

# Green & Totally Clean!

Certified Green Cleaner  
Leslie Reichert to present  
dynamic workshop  
at 2009 VDTA Show

Have you ever wondered how to cash in on the Green phenomenon taking our economy by storm? Then you will need to plan now to attend the VDTA workshop "Green & Totally Clean -- How The Joy of Green Cleaning Can Boost Your Bottom Line" on March 13 from 8:30 a.m. to 10:45 a.m. during the 2009 VDTA Show in Las Vegas.

The VDTA has asked Leslie Reichert, author, speaker and retailer, to conduct a workshop designed to help you set up a Green Cleaning area of your store. The green industry is the only segment of our economy that is set to provide more employment opportunities, export possibilities and sustained double digit growth in the next year. Some research states that the green cleaning industry will triple by 2013. Green cleaning is something that your customers are willing to spend time and money to learn more about. Leslie and the VDTA are going to provide you the tools you need to enter the residential green cleaning arena.

Leslie has 19 years of experience in the residential cleaning industry. She is an expert resource for specialty retailers and provides workshops and seminars, as well as large speaking engagements and tradeshow demonstrations. These different opportunities teach customers how to green their cleaning and help them to understand the reasons why they should consider switching to green cleaning products. Working alongside celebrity chefs like Paula Dean and Ming Tsai, Leslie travels around the country promoting the advantages of green cleaning and the alternatives to regular chemicals our society has been marketing for over 60 years.



*Leslie Reichert*

This workshop during the VDTA Show will give you all the information you need to set up a green cleaning department in your own store. Leslie will give you the marketing, product contacts and even samples from different vendors so you can go home and start promoting. She will also give you new marketing ideas that will get your store great publicity with very minimal cost. And the green cleaning segment of your store will increase your stores traffic, dollars per sale and customer frequency. This will give you a new way to market your store in our environmentally conscience society.

Leslie will be introducing you to new green technology products along with established lines of green cleaners such as Mrs. Meyers and Fresh-wave. These products are familiar to your customers due to their segments on *Good Morning America*, the *Today Show* and HGTV. By adding them to your inventory you will be helping to establish your "green" reputation. She will also give you an instruction booklet on how to hold a green cleaning workshop in your own store and share how she turned a simple, all natural recipe into a \$1,000 sale!



*Leslie presenting at the KitchenAid kitchen in Chicago.*

So join Leslie on March 13 for “Green & Totally Clean -- How The Joy of Green Cleaning Can Boost Your Bottom Line” from 8:30 to 10:45 a.m. during the VDTA 2009 Show. You’ll find out how much fun green cleaning can really be -- for your customers and for your store.

Leslie Reichert is a speaker, author and a specialty retailer in Uxbridge, MA. You can visit her blog at [www.thecleaningcoach.us](http://www.thecleaningcoach.us). She also has a new book: *The Joy of Green Cleaning*, that you can see at [www.thejoyofgreencleaning.com](http://www.thejoyofgreencleaning.com). You can contact her through the Web site [www.thecleaningcoach.us](http://www.thecleaningcoach.us). ❖

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*--Leslie Reichert*



*Leslie pictured with Celebrity Chef Ming Tsai.*



*Leslie pictured with Celebrity Chef Paula Dean.*