its selection as winner of the monthly GBAC STAR® Photo Contest. Alex Schmidt, Director of Housekeeping, shares this photo of Olivia Fox, one of the longest-running employees.

As Alex tells the story: Her job title is Morning Public Area Attendant, but Olivia is so much more than that to our hotel. Her personality is part of our lobby and her impact can be felt throughout our property, while her dedication never waivers. She is one of the first employees on the job every day, and her efforts and dedication never fluctuate. Although her standards were already high, Olivia quickly adapted to the increased cleaning measures Covid brought to our industry. She is a true STAR. ☆

Now, it's your turn to capture your work in the GBAC STAR Monthly Photo Contest and enter to win a \$100 gift card. Photos can be examples of success stories, challenges or solutions to challenges that you face in maintaining a safe and healthy environment for guests and co-workers. Send your photo, a completed release form, which can be downloaded at <https://gbac.issa.com/wp-content/uploads/2021/04/Photo-Release-Form.pdf>, and a 100-word description on how you obtained your results to gbacstar@issa.com. Each month GBAC STAR Report will choose a winner to receive a \$100 gift card, and two honorable mentions to receive a \$50 gift card.

Load up Your Carts at the GBAC STAR Store

Logos, seals and symbols hold a commanding opportunity to share ideas and achievements at a glance. Their capacity to quickly express purpose is an invaluable segment of our communications efforts. One of the best ways you can proclaim that your organization has achieved accreditation is by proudly displaying items marked with the GBAC STAR™ seal from the GBAC STAR Store.

Your GBAC STAR accreditation confirms your facility's commitment to implementing the industry's highest standards for cleaning and disinfection of infectious agents. Let your visitors, customers, competitors and employees know about this major accomplishment with the help of products from the GBAC STAR Store.

"We offer a growing selection of GBAC STAR items all in one convenient place. We are passionate about helping facilities make the most of their facility accreditation and share their success with their employees, customers and visitors," Tony Vorasorn, Marketing & Communications Manager, ISSA, said. "And we pride ourselves on partnering with organizations to create unique products for their needs."



Plaques

This attractive item with your accreditation year is proof you are committed to cleaning industry best

practices. Hang it where it can be seen, providing visitors and employees evidence that your organization is looking out for their health and safety. Available in two styles to meet your aesthetic and spatial needs.

Decals

Great for doors, windows and mirrors, these easy-to-apply clear decals are an economical way to show that you are taking action to ensure the safety of everyone in the facility. Visitors will quickly see proof that you are committed to cleaning industry best practices. Available in packs of five.



Posters

Download and hang these free infographic posters to help educate everyone in your facility on key cleaning and safety topics.



Custom Orders

Don't see what you're looking for in the store? Let us know and we will work with you to assist in creating your ideas.

Bulk Orders Are Welcome

Special pricing is available for bulk orders through our contract supplier. Contact Us for more information.

The inventory of items featuring the GBAC STAR is evolving to help you share the impressive news that you have obtained GBAC STAR Facility Accreditation. Be sure to check out the store often for the latest GBAC STAR products.

The GBAC STAR is the industry's only outbreak prevention, response and recovery accreditation — the gold standard of prepared facilities. The GBAC STAR seal shows that a facility or service provider implements the industry's highest standards for cleaning, disinfection and infection-prevention measures — not only for COVID-19 but for other infectious diseases, as well.

Proudly and easily communicate the news of your impressive achievement by displaying the GBAC STAR seal at your business or organization by purchasing from the GBAC STAR Store.

We want to hear from you

Please let us know how we can improve the GBAC Store by completing this brief six-question survey. <https://www.surveymonkey.com/r/NTQ69X5> ★

Looking Ahead

Webinar Learning Opportunities from GBAC

A new series of monthly live webinars for cleaning industry professionals will help enhance their ability to properly clean and safely disinfect for infectious diseases in the workplace. This unique series will cover timely topics suggested by our GBAC STAR Family.

Scheduled for the fourth Wednesday of each month, experts from the GBAC Staff and Scientific Advisory Board will bring you the latest guidance on cleaning for infectious disease prevention.

PRICING DETAILS

ISSA Members: \$99 per webinar

Receive access to the recording following the live date of each webinar.

For a coupon code, contact gbacacademy@issa.com.

Nonmembers: \$199 per webinar

GBAC STAR Members: Access to these webinars is FREE.

Contact gbacacademy@issa.com and request your unique coupon code.

COMING SOON

June 23 1:30pm CST/2:30pm EST

Risk Assessment – What You Need to Know

Join Dr. Stefan Wagener, GBAC Scientific Advisory Board, to learn the importance of performing risk assessments.

Register for these webinars at GBAC Academy. (gbacacademy.issa.com)

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Virtual GBAC STAR Bootcamp set for June

The next virtual GBAC STAR Bootcamp is set for June 28-30, 11 a.m. until 1 p.m. EST. Don't delay; only 100 participants are allowed. To learn more, visit www.issa.com/events/gbac-20-elements-open-bootcamp-june. To register for the GBAC STAR Virtual Bootcamp, visit <https://www.issa.com/gbac-june-workshop-registration>.



GBAC STAR

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