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# ST★R Report

## Ensuring Peace of Mind with GBAC STAR Event Ready

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## Ensuring Peace of Mind with GBAC STAR Event Ready

Now, event managers and venue facilities have another tool to call upon from GBAC to help ensure the safety and health of attendees, vendors and employees, with no extra fee necessary to gain this designation. It simply builds on the strong foundation laid by GBAC STAR Facility Accreditation and GBAC training.

"We're trying to set the standard for the trade show and event industries when it comes to employee and attendee health, safety and wellness regardless of size. Yes, we're COVID fatigued, but there are measures to be taken that can provide the comfort and confidence that comes from knowing a facility is paying attention to keep me safe, my family safe and my community safe when I go back home," Patty Olinger, Executive Director, GBAC, said. "Our GBAC STAR facilities and destinations have worked very hard to have in place these critical work practices and procedures and that they are GBAC STAR Event Ready."

GBAC STAR Event Ready has been developed to add an extra layer of value

to the GBAC STAR Accredited Facilities that host events. It indicates that the venue not only has the policies and protocols in place to keep the facility cleaner and healthier, but that knowledge and practice also extends to the events that are held at the venue. It positions employee and attendee wellness as the critical considerations for event and meeting planners that want this message at the forefront of their events.

"The GBAC STAR Event Ready is a designation available at no cost to all GBAC STAR Accredited Facilities that host events including international conventions, small community gatherings, concerts, corporate meetings and more," Steve Arehart, Director of Technical Operations, GBAC, said. "The GBAC STAR Event Ready designation allows facilities to communicate and demonstrate the commitment they have made to health, wellness and resilience against infectious disease to event planners, attendees and their communities."

Several major events have earned the designation of being a GBAC STAR Event, including the ISSA Show North America 2021 at the Las Vegas Convention Center, IAEE's Expo! Expo! Event at the Pennsylvania Convention Center, and most recently the IAVM VenueConnect 2022 show at the Phoenix Convention Center. Each of these shows made employee and attendee safety and wellness paramount to the success of the show. This was accomplished through collaboration between the GBAC STAR Accredited venue, GBAC trained event planner and adherence to the GBAC Guidelines for Events and the GBAC STAR Event Checklist. Combined, this becomes the trifecta of education and awareness to ensure that events are carried out to the highest standards of safety and health.

Earlier this year, GBAC and the International Association of Exhibitions and Events® (IAEE) expanded their partnership to include GBAC's Infection Disease Awareness Course, with an Event Planner specific module in IAEE's Certified in Exhibition





## More Details on GBAC STAR Event Ready through GBACtv

In a special edition of BioTalk, a GBACtv production, learn the details of how GBAC STAR accredited facilities can take advantage of GBAC STAR Event Ready, a strategic program to help provide assurance to event planners, attendees, vendors and staff. John Cordier, CEO and Co-Founder, Epistemix; Patty Olinger, Executive Director, GBAC; and Steve Arehart, Director of Technical Operations, GBAC; discuss how GBAC STAR Event Ready can build confidence with all stakeholders. To view this episode, visit [https://www.youtube.com/watch?v=bKV0CX\\_jhTw](https://www.youtube.com/watch?v=bKV0CX_jhTw).

Management (CEM) Learning Program for exhibition and events professionals. IAEE offers the Infection Disease Awareness Course from GBAC Academy, which is designed to increase participants' knowledge of infectious disease basics, including how they spread and how people become sick. The course supplements the Security, Risk and Crisis Management module within the CEM Learning Program curriculum.

