



FOR IMMEDIATE RELEASE

Caesar Lecuona of Maid Affordable Receives Prestigious 2019 ARCSI Chairman's Award

NORTHBROOK, ILL., USA—Nov. 11, 2019— ISSA, the worldwide cleaning association, is pleased to announce that Caesar Lecuona, a field supervisor with Maid Affordable in Helotes, TX, is being honored with the 2019 ARCSI Chairman's Award.

This distinguished honor internationally recognizes an internal cleaning company staff person whose commitment to excellence in customer service exemplify the high standards and values of today's professional residential cleaning industry.

"Caesar has a servant's heart and is the go-to guy for every person on the team... His desire to discipline and challenge himself to be better than before is truly an inspiration," say Christianne Taylor and Tabitha Cortez, owners of Maid Affordable (Benke & Taylor Enterprises) who proudly nominated Lecuona for this award. "Caesar has an amazing enterprise focus and treats the company like his own. He has healthy boundaries that allow him to balance the three-legged stool of the company -- employees, clients, the business. He is a persistent and consistent overseer who brings calm to even the most chaotic days. Caesar performs quality checks, meets with employees for one-on-one's, manages the schedule, answers phones, does repairs, stock and orders all supplies, manages a team of 20 and even fixes cars. He wears so many hats!"

"Recognizing and rewarding individuals who go above and beyond in consistently creating the best customer experiences possible is what the ARCSI Chairman's Award is all about," says Marlo Kanipe, chair of the ARCSI Awards Committee. "It's said that you never get a second chance to make a first impression. For home cleaning companies, first impressions usually begin with a phone call and critically depend on the courtesy, enthusiasm, and helpfulness of the internal office staff members who answer the phone."

The 2019 ARCSI Chairman's Award will be formally presented to Lecuona during the 2019 ARCSI Professional Image Awards Celebration at ISSA Show North America 2019 in Las Vegas, NV, on Nov. 20.

For more information, visit arcsi.org.

About ARCSI

ARCSI was established in 2003 to assist residential cleaning service owners in starting, promoting, building, and expanding their businesses. ARCSI merged with ISSA in January 2017 to become ARCSI, a division of ISSA. As the residential cleaning arm of the worldwide cleaning industry association, ARCSI brings together members in the United States, Canada, and across the world by providing valuable information and opportunities to ensure the growth and development of its members' businesses through education, networking, and collaboration. For more information, visit arcsi.org or call 800-225-4772 (North America) or 847-982-0800.

About ISSA, The Worldwide Cleaning Industry Association

With more than 9,300 members—including distributors, manufacturers, manufacturer representatives, wholesalers, building service contractors, in-house service providers, residential cleaners, and associated service members—ISSA is the world's leading trade association for the cleaning industry. The association is committed to changing the way the world views cleaning by providing its members with the business tools they need to promote cleaning as an investment in human health, the environment, and an improved bottom line. Headquartered in Northbrook, Ill., USA, the association has regional offices in Mainz, Germany; Whitby, Canada; Parramatta, Australia; Seoul, South Korea; and Shanghai, China. Visit issa.com, join the discussion with [ISSA's LinkedIn group](#), and follow ISSA on our [Facebook page](#) and [Twitter account](#). For more information, visit issa.com, or call 800-225-4772 (North America) or 847-982-0800.

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