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## **RESIDENTIAL CLEANING ASSOCIATION KICKS OFF ANNUAL CONVENTION IN ORLANDO**

NOV. 3, 2014 – ORLANDO, FL – Over 200 residential cleaning professionals are descending on Orlando this week as they come together for their Annual Education Conference and Cleaning Convention through the Association of Residential Cleaning Services International (ARCSI).

“We are a relatively young association with a strong, vibrant community,” Ernie Hartong, ARCSI Executive Director says of ARCSI. “Our professionals are dedicated to continually improving their services and the education provided at the Convention is a key component to staying on top of their game – and ahead of the competition.”

This year, ARCSI is adding a new event to their program – the Disruptive Innovation Summit. This day is dedicated to exploring how technology is rapidly changing the profession and how these changes can create opportunities for those who learn to exploit them – and threats for those who do not.

At the Convention, ARCSI will also celebrate their annual Image Awards. Beatriz Flores, cleaning technician and supervisor at S&G Cleaning Services LLC in Hillsborough, NJ, was been named Professional Cleaner of the Year. The Professional Cleaner of the Year Award recognizes one cleaning technician internationally that represents excellence, professionalism and integrity in the profession.

Lisa Raymond, general manager for the Tampa-based Refresh Your Nest Cleaning Services, is the 2014 recipient of the President’s Award. The award recognizes one cleaning company internal staff person internationally that represents excellence, professionalism and integrity in the profession.

ARCSI’s Cleaning Convention is held in conjunction with the ISSA InterClean, which brings together five co-located events, 700-plus global suppliers, and 16,000 industry leaders from 78 countries.

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The Association of Residential Cleaning Services International (ARCSI) was established in 2003 to assist residential cleaning service owners in starting, promoting, building and expanding their businesses. With members in the U.S., Canada, the Philippines, Australia and throughout Europe, ARCSI is committed to providing valuable information to ensure the growth and development of our members' businesses through education, networking and collaboration. For more information, visit [www.arcsi.org](http://www.arcsi.org) or call 614-547-0887.