"Show organizers are still expecting transparent and meticulous health cleaning procedures to ensure the health and safety of attendees, exhibitors, partners, employees of the vendors and others. The GBAC STAR Event Ready designation does exactly this. It also demonstrates the organizer's commitment to safety as a continued top priority," David DuBois, President and CEO, IAEE, said. "This accreditation means that a facility has established and maintained a cleaning, disinfection and infectious disease prevention program to minimize risks associated with infectious agents like the novel coronavirus (SARS-CoV-2); a facility has the proper cleaning protocols, disinfection techniques and work practices in place to combat biohazards and infectious disease; and it shows that organizers take this seriously by having highly

skilled cleaning professionals who are trained for outbreak and infectious disease preparation and response."

DuBois added that upcoming IAEE events are in GBAC Star accredited buildings: KICC (Expo Expo 2022) and Kay Bailey Hutchison Convention Center Dallas (Expo Expo 2023). The Los Angeles Convention Center, owned by the City of Los Angeles and managed by ASM Global, has announced its commitment to receive the Global Biorisk Advisory Council (GBAC) STAR™ accreditation (Expo Expo 2024). Also, a number of the IAEE staff are GBAC Trained Technicians.

IAEE is the largest association of the exhibitions and events industry in the world and has served its membership of show organizers, exhibitors and exhibition suppliers since 1928. IAEE members organize more than 20,000 exhibitions and buyer-seller events around the world as it advocates and promotes the awareness of face-to-face exhibitions and events as the primary medium for business development and growth.

Another significant partner in the GBAC STAR Event Ready designation is Epistemix. Epistemix empowers leaders to make better decisions by simulating how diseases, ideas and behavior spread through communities.

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## Taking in the Success of GBAC Symposium 2022 Air Considerations

**“GBAC Symposium 2022 Air Considerations allowed for wonderful conversations at all levels.”**

— **Patty Olinger**  
Executive Director, GBAC

More than 75 attendees enjoyed the inaugural GBAC Symposium 2022, which was focused on Air Considerations, August 16-17 at the Chicago Hyatt Regency, a GBAC-accredited facility. The event brought together some of the greatest minds in the world to discuss the quality of indoor air in non-health-care settings such as schools, offices, restaurants and gyms. Attendees studied best practices, advances in innovations, programs and processes. Their implementation will make facilities safer, not only during a pandemic, but after the current crisis is behind us.

Dr. Deborah Bix, former White House Coronavirus Response Coordinator, served as keynote speaker for the morning, and Dr. John McKeon, CEO, Allergy Standards Limited, highlighted the afternoon session.

“GBAC Symposium 2022 Air Considerations allowed for wonderful conversations at all levels. We had Dr. John McKeon, Dr. Mark Hernandez, Dr. Deborah Bix, Dr. Paul Meechan and others who were there at the scientific level. Yet, we also had people who are at the front lines of dealing with these issues on a day-to-day basis,” Patty Olinger, Executive Director, GBAC, said. “We had members from the American Air Duct Cleaners Association to people who are service providers and business owners. It was wonderful; they all participated in the discussions. Our vendors that were there engaged with people and shared information about what they saw in indoor air quality for healthy homes and healthy spaces and how do we do better moving forward.”





"I believe the GBAC Symposium 2022 Air Considerations held an incredible amount of value because for a while now most of the focus has relied on surface transmission of infectious diseases, bacteria and more. We have now realized that air quality plays a critical role in infection prevention," Sydney Schauer, Manager, Technology and Programs, GBAC, and a symposium organizer, said. "With new technologies emerging in the cleaning industry, such as air purification and monitoring systems, we need to find ways to educate individuals on the importance and implementation of these technologies in facilities such as schools, convention centers, stadiums, health care settings and more to prepare against an infectious disease outbreak or future pandemic."

Attendees of the GBAC Symposium 2022 Air Considerations enjoyed the opportunity to listen and engage with key subject matter experts in the industry of air, understand why this strategy is important and review data demonstrating how critical clean indoor air quality is to the communities



in which we do business. The air symposium introduced them to companies in the industry with some of the leading air technologies.

