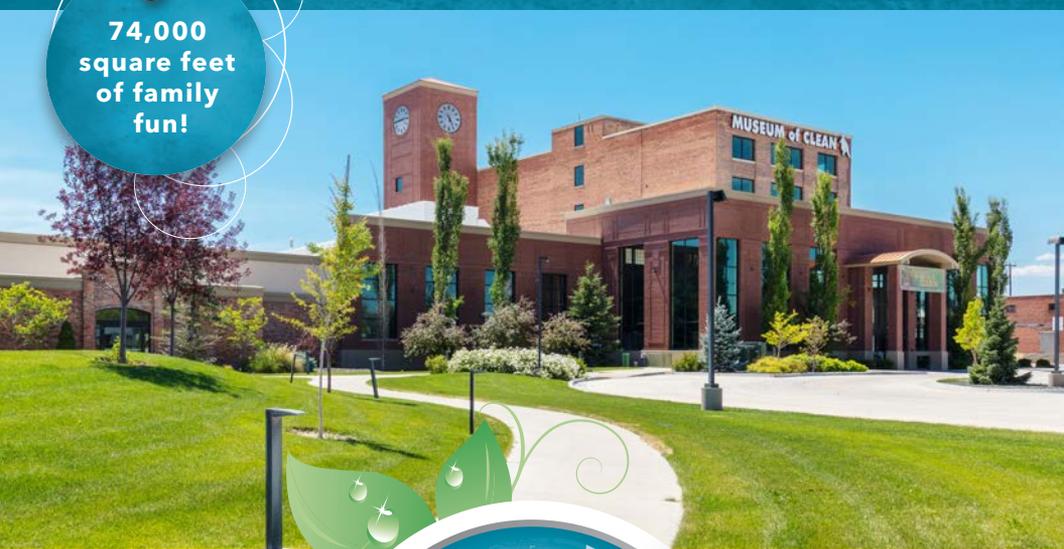


WELCOME TO
THE WORLD FAMOUS

MUSEUM of CLEAN

**74,000
square feet
of family
fun!**



EDUCATION • INSPIRATION • ADVENTURE

ABOUT THE MUSEUM

HISTORY

How The Museum Of Clean Was Born

My mother told us the reason she married my dad was because he was always so clean. Our home, our clothes, our food, and our yard were always fresh. There seemed to be some charm in taking care of things that made life better. I loved cleaning!

As an eighteen year-old college student, and on my own, I put an ad in the Idaho State Journal newspaper; "Don Aslett Pro-Cleaner!" Calls came in, and my lifetime profession, Varsity Contractors and Don Aslett's Cleaning Centers were launched.



I kept a record of my adventures in cleaning, and soon wrote books and gave talks about it too.

On my way to a Boy Scout Jamboree in 1984, I stopped at Edison Museum in the Detroit area. I spotted a pre-electric sweeper from the 1800's. My whole being said, *why not?* There are car museums, horse museums, train museums and plane museums—why couldn't there be a museum of *clean*? What's more important to mankind than the outcome of *clean*?

A few colleagues and vendors caught the cleaning vision and soon hundreds of antique cleaners, tools, artifacts and art pieces were acquired.

After purchasing 250 premium pre-electric vacuums in 2006, it became apparent that more space was needed to expand the museum and its message.

A solid brick building dating from 1916 was purchased and renovated between 2006 and 2011 to the highest energy efficiency standards.

The purpose of the museum is to sell the value of clean to the world! It is growing in size and popularity as visitors and contributors become part of the vision. It is my privilege to share a lifetime of experience and a clean message.
–Don Aslett, Founder



Kid's Clean Planet



Museum of Clean Entrance

**FUN
FACT!**

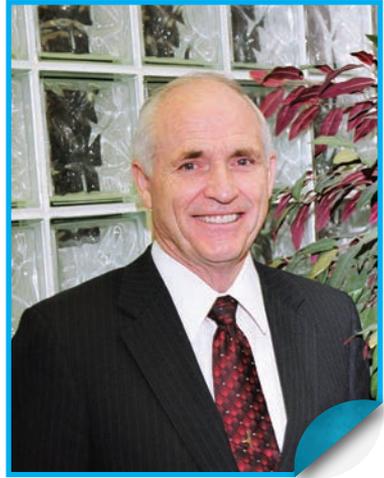
The structure
itself is an
artifact
originally built
in 1916!

ABOUT THE FOUNDER

Don Aslett

Don has authored 40 books and completed more than 6000 seminars, workshops, and T.V. filmings nationally and internationally. All of these relate to organization and the dimension of *clean*.

Adapting a creative and humorous slant to the message of *clean*, he has leveraged his cause into service toward community, church, business and environmental progress.



Don was married for 61 years to the late Barbara Morris. He has six children, 21 grand children, and 21 great-grandchildren. They now call it home in two locations, Hawaii and a ranch in the mountains of Southeastern Idaho.



His enthusiasm for the profession merited him carrying a toilet suitcase in his travels. He credits any personal success to his endurance and love of the profession. His only self-acclaim is...“I’m a good poet.”

Museum Mission

To expand the presence, awareness, and value of *clean*.



Teaching kids "pro" window cleaning

Museum Goal

Every visitor will leave the museum with a new excitement and incentive to be *clean* in their personal lives.



The cleaning parts knight is the first to welcome you to the Museum of Clean

WHAT PEOPLE SAY

"We drove all the way here from San Diego just to see your museum! Don, thank you so much for the incredible tour! We loved it."

—Rick, Ashley, Maddie, Madison, & Emily San Diego, California

YOUR VISIT TO THE MUSEUM

National and local visitors arrive at the Museum of Clean expecting the average 3000 square feet of antiques and pictures. Instead, they walk into an awesome 74,000 square foot (one city block) complex of excitement, education and inspiration for the whole family. While most museums have a single subject focus, this one is far beyond that. **Clean** dominates the value of everything that affects life—like clean air, clean water, clean language, clean beds, floors, politics, jokes, arteries, teeth... and how about clean art? Our museum presents many dimensions of **clean** through art, displays, exhibits, print, and participation. So come prepared to do and get more than just see... remembering this is not a cleaning museum, it is a Museum OF Clean.



What to Plan for?

- 45-60 minute tour
- Plenty of camera shots
- Lots of walking
- ADA compliant (wheel chairs and transport available)
- Great local food next door
- Free Parking



Remember Little Dutch Girl?

What to Expect!

- Numerous hands-on displays
- No guards – honor system
- Multiple places to sit or rest
- Plenty of easy, free parking
- Humor and education
- Unique gifts in the Museum shop
- Frequent personal tours available with guides, as well as an opportunity to meet the Museum's owner, Don Aslett.



See the inside workings of a vacuum!

Admission

Museum of Clean gives group tours at special pricing

With notice, we can give tours to groups up to 100. (Dividing into groups of 15-20 is an ideal size for the best personal attention.) The tour will take about 1 hour with a guide. Call for group pricing. 208-236-6906

Who Takes our Tours?

- Pre-schools
- Elementary Schools
- High Schools
- Universities
- Bus Groups
- Church groups
- Clubs
- Corporate groups
- Field trip groups
- Private groups
- Businesses
- Families



MOST ASKED QUESTIONS

Why build the Museum in Pocatello, Idaho?

We carefully considered a larger adjacent city, such as Denver, Seattle, or Salt Lake City, but decided the scope of the museum was strong enough to make it a destination place. We had already started our national Varsity business here, I graduated from Idaho State University, my home and family started here, and most of the talent we need is here. Also, Pocatello is a corridor for outdoor recreation and gateway to some of the most popular national parks, cleanest air, and purest water anywhere. So where else could be better than in Pocatello?

What kinds of things does the Museum offer?

People will see collections of items that depict the history of *Clean*, and they can participate in the hands-on activities and experience the interactive exhibits. There is also a stage and theater area, where we entertain and teach kids with puppet shows; a beautiful art gallery and a clean plants exhibit.

What is the big sphere we can see through the front window?

That is the Kid Planet—three stories of *clean* fun. It is filled with serious and fun activities that teach children how to clean through activities like the power of suction, recycling, washing windows, bed-making and sweeping. All these teach how to make cleaning a positive experience.



Where did you get your huge collection?

We got it primarily by making our intentions public. We used media and alerted our friends and colleagues in the cleaning business who brought us items. We stopped at hundreds of antique stores across the country, scoured e-Bay, and stayed on the lookout to purchase items from other collectors.



What's your favorite display in the Museum?

The "Your Garage" display! I believe when people learn to de-junk and live simpler lives, they automatically live cleaner.

How many people can the Museum accommodate?

This is a big place! We host hundreds!

Why is the building itself a big draw?

Because there are only a handful of buildings in the U.S. that come close to equaling it in the aspect of being green and environmentally responsible. We have many LEED (Leadership in Energy and Environmental Design) features in our building. Utilizing such things as thermo mass walls, roof water recovery and re-use, and other design elements make the building environmentally friendly.

**SEE US ON
TV!**

Be sure to watch CBS "On The Road" segment that went into 7 million homes!
Just go to museumofclean.com

A CLOSER LOOK AT THE WORLD OF VACUUMS

Vacuums

The fascinating history of vacuum cleaners is revealed through the museum's display of more kinds of vacuum cleaning equipment than the average person could ever imagine!



Who knew that inventors, designers, tinkerers, and manufacturers would use all their energy to answer the burning question of average homeowners and commercial building owners all over the Western world: "How can I get dirt out of my carpets?"

With the advent of carpeting, the quest for convenient and efficient vacuum suction began.

In 2006, Don Aslett purchased a private collection of several hundred antique vacuums from Peter Frei. It included a remarkable variety of pre-electric vacuum devices, working models, original patents, brochures and other mechanical oddities.

The Daniel Hess Carpet Sweeper from 1860 is the world's first vacuum cleaner! We have the





only one in existence, which is the Patent Model.

In our collection is the world's first motor-powered vacuum, from 1902, used in Great Britain. This horse drawn central vacuum would park outside large buildings while a gas powered exterior engine was used to create the suction necessary to clean the interior of the building via a long hose.

You will see 1912 vacuums that took two people to operate. One person would stand on the device and operate the two alternating bellows with their feet or arms while the other person pulled the head of the vacuum hose along the carpet.

Visitors will see 100's of carpet sweepers of all kinds! Some are similar in design to those we use today, while some work with bellows, cranks, plungers, or wheels.

FROM HISTORY

The first manual vacuum models, using bellows, came in the 1860s; and the first motorized models arrived at the beginning of the 20th century.

THE ART GALLERY



OUR CREATIVE ART

At the Museum of Clean, visitors can also find sculptures of dinosaurs, robots, insects, spiders, mailboxes, and animals made from old vacuum and cleaning parts and pieces.

The Museum of Clean is the proud home of the world's largest janitor, Big Don. Standing at 20 feet tall, Big Don provides a rare photo opportunity as well as big cleaning inspiration. A very rare piece from the 1960's, these giants are often referred to as Muffler Men. Big



"Art cleans your mind, like soap cleans your clothes" Larry Aslett

Don is one of just a few left in America to be standing inside of a building.”

Regional, professional and amateur artists are encouraged to submit their favorite pieces of art depicting *clean*. For more information go to museumofclean.com/donate.com



Just outside of the art gallery is the only Orchestra of Clean in the world! There stands a sculpture called the Maestro. With squeegee in hand he is conducting an orchestra of other sculptures all playing instruments made of cleaning equipment.

ENJOY THE ART GALLERY

In the grand tradition of museums all over the world, the Museum of Clean in Pocatello could not be complete without its own art gallery. This art gallery is uniquely devoted to artistic endeavors related to the theme of *clean*. Some of our 200 pieces are more than 2,000 years old. Our collection also includes copies of old Master's paintings, photos, sculptures, jewelry, models, and art from around the world including original stained-glass window insets in the gallery's entry doors.

HYGEIA

Hygeia, the mythical Greek goddess of health and cleanliness, welcomes you to the world of *clean* art.



**FUN
FACT!**

The Goddess Hygeia was associated with the prevention of sickness and the continuation of good health. Her name is the source of the word "hygiene".

ALL THINGS CLEAN GIFT SHOP

The *All Things Clean* Gift Shop is located off the large entryway to the museum, so that it is available to shoppers without paying the price of admission. The entrance to the shop is a giant washboard.

We have pride in our gift shop; it is not just a trinket store. The inside is filled with unique, local and high quality items. If you have any suggestions or are a local vendor with a unique *clean* product, please send an email to: contact@museumofclean.com.



The *All Things Clean* gift shop has a corner on the market of unusual and fun gifts!

In short, the *All Things Clean* gift shop in the *Museum of Clean* has anything and everything you might need for a unique gift or to inspire you to clean faster, clean better, and even enjoy doing it!

CLEAN
is a champion of fresh first impressions and
greater lasting impressions.

CLEAN
is a composite of seeing and feeling
—an emotional state.

CLEAN
gives order and organization by
elimination of excess.



Captain Ahab, of the Orchestra of Clean



Old fashion water transport—looks like fun!



Pumping for water



Museum of Clean ark and windmill

MUSEUM OF CLEAN

The Museum of Clean is a combination of the new portion added in 2011 and the original complex constructed in 1916. It has been upgraded for maximum levels of safety, health, environment, convenience and beauty.

WATER COLLECTION

Roof Area

LED EXTERIOR LIGHTING

HVAC UNIT
Highest Efficiency System

ALL THERMAL
Mass Walls, 16" Thick

"GREEN" in every way!



ORIGINAL 1916
Six-Floor Salt Lake Hardware
Building

FUTURE ROOF GARDEN

FIFTH FLOOR
Sanitation and Health
Future Exhibits

FOURTH FLOOR
Space for
Future Exhibits

THIRD FLOOR
Vacuum Cleaners and
Sweepers

SECOND FLOOR
Museum Displays and
Live Theater

MAIN FLOOR
Library, Art Gallery, Garden of
Clean, Noah's Ark Replica, Kids
World, Vacuums and Washing

LOWER LEVEL
Chimney Sweep
Brooms and Mops
Dusters and Buffers

WE LIKE BEING GREEN!

In environmental terms, the Museum of Clean is Green, inside and out. Here are a few reasons why:

Water Efficient Landscaping: The landscape is designed with native or adaptive plants to reduce or eliminate irrigation requirements.

The Garden of Clean: The *Garden of Clean* provides over 20 plants which clean the air of common airborne toxins like formaldehyde (a chemical found in almost ALL indoor environments), Xylene (a chemical found in plastics and solvents), Benzene (commonly used in solvents present in gas, ink, oils, paints, plastics...) all found in household air.



Many of our clean plants and trees, like the Dragon Tree have medicinal properties as well.

Also, don't forget to see our Idaho Mountain "Current Bush" donated to the Museum by 10.5 watt Larry Aslett!

Future Rooftop Garden: The Green Roof will provide outdoor garden space, improved insulation and perform as a natural water filtration system.



Recovered Materials: 80 percent of the previous building was recycled and much of it was done by recovering brick and wood.

On Site Renewable Energy: The scheduled solar passive wall will help pre-heat the air that heats the building and in the summer, it will cool the wall.

Recycling: Recycling opportunities are incorporated throughout the building, as well as in museum exhibits on waste reduction and identification.



Light Pollution: We minimize light pollution to allow for night sky access, visual comfort and improved visibility, achieved through the design of outdoor lighting, and use of non-reflective windows. Light harvesting sensors are throughout most of the building.

Water Conservation: New technologies incorporated for water recovery features will be highlighted and used to educate visitors about their benefits. Gray water will feed gray water fixtures, grass, toilets and the roof garden.

DID YOU KNOW?

Plants were mankind's first underwear!

BE A PART OF THE MUSEUM

Although the concept of the Museum was initially Don Aslett's pursuit, it was quickly realized that any hope for greatness, and for perpetuity, would need to come from YOU, the patrons. The vision needs to be shared. And growth is a *group* effort! "I am inviting you to be a part of the great work here." –Don Aslett



We need volunteers!

Traditionally, admission covers only about 20% of the cost to run a museum. If you can donate your time, even a few hours a week, it would be a great help to the operation. We touch lives daily, and your time would be a source of joy. We are growing and our need for dependable volunteers is becoming greater and greater each day.

We need art!

To help sell the concept of *clean* we need your art! Have you created or found unique pieces that would fit our genre?

We need antiques!

We are always wanting unique artifacts that relate to the history of *clean*. We appreciate appropriate donations, and on occasion can purchase extremely unique or rare items.

We need donations!

If you don't have time or objects to share, please consider us in your gift-giving. We are a 501(c)(3) and use 100% of your gift for the growth and maintenance of the Museum. Financial contributions are precious to us. Please contact us about donations 208-236-6906 or contact@museumofclean.com



WHAT PEOPLE SAY

"We had so much fun we came back the next day!
Thank you!"

—Porter family
Pocatello, Idaho

THE VALUE OF CLEAN



May we not confuse the physical process of cleaning (chemicals, equipment, schedules, and skills) with the value of *being clean*.

We've all experienced the liberation of "coming *clean*" after confessing or amending a dirty deed. *Clean* carries a constant invisible welcome sign.

Clean people and clean conditions are comfortable to be around and this translates to how we are treated.

Clean is that subconscious freedom we all search for—not just to remove and dispose of unwanted soil—but to reach to a point or place of:

- clean conscience
- vanished anxieties
- pure heart
- hygienic health
- sanitary surroundings
- spotless success
- fresh air
- sparkling love
- unpolluted language
- wholesome friendships, and so on...

Being *clean* is a state of unsolicited reverence. In fact, our degree of clean regulates our level of self-worth, self-confidence, and surely the quality of our communication with our Creator.

WHY CLEAN?

Museum of Clean works to further all goals of cleanliness—in, on, and around us.



Thank you for visiting the

MUSEUM of CLEAN

WWW.MUSEUMOFCLEAN.COM



Open Tuesday-Saturday • 10am-5pm

Adults \$6 • Children (3-15) \$5

Family \$20 (2 adults, 3 children)

Abundant Free Parking

ADA accessible throughout (wheelchairs available)

711 South 2nd Avenue • Pocatello, Idaho 83201

208.236.6906

contact@museumofclean.com