

S W E E P

The GSE Monthly Newsletter November 2019



Letter from the Owner, Keith Tousley



This time of year I can't help but sit back and reflect on how thankful I am. Thanksgiving is a wonderful reminder to take time and express gratitude for all the blessings in your life. For me, it has become a daily routine. Years ago I was inspired to start a daily gratitude journal. What I've learned is that being grateful is a mindset. Everyday I take time to think about three things for which I'm thankful. It brings me back to my childhood. Growing up, I was raised by a single mom, who worked extremely hard and somehow always kept a positive attitude. She would wake me up for school shouting "Good morning Son! This is the day the Lord has made! We will rejoice and be glad in it!" As a kid, I kinda rolled my eyes at it, but now I can clearly see what was happening. My mom had so many reasons to be discouraged, heartbroken, bitter, and depressed, but she made a decision to choose gratitude. When you practice gratitude you actually begin to experience joy.

As I have gotten older, I have realized that the mindset that I decide to carry everyday directly impacts those around me. That means that I have a responsibility to choose a mindset of thankfulness no matter what circumstances I currently face. Time is too short to spend living any other way.

I encourage you this holiday season to make a list of people and things you are thankful for, tell those who you appreciate how you feel, and share stories of gratitude with others. Not only will it bless you, but you might just make someone's day.

**DO SOMETHING
TODAY
THAT YOUR FUTURE
SELF WILL
THANK YOU FOR.**

NOAA TRADE SHOW— by Brittany McCune

As an associated member, each year Golden Standard Enterprises participates in the Northeastern Ohio Apartment Association (NOAA) Tradeshow. This year, I attended my first event, joining Kayla Silverman and Rob Starek, my fellow Account Managers. The event allows vendors the opportunity to display their services to the local apartment industry, gaining recognition and exposure in the region and beyond.



This year's show didn't disappoint! The show was packed with property managers and service vendors all networking and getting to know one another. It also allowed ME the chance to spend time with my co-workers and get to know them even better. But it wasn't all work, as they held fun raffles and giveaways throughout the day, too!

We all did well, coming away with many great connections that are leading to new business!! As a member of the NOAA organization, we are able to attend similar events throughout the year that allow us to continue to engage with industry-related businesses. If you would like to know more about NOAA, simply click on the link to go to their website <http://www.noaamembers.com/>.



CELEBRATING LEADERSHIP



Boss's Day was first recognized in 1962 and has been celebrated in the U.S. each year on October 16. Originally, the concept was intended to improve relationships between managers and their employees. On this day, we surprised Keith Tousley with a gift in recognition for his hard work and dedication! The GSE Leadership Team sent Keith to see the Cavs host the Miami Heat in November, donned in a new Cavs T-Shirt. Thank you Keith for all you do!

GSE SPOTLIGHT