"One of the biggest takeaways from this symposium was learning how important education is on indoor air quality. We can talk about it day-in and day-out," Schauer said. "But we must understand that individuals need to be educated on what clean indoor air quality means and how to bring it back to their facilities and

create change and ultimately, clean for health."

Given the success of the GBAC Symposium 2022 Air Considerations, the organization is already focusing on presenting another symposium for 2023. Look for details as they are finalized in an upcoming edition of "GBAC STAR Report."

"Now, we have the reputation of putting on a great symposium and that will help for the next one," Olinger said. ★



# Assisting Others on Their Journey GBAC Trusted Advisor

By Patty Olinger, Executive Director

Over the years, individuals have naturally picked up the mantle of championing the benefits of GBAC STAR accreditation. They have experienced the positivity of achieving GBAC STAR for their own entities and wanted to share this with others inside and outside of their business world. Some service providers and manufacturers have even promoted to their clients that they can help them become GBAC STAR accredited because they already have the procedures in place.

To fill that gap, GBAC is rolling out the certified GBAC STAR Trusted Advisor program.

When organizations strategize their environmental and social responsibilities and governance measures,



Patricia (Patty) Olinger  
Executive Director  
GBAC

many companies, facilities and organizations look at GBAC STAR as a way to communicate that they are putting together programs to support their employees, customers and their communities. A GBAC STAR Trusted Advisor, whether it's at a corporate level, manufacturer, distributor, service provider or individual level,

has been given the education, not only in infectious disease awareness, but a key background in GBAC STAR and how it moves the needle to be better focused on health, wellness and resilience.

At the individual level, there will be the GBAC Trusted Advisor awareness course, and we'll be launching in the coming weeks. It's similar to GBAC

STAR Trained Technician but more focused on how to lead someone through these 20 elements. Right now, GBAC Trusted Advisor is at the individual level, but we're also looking at the criteria for a company that may be awarded the certification of a GBAC STAR Trusted Corporate Partner.

I'm excited about GBAC Trusted Advisor because this is what the industry needs. As I share this news with others, I see people's excitement about the certification, whether they're looking at it on an individual, service provider, manufacturer or consulting firm level, and it's worldwide. The GBAC STAR Trusted Advisor seems to be the missing piece that others have been looking for over the last several years.

In today's world of pandemics or epidemics, whether it's COVID, monkeypox or the flu season, the ability to understand the basics of how we protect ourselves and our customers is incredibly important. No one has all of the answers, but being part of a community that you can connect with or help organizations put that GBAC STAR on their door is incredibly powerful. ★



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## Where Do We Stand

### GBAC STAR Facility Reaccreditation

GBAC STAR Family Reaccreditation is an annual process that builds on an initial accreditation, to ensure facilities continue to evolve, improve and advance with the performance-based GBAC STAR program of your time. Elements. More than 4,000 facilities make up the GBAC STAR Family and many are in the process of reaccreditation, while others are working toward accreditation.

### GBAC STAR Family

As of August 15, 2022

**88%** of facilities committed  
to reaccreditation

**1,278** facilities reaccredited

To learn more about this process, contact GBAC Sales at <https://gbac.issa.com/contact>.



## GBAC STAR Event Ready

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It leverages decades of epidemiological experience, diverse datasets and scientific best-practice to build computational models that forecast the health impacts of policy interventions so that organizations can take informed action. Epistemix works with companies, event organizers, school districts and state governments across the United States to evaluate opening strategies and gauge COVID-19 response. As part of the GBAC STAR Event Ready designation, Epistemix employs its modeling programs to assist organizers in developing risk assessments for their event in a particular location.

"Our partnership is important because it prepares event organizers and venues for what health issues are on the horizon. The analytics accessible through the partnership gives the entire events, exhibitions, and tradeshow industry the values of preparation and peace of mind to enable events to take place and prevent cancellations," John Cordier, CEO and Co-Founder, Epistemix, said. "Partnering with GBAC enables event organizers and venues to host events with greater confidence through predictive analytics and on-site standards that provide assurance to attendees and exhibitors of their safety, keeping attendance and sales numbers up."

The GBAC STAR Event Ready designation can be earned by GBAC STAR Accredited Facilities "opting in," which entails receiving PR and marketing materials, the GBAC STAR Event Checklist and how to document GBAC STAR Events. The Event Ready website will be launching mid-September, but those interested now may email [GBACSTARevent@issa.com](mailto:GBACSTARevent@issa.com) for more information and to opt in.

"The ability to demonstrate risk management, continuous improvement and emergency preparedness has never been more important to the in-person event space," Arehart said. "Show your commitment to event health and safety by opting-in to the GBAC STAR Event Ready program."

*Watch a video interview on GBAC STAR Event Ready with Olinger, Arehart and Cordier at [https://youtu.be/bKVOCX\\_jhTw](https://youtu.be/bKVOCX_jhTw). ★*

## Registration Opens for ISSA Show North America

Register now for the 2022 ISSA Show North America, set for October 10-13 at Chicago's McCormick Place Convention Center, a GBAC STAR-accredited facility. This exhibition and conference brings together executives and leaders from all segments of the commercial and residential cleaning industries.

2022 ISSA Show North America is the leading platform for manufacturers, distributors and facility service providers to connect, conduct business and share information. In addition to an expansive

exhibit hall with more than 600 exhibitors, the show will offer impressive learning opportunities in which attendees can study the latest trends from industry experts, discuss best practices with peers, and earn technical training and professional certification. More than 70 educational sessions, workshops, panels, training and certification courses will be offered.

To learn more about the 2022 ISSA Show North America and to register your attendance, visit <https://www.issashow.com/en/home.html>. ★

## GBAC<sup>®</sup>tv

### How the Cleaning Industry Can Help to Eradicate Monkeypox

The state of emergency declared by cities, states and across the globe is bringing questions and concerns regarding monkeypox. In a special episode of BioTalk, a GBACtv production, learn from Patricia Olinger, Executive Director, GBAC, a Division of ISSA, along with Dr. Gavin Macgregor-Skinner, the senior director of GBAC, what you need to know as a cleaning industry professional on where we are right now and what you can do to help with a scalable response to this infectious issue. To watch this episode, visit <https://www.issa.com/media/news/monkeypox-update>.

### Why PPE is Critical When Dealing with Monkeypox

Dr. Macgregor-Skinner shares details about personal protective equipment (PPE) and why and how the cleaning industry must



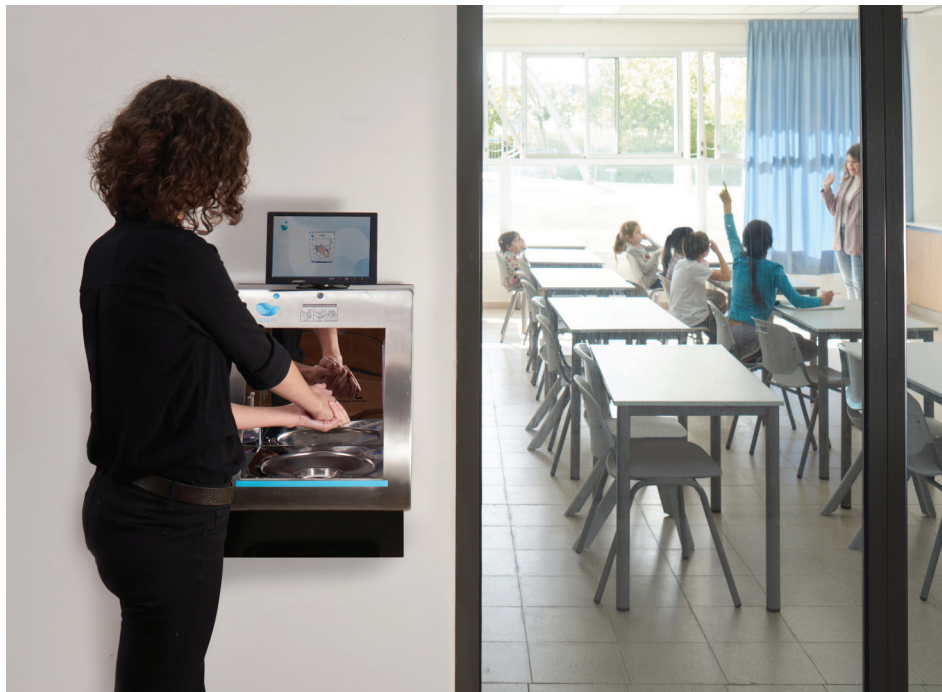
use it when cleaning for monkeypox. To watch this episode, visit <https://www.youtube.com/watch?v=VgtqNoNFHZI>

