

THE REASON

OCTOBER 2016 • ISSUE 10



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

www.cleaningforareason.org

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

BY LUCY LEE

JOIN US AT ISSA/INTERCLEAN CHICAGO 2016!

If you are serious about the professional cleaning industry, ISSA/INTERCLEAN® North America, October 25–28 in Chicago, IL, is a must. Don't just take our word for it. Here's what our cleaning partners have to say. And do drop by the Cleaning For A Reason Reception to celebrate 10 years of giving through this nonprofit and to receive your FREE gift as a Cleaning For A Reason partner.



Kris Koenig

“Everybody says that you learn so much and meet such great people and make valuable connections, but the words don't do it justice. There aren't enough words to describe how valuable the convention is. If you're worried about the cost, you will get so much information on increasing revenue and saving money that it will be worth the cost of the trip. The problem is that you come back with such an incredible amount of information that you have trouble figuring out what to implement first...it's a nice problem to have! I'm a new Cleaning For A Reason partner and looking forward to meeting the staff and other partners. I really hope to see you in Chicago!”

—Kris Koenig, Natura Clean, Middleton, WI



RJ Patel

“Attending the Cleaning For A Reason reception is a highlight for our company at this conference. We never miss the opportunity to share stories of what it means to help women battling cancer in our community. Charitable cleanings are a key component of who we are and we celebrate the difference our teams make for those in need.”

—RJ Patel, Prestigious Cleaning Team (PCT Clean), Kennesaw, GA

WELCOME NEW PARTNERS

Alpine Maids Denver, CO
Blue Skies Services (Cincinnati) South Lebanon, OH
Blue Skies Services (Cleveland) Chesterland, OH
Blue Skies Services (Portland) Tigard, OR
Blue Skies Services (St. Louis) O'Fallon, MO
Clinton & Clean Co. Elida, OH
Corporate Cleaning Services of North Texas Forney, TX
Custom Cleanups, LLC Lithia, FL
Customized Performance, Inc. San Jose, CA
Fuller Cleaning Services Yukon, OK
Living Spotless Martinez, GA
Magic Maidz Guelph, ON, Canada
Maid Right of Utah Midvale, UT
Maid Zen, LLC Humble, TX
Merry Maids of Atoka Atoka, TN
Merry Maids of Birmingham Birmingham, AL
Merry Maids of Brevard County Cocoa, FL
Merry Maids of Hagerstown Hagerstown, MD
Merry Maids of Hudson Hudson, NH
Merry Maids of Lawrenceville Lawrenceville, GA
Merry Maids of Memphis Memphis, TN
Merry Maids of Mount Dora Eustis, FL
Merry Maids of Rockland County Congers, NY
Merry Maids of Roswell Roswell, GA
Merry Maids of Tucson Tucson, AZ
Merry Maids of Webster Webster, TX
Midas Maids Houston, TX
Mr. Sparkles Cleaning Services Hastings, NE
Mrs. Domestic Cleaning Services Albrightsville, PA
Naturalis Eco-Friendly Cleaning Beaver County, AB, Canada
ServiceMaster Clean of Oxford Oxford, MS
ServiceMaster of Elgin-Schaumburg, Inc. Elgin, IL
ServiceMaster of Salisbury Salisbury, MD

BY LUCY LEE

WHY C4R CLEANING PARTNERS SHOULD ATTEND AN INDUSTRY CONFERENCE

Cleaning For A Reason partners are some of the most generous businesses in the world. The opportunity to network with this group of entrepreneurs has helped many a business make charitable giving a successful part of their business identity.

Working in a small business venture can be isolating. With industry information readily available via the Internet, many wrongly believe that the days of the live meeting are gone. Small business owners are also busy, so the thought of taking a

few days away from the office to participate in a conference, convention, tradeshow, or seminar can seem like a waste of time and money. However, these live meetings might be just what you need to uncover new ways to growing your business.

- Learn trade secrets. Conferences can expose you to new ideas and trends, including new ways of conducting your business and being more productive. Learn the newest cleanings solutions that also prove safe for cancer patients.
- Network with peers. Conferences

bring together like-minded people and provide valuable connections for first-hand experiences, referrals, and best-practices. Ask cleaning partners how they balance charitable cleanings with day-to-day business.

