

S W E E P

The GSE Monthly Newsletter October 2019



Letter from the Owner, Keith Tousley



This past summer, I had the opportunity to participate in a workshop that had me reflect on people who have played a significant role in my life. I made a list of people that were intentional, thoughtful, and who made me better. I was reminded of past teachers, mentors, family members, and even acquaintances who shared things with me that I have never forgotten. Of course, I reflected on the ones I love the most like my wife, my mom, and my kids. The facilitator made the point that often the ones we love the most can get treated the worst, and at best we often don't do a good job appreciating those who have made a significant impact in our lives. What we were asked to do (on the spot) is write a handwritten letter to someone who we admired, appreciated, and were thankful for being in our lives.

I remember, as I began to write, I was filled with emotion. "I wouldn't be who I am today without this person." I was filled with an overwhelming feeling of gratitude and love. What a gift! What's even better is, this person who I care about so deeply got the chance to open this letter a few days later. I can tell you they were blessed beyond words. As you're reading this, maybe you can think of a few people in your life worthy of such a letter. Maybe they need your letter more than you know. Many of those we love never get to hear how we really feel about them; instead we wait until they pass away to reflect on our experiences, love and admiration. The problem with waiting is that person never gets to hear it. It only takes a few minutes. Time is fleeting and tomorrow isn't promised, so take some time today to honor someone who has helped shape who you are. I can speak from experience, it will be one of the greatest things you ever do.

You can't use up Creativity. . .
The more you use, the more you have
~ Maya Angelou

"DRESS TO IMPRESS" Contest

by Holly L Reed

Summer certainly didn't disappoint this year, extending some very warm days into October. It is during the hot weather that we all would rather dress cool and comfortable, rather than focus on uniform and professional attire at work. However, despite those hot summer days, it has been important that we remain in proper uniform.

At Golden Standard, we always look for ways to recognize and honor our employees. And, we like to make it fun, too! During the months of August, September, and October, GSE held a competition for our porters to challenge everyone to "Dress to Impress" and represent GSE the best! Porters coming to work dressed from head-to-toe in proper Golden Standard attire were given a ticket by those managers recognizing their *dress to impress* attitude. At the end of each month, a drawing was held and the winner received a crisp \$100 bill!

We appreciate everyone who participated and thank you all for representing Golden Standard so well!

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Congratulations to our Dress to Impress Winners!

Jesse Nieto, Porter at Pinecrest

Santino Parries, Porter at Pinecrest

Charles Wimley, Porter at Pinecrest

Holiday Season is Here!



It's that time of year again . . . as the weather turns colder, we begin to plan for holiday time with family and friends. In our line of business, cleaning services are even more important to our customers. This is why we continue our services throughout the days of Thanksgiving, Christmas and New Year's.



Please remember, if the days of your contract fall on a holiday, we are all expected to complete services on those days. The only exception is if our customer notifies Golden Standard in advance that they will not want cleaners onsite those days. Our porters will be scheduled for shifts during the holidays, as well.

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Please plan ahead for the upcoming holiday season. If you have any questions regarding your contracts, please don't hesitate to contact your Account Manager, or call our office direct at 440-641-0896.

GSE SPOTLIGHT—Tom Pollock

by Rob Starek

Tom, and his wife Tammy, are celebrating 13 years of marriage. They have two children that they have had custody of for the last 12 years. Tom and his family love to go to Cedar Point every weekend they can, and they also enjoy going to water parks.



RS: How long have you worked with GSE?

TP: "I've been with the company for 12 years now."

RS: If you could do another job for just one day, what would it be?

TP: "Learning Disabilities Resource Teacher."

RS: What do you enjoy most about working with GSE?

TP: "I've enjoyed being able to experience different kinds of jobs/industries over the years, as well as getting to interact with different types of people."

RS: What inspires you?

TP: "Doing a good job and knowing that I'm making a customer happy."

RS: What is your favorite type of music?

TP: "Country"

RS: If there was a movie made about your life, who would you like to see cast as you?

TP: "Paul Walker – R.I.P."

RS: What do you like to do in your spare time?

TP: "I enjoy spending time with my family."

RS: What is one important thing you have learned in the last several years?

TP: "That I'm not always right."

Tom, it's extremely rewarding to know that you have partnered with Golden Standard for as long as you and your family have. We are very honored to have been a consistent part of your life. We appreciate all that you've done to help this company grow to where it is today. Thank you to you and your family for all that you have done for GSE!

CUSTOMER CORNER—

burtoncarol
MANAGEMENT LLC

by Kayla Silverman

Golden Standard is proud to say that Burton Carol is one of our longest standing clients, partnering with them for over twelve years now. We service many of their properties, from Stow to Mayfield Heights to Brunswick, and areas in between. We have a unique relationship with Burton Carol, as some of their properties have in-house staff that clean, and we work collaboratively on opposite ends of the property.

Burton Carol was named by owner William Burton Risman and his wife, Carol Risman. The company started in the 50's when Bill asked his father for a \$5,000 loan to purchase a house building franchise. Within a few years, he had built and sold 5,000 units in Cleveland, Akron, and Pittsburgh. In the 70's and 80's, they built another 6,000 units in the same areas, adding Detroit. Today they are the 40th largest Property Management company in the US!

Fun Fact: Their current COO, Joy Anzalone, began as a housekeeper at an eastside property and has been with the company over 35 years!



Burton Carol Management LLC
L-R: COO Joy Anzalone—CEO President Rob Risman.



All 2020 renewal documents will be due by January 3rd.

A message will be coming to you soon with directions on how to obtain 2020 documents for completion.

- ★ Daylight Savings Time ends Sun, Nov 3 – Turn clocks back 1hr
- ★ Veterans Day – November 11, 2019
- ★ Barksgiving at Terrestrial Brewing Company – Nov 17 4p-8p
- ★ Thanksgiving – November 28, 2019
- ★ Tree Lighting at Public Square – Cleveland is Sat, Nov 30