### Monkeypox: Your Action Plan for Cars, Hotels, and Homes

In this episode, Dr. Macgregor-Skinner has been monitoring the monkeypox outbreak closely and is working with various government agencies. In this ISSA/GBAC Alert, he describes what is happening now, what the possibilities are for monkeypox to become endemic and the need to prevent that from happening. In addition, he provides critical guidance for cleaning and disinfection. To watch this episode, visit <https://www.youtube.com/watch?v=7uJc6myft9k>. ★



## GBAC STAR Registered Technology and Registered Programs



In October, GBAC STAR Registered Technology and Registered Programs will host its fourth Showcase Series webinar featuring Soapy and its registered product, The Soapy Clean Machine Pro. Registration details will be available in the coming weeks.

The Soapy Clean Machine Pro provides a controlled, comfortable and fun handwashing experience in just 20 seconds. With Soapy Clean Machines, everything is included in one easy-to-use device so there is no need to worry about soap, water or water temperature. Users simply walk up to the device and follow the video tutorial on the machine to ensure their hands are washed properly. The Clean Machine Pro is also gamified, making the handwashing process fun, simple and effective. Soapy Clean Machines include a proprietary reporting platform that transforms real time data into actionable safety alerts, creating reports that are device responsive and customizable.

Max Simonovsky, Founder and CEO of Soapy, will lead the webinar. He is a seasonal business executive with a

medical science background and a passion for creating businesses with impactful technologies.

GBAC STAR Registered Technology and Registered Programs allows companies to demonstrate how their technology or program aligns with GBAC STAR™ Accreditation, and sets out specific requirements for manufacturers to register their equipment, products, programs and more with GBAC. The GBAC Scientific Advisory Board verifies each program or technology before it is registered. Achieving the registration is limited to only segments that are marketed and commercially available.

To begin the GBAC Registered Technologies and Programs process, visit <https://gbac.issa.com/gbac-star-registered-programs> to learn about who is eligible, what it means to be registered and the application fees. To begin the process, companies must complete the interest form from the website, which will generate an email to be provided to the applicant. They can then set up a brief consultation to go over their product or technology. ★

## Looking Ahead

### Sign Up Now for GBAC STAR Accreditation Workshop

If you are working on your documentation for accreditation or reaccreditation, attending the free GBAC STAR Accreditation Workshop is a great investment. The next session of the GBAC STAR Accreditation Workshop is set to be held from 10 a.m. — noon, ET, September 27-28.

This virtual workshop is open to the first 100 registrants, so you're encouraged to sign up early. This two-day digital briefing reviews the accreditation process and takes a deep dive into the 20 program elements required for accreditation. It is interactive with GBAC staff at the ready to answer your questions. The goal is to prepare you for the task of gathering documents for accreditation. Come with your materials and ready to work through the elements.

To learn more about or register for this free GBAC STAR Accreditation Workshop, visit <https://events.issa.com/events/gbac-star-20-elements-bootcamp-sept-2022/>. ★



### GBAC STAR

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