



DECEMBER 2016 • ISSUE 11

THE

# REASON

*Cleaning*  
for a reason®

UNTIL THERE'S A CURE...CLEANING FOR A REASON®

[www.cleaningforareason.org](http://www.cleaningforareason.org)

Providing free house cleaning services for women under going treatment for cancer

## CLEANING FOR A REASON CELEBRATES 10 YEARS

According to the U.S. Small Business Administration, about one-third of businesses survive to their 10th year. A milestone worth celebrating, Cleaning For A Reason hosted a reception on Wednesday, October 26, 2016, at the ISSA/INTERCLEAN® North America Convention in Chicago to celebrate its 10th Anniversary.

and Canada, Cleaning For A Reason recognized the Top 100 Cleaning Companies for 2015 in a printed, commemorative program. These 100 companies served the most women in 2015, with special mention of the Top 10 companies.

Patient testimonials were another highlight of the evening. Cancer patients

## WELCOME NEW PARTNERS

Andre Home Services Atlanta, GA  
Can Do Caregivers, LLC Redhook, NY  
DrFresh Housecleaning Olathe, KS  
J&D Cleaning Plain City, UT  
KAS Cleaning Services Plano, TX  
Klean Bees, LLC Tallahassee, FL  
Liberta Cleaning Team, LLC Dearborn, MI  
Majestic Enterprise, Inc. Marion, IL  
Maid Simple of Covington Covington, GA  
Merry Maids of Colorado Springs Colorado Springs, CO  
Merry Maids of Deerfield Beach Deerfield Beach, FL  
Merry Maids of Eagle County Eagle, CO  
Merry Maids of East Providence East Providence, RI  
Merry Maids of Fairfield Fairfield, CT  
Merry Maids of Foxboro Foxboro, MA  
Merry Maids of Jacksonville Jacksonville, FL  
Merry Maids of Lancaster Lancaster, PA  
Merry Maids of Longview and Tyler Longview, TX  
Merry Maids of Mobile Mobile, AL  
Merry Maids of Nacogdoches and Lufkin Nacogdoches, TX  
Merry Maids of North Tarrant County North Richland Hills, TX  
Merry Maids of Perth Amboy Perth Amboy, NJ  
Merry Maids of Pinellas Park Pinellas Park, FL  
Merry Maids of SE Missouri Cape Girardeau, MO  
Merry Maids of Sycamore Sycamore, IL  
Merry Maids of Tampa Tampa, FL  
Merry Maids of Wichita Wichita, KS  
MTO Cleaning Services of Medina County Medina, OH  
National Dusters Eagan, MN  
Natura Clean Middleton, WI  
QTS Services Pataskala, OH  
Rae Sunshine Home Cleaning Service Fort Mill, SC  
Rochester Residential and Commercial Cleaning, LLC  
Rochester Hills, MI  
SandCastle Cleaning Kill Devil Hills, NC  
ServiceMaster by McCann Defiance, OH  
ServiceMaster of Bloomington Bloomington, IN  
Silverline Maids Sterling, VA  
Smart Choice Cleaning Springfield, VA  
Southern Hospitality Cleaning & Concierge Cary, NC  
The Maids of East Bay Concord, CA  
The Ritz Saunders Albans, NY  
TLC Cleaning, LLC Fargo, ND  
Two Maids & A Mop of Athens Athens, GA  
Two Maids & A Mop of Mandeville Mandeville, LA  
We Do CEO Oakland, CA  
Your Cleaning Company Puyallup, WA



## 2015 Cleaning for a Reason Cleaning Partners

- 1 McMaids Home Services, Chicago, Illinois | **Kaye Lange**
- 2 Buckets and Bows Maid Service, Lewisville, Texas | **Debbie Sardone**
- 3 Merry Maids of Granada Hills, California | **Marcia Broderick**
- 4 Constant Clean, Munster, IN | **Robert Baidinger**
- 5 My Maid Service, McKinney, TX | **Shawn Christian**
- 6 Mini Maid Johnson County, Lenexa, KS | **Betty Stewart**
- 7 Prestigious Cleaning Clean, Kennesaw, GA | **RJ and Asha Patel**
- 8 MaidPro of SW FL, Naples, FL | **Michelle Spitzer**
- 9 Maid Brigade of NW Houston, TX | **Jim Fordice**
- 10 The Maids of Brookfield, CT | **Melissa Rudolph**

With more than 120 people in attendance, Cleaning For A Reason recognized its founder, Debbie Sardone, for her 10 years of dedicated service. The Board of Directors and operational staff were on hand to thank those in attendance for their ongoing support, particularly the cleaning companies that they partner with for their generous donation of more than \$6 million in free house cleanings to more than 23,000 women in need over the past 10 years.

With more than 1,200 cleaning partners throughout the United States

Stacey Schwinghammer and Carlene Kretzschmar expressed gratitude for "cleanings that made all the difference." Schwinghammer described how the cleanings allowed her to focus on her children and healing, while Kretzschmar described how encouraging it felt to be supported when cancer can feel so isolating.

The celebration was made complete with generously donated door prizes and live music arranged by ISSA. Thanks to all who joined and made it such a special evening. ■



Top Cleaning Partner 2015: McMaids Home Services, owners Kaye Lange and her son Jeff Lange



Cancer patients Stacey Schwinghammer (center left) and Carlene Kretzschmar (center right) are grateful for "cleanings that made all the difference."



C4R Staff (left to right): Lynn Frankenfield, C4R Executive Director; Debbie McAdams, Partner Recruiter; Shelly DeForest, Patient Advocate; April Henson, Partner Relationship Specialist; Cheryl Cleavenger, Partner Relationship Specialist; Lucy Lee, Partner Recruiter



FOR A LIMITED TIME RECEIVE  
A \$100 REIMBURSEMENT

Let's work together to provide 500 additional women with breast cancer with one free house cleaning.

PLEASE USE THE POSTS PROVIDED TO CREATE AWARENESS IN YOUR LOCAL COMMUNITY!

For more information and social media tips, go to <http://cleaningforareason.org/partner-resources>.

[warriorsinpink.ford.com/more-good-days-resources/clean-house](http://warriorsinpink.ford.com/more-good-days-resources/clean-house)

Sponsors





## L'ORÉAL PARIS HONORS C4R FOUNDER AS A WOMAN OF WORTH FOR EXTRAORDINARY IMPACT IN COMMUNITY

On October 10, 2016, L'Oréal Paris, the beauty brand that coined the phrase "Because I'm worth it," crowned 10 honorees as their 11th annual Women of Worth. Among those women was our own founder, Debbie Sardone. L'Oréal will make a donation of \$15,000 to each honoree's nonprofit.

All 10 nominees attended the L'Oréal Paris Gala on November 16, 2016, in New York City and were each paired with a celebrity presenter. Sardone was paired with actress and model Andie MacDowell. A professionally-created documentary video about Cleaning For A Reason played for an audience of executives, celebrities, and the media before Sardone delivered her acceptance speech.

"Cleaning For A Reason is actually not about cleaning. It's about people who CAN, helping people who CAN'T... and 1,200



Debbie Sardone (right) was paired with celebrity Andie MacDowell (left) for the L'Oréal Paris Gala.

maid services around the country have learned this: you can make a living as a hard worker or you can make a LIFE as a heart worker," said Sardone during her speech. ■

## TELESEMINARS



**Mark your calendars for our upcoming Teleseminars**

**January 18, 4pm CST** – Debbie Sardone, How to Get Reimbursed for Marketing

**February 15, 4pm CST** – Laura Bianchini, You Don't Know What You Don't Know

<http://cleaningforareason.org/partner-resources>

### Onboarding for New Partners

2nd & 4th Wednesdays of the month at 2pm CST (30 minutes)

Existing partners may sign up for a refresher

## INDUSTRY NEWS: ARCSI AND ISSA FINALIZE MERGER

On October 28, 2016, ISSA Executive Director John Barrett and ARCSI CEO Ernie Hartong signed the paperwork on the merger of the two cleaning industry trade associations. The merger becomes effective January 1, 2017, and ARCSI will officially be known as "ARCSI, A Division of ISSA."

The existing ARCSI Board of Directors will become the ISSA Residential Cleaning Council. Current ARCSI Vice President RJ Patel, owner of the Prestigious Cleaning Team in Kennesaw, GA, will be the first Chair of the Council.

"Cleaning For A Reason is excited about this merger and its impact on the industry," said Lynn Frankenfield, C4R Executive Director. "The stronger an industry, the greater its capacity for giving back to its communities. Congratulations to RJ Patel, a Cleaning For A Reason partner for the past seven years, on his new position." ■



Merger complete! Pictured ISSA Executive Director John Barrett (seated left), ARCSI CEO Ernie Hartong (seated right), and (back row, left to right) Tom Stewart, Publisher of Cleaning Business Today; ARCSI President Jeff Lange; and David Sikes, President of the ISSA Board of Directors.

### ARCSI Executive Director Ernie Hartong Presents C4R Founder with Distinguished Service Award

October 25, 2016



**We make a living by what we get, but we make a life by what we give.**

## E-STORE CLOSING

Everything in the store

is **50%** off

[www.cleaningforareason.org/estore](http://www.cleaningforareason.org/estore)

**MICROFIBER WHOLESALE**

The Trusted Source for Professional Quality Microfiber Cleaning Supplies

[microfiberwholesale.com](http://microfiberwholesale.com)  
877-791-MOPS

**DIRECT MOP SALES, INC.**  
WHOLESALE MICROFIBER PRODUCTS

**CLEANING FOR A REASON MEMBERS RECEIVE A 10% DISCOUNT ON ALL ORDERS**

FREE SHIPPING TO CONTINENTAL U.S. ON ORDERS OVER \$60  
[WWW.DIRECTMOPSALES.COM](http://WWW.DIRECTMOPSALES.COM) 866-475-8667

Has Your Business Hit a Brick Wall?

**CLEANING BUSINESS CONSULTING GROUP**

(772) 563-7320  
[www.cleaningbusinessconsultinggroup.com](http://www.cleaningbusinessconsultinggroup.com)

Helping you "clean up" in the janitorial industry

**HOLIDAY HOURS**

Cleaning For A Reason office closed the week of December 26-30, 2016

Regular business hours resume on Monday, January 2, 2017, 8am CST



The Cleaning Tree

Maid 4 You, Loganville, GA, Owner Gladys Clayton

Long Time, Proud Supporter of Cleaning for a Reason!

**spongeoutlet.com**

**THE ONLY DIFFERENCE IS OUR PRICE!**

FREE SHIPPING IN THE USA

Eraser sponges as low as \$0.29 each

EST. 1985

**SPEED CLEANING**

[SPEEDCLEANING.COM](http://SPEEDCLEANING.COM)

FREE SHIPPING on first order of \$100 or more  
Use Coupon Code C4RNL