- Encounter new vendors and suppliers. The dizzying pace of change makes it essential to stay current on innovative products and services for your business in order to stay competitive. Find vendors with solutions that facilitate managing your scheduling and your charitable cleanings.

You'll likely find Cleaning For A Reason at your next industry conference. It's our opportunity to spread awareness of the cause and to spend some face-time with our cleaning partners. So look for our “pink” display at your next conference and bring a new friend with you to come learn the latest. ■



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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

STORE CLOSING.

Get your C4R items while supplies last.

www.cleaningforareason.org/estore

Sponsors



OWNER OF MAID BRIGADE OF LAS VEGAS DONATES CLEANINGS IN TRIBUTE TO WIFE'S LONG BATTLE WITH CANCER

My wife Paige and I purchased an existing Maid Brigade franchise in Las Vegas in 2006. We moved to Las Vegas to retire and really wanted to own a small business more for something to do than anything else. Well, you all know what happened to the economy in 2008 and 2009. The fall in housing and the weak economy were extremely rough in Nevada. Where we had been the fastest growing area for almost five years, we became the foreclosure leader for the next four years. Needless to say, that was not good for any of us in the home cleaning business.

Strangely enough, it was during the crash and recovery period that we were first exposed to Cleaning For A Reason and Founder Debbie Sardone. Donating anything would be asking a lot. Perhaps now would be a good time for me to provide a little personal background so you can understand why Debbie was able to pretty easily rope us in.

Paige had her first run in with breast cancer in 1974 when she was only 26. Cancer treatments have come a long way since then, but in 1974 the treatments were more radical. Still she was given the option of having bilateral structural mastectomies, instead of radical mastectomies. So she took that option.

Surgery was followed by several reconstructive surgeries, which was not easy while raising three children ages 2, 4, and 6. But we made the best of it and thought we were clear by 1975. Well, cancer is a nasty beast and it reappeared in the slightest tissue left from the structural mastectomies in early 1976. Now the radical option was the only one given so back to surgery she went followed a year later with a series of six reconstructive surgeries (mostly outpatient).

Again the kids and I did what we could, but we were probably not the best cooks, laundry workers, and certainly not the best cleaners. Amazingly, she kept a smile on her face for the kids through all of it, but I knew the pain was there. Of course, there was no Cleaning For A Reason back



Owner Val Gersting continues to help women in their fight against cancer.

then, but it would have been awesome if there was.

So it was easy for Debbie to get us involved and we actually were happy to be part of such a great organization. Little did we realize that the rewards were only beginning for us. Cleaning for these beautiful, strong women during one of the most difficult times of their lives is a great privilege. The clients are so thankful that they are sometimes brought to tears. The maids all feel so good about the work that they do at these homes; they even refuse any tips that may be offered. Debbie keeps telling us that we can use our story as advertisement to get new customers, but I always tell her that we get rewarded in so many ways that we don't need to tell others. We have our private reasons to clean for these women.

I am sad to say that a totally different kind of small cell cancer of the brain took Paige from me in 2014. Forty years after she took cancer on for the first time, it finally won. But she kicked cancer's ass first. Paige and I have always been so happy to be part of helping these women during their fight. Some day we will beat this thing for good. Until then we will continue to humbly do what we can and always encourage others to join in the fight. ■

SAVE THE DATE

Mark your calendars for our upcoming 30-minute Teleseminars (4:00pm CDT)

TELESEMINARS RESUMING JANUARY 2017
<http://cleaningforareason.org/partner-resources>

MERRY MAIDS CONFERENCE



Great time at the Merry Maids International 2016 Convention representing Cleaning For A Reason! Thrilled to be partnered with 95 Merry Maids locations and 5 ServiceMaster locations.

Requesting the pleasure of your company at the

Cleaning for a Reason Reception

Wednesday, October 26, 2016
5:30pm – 7:30pm
DoubleTree, Magnificent Mile
300 E. Ohio St., Chicago, IL

Drop by the **ARCSI Lounge** beforehand for your limited edition C4R swag & to meet the C4R staff!
8:30am – 4:00pm
McCormick Place Convention Center
2301 S. King Drive, Chicago, IL

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