

# DUST ARTICLES

CREATED BY LAMBSKIN SPECIALTIES: MANUFACTURERS OF QUALITY PRODUCTS FOR THE JANSAN INDUSTRY

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## The Big Easy is a Big Success

What a convention! The food! The seminars! The product selection! ISSA 2004 New Orleans is over, and as always, the Interclean Show was where the future of Jan San industry was refined. Living up to its reputation as a focal event, The ISSA show was a great success.

Lambskin Specialties unleashed a smorgasbord of new products, including the **Glider** wall & floor mop, the **Breeze** low profile duster, and the one that grabbed all the attention, the **Dust Fresh** Line of scented dusters.

"The ISSA show is the one event where we get to meet with our customers, Sales Representatives, prospects, end-users and industry professionals all in the same room." said Myron Schultz, Director of Sales and Marketing for Lambskin Specialties. "We continue to learn year to year, improving on some things, adding some new twists and then taking it to the next level."



The goal of the event was to drive business partnerships and relationships. With total registration around 16,000, this year's trade show and conference saw event industry pros heading to the Morial Convention Center for a jam-packed program of

seminars, exhibits, networking opportunities and outstanding events.

The Conference offered top-quality education from industry leaders. The Exhibition allowed for evaluation of leading technologies and development of valuable partnerships.

The seminars were marked with renowned speakers such as Former President George Bush to [Walter Bond](#), covering a myriad of topics ranging from personal motivation, to the role the Jan San industry plays in the environment. The conference also offered attendees a balance of professional continuing education and great social events that provided opportunities for networking and fun.

The ISSA 2005 Show will be here in a mere 11 months...and planning has already begun. Lambskin Specialties will be taking center stage at **booth 2759**. See what new innovative products we will roll out. Have a great year, and we will see you next year in **Las Vegas October 19th, 2005**.

## REP PROFILE

**Name:** John Calarese, Jr.



**Title:** Vice President  
**Company:** John Calarese & Co., Inc.  
**Territory:** New England  
**Number of Years John Calarese & Co. has been in business:** 38

**Last job prior to your current position:**  
Account Executive

**Nicknames:**

JR

**What word describes you best?**  
Intense

**Do you have children and /or Grandchildren?**

2 Children, girl 8, boy 6

**Favorite Food?**

Cheese burger

**Favorite Movie?**

Caddy Shack, Lord of The Rings, Return of the King

**Favourite music artist/song?**

Bruce Springsteen and the E Street band

**If you were a contestant on 'Survivor' what maintenance products would you bring and why?**

Beer, who cares about the rest

**Did You Know?** The "sixth sick sheik's sixth sheep's sick" is said to be the toughest tongue twister in the English language.

## Special ISSA Website Addition

In early October of 2004 Lambskin Specialties developed an ISSA 04 Show website addition. The new website addition offered a comprehensive overview of Lambskins Specialties new product lines, and participation at the 2004 ISSA show among other things.

Using animated maps, a vibrant color scheme, and various photos, the new section provided an in depth look into Lambskin's services, including client testimonials, as well as resources for current or prospective clients.



According to Jey-son Edwards, Marketing Associate and site designer for Lambskin Specialties, "It was important to upgrade our web site because we wanted to share the exciting work that Lambskin does and provide more detailed information pertaining to the New Orleans show. There was a little something for everyone, potential clients, Sales Representatives as well as End-users."

Because of the positive feedback that Lambskin received on the website addition, plans are underway to launching a 2005 Las Vegas website in early September. The 2005 site will showcase information on new products, personal profiles, show specials, maps, events, and a whole lot more!

## Develop a Healthy Work Environment

A healthy organizational environment is crucial for effective service, and overall company operations. The average workweek now exceeds 40 hours in most industries and in 10 industries more than 20% of all workers consistently work overtime. Those who do work overtime average 51.8 hours a week (*The Economic Policy Institute*). With this increased activity, a number of companies are devoting more time to making the workplace a little bit more fun.

There's no denying that a healthy work environment is a top concern for most employees. Employee satisfaction surveys confirm this as a top five concerns of staff. In many occasions staff rated the health of their work environment a greater concern than the issue of pay.

Now more than ever, companies and employees have begun to discover the value of comradeship in the workplace. A healthy, work environment can revive diminishing productivity, creativity and prevent stress-induced problems such as sickness, fatigue, and headaches.

There are many cost effective and time efficient corporate behaviors that can be implemented. Arrange a cookout or potluck, organize a book club, or have anniversary parties commemorating special company or personal achievements.

Implementing a Casual Friday program for example is an efficient way to incorporate a fund-raising event at work. For example, each casually dressed employee gives a preset dollar amount to be donated to a charity of the group's choice, such as the United Way or Tsunami Relief effort.



Developing a healthy work environment is possible, and more importantly is a smart thing to do. Supporting actions that encourage a healthy environment will translate into increased creativity, morale, and productivity.

## Monthly Promotions

Be sure to keep your eyes open for our Monthly Promotions. The promotions are distributed via mail and email; they feature some of our most popular products and accessories. The Promos are an excellent opportunity to try a new product, or stock up on products at a great price. If you would like to receive the Monthly Promo, contact [jey-son@lambskin.com](mailto:jey-son@lambskin.com) or call us toll-free 1-800-665-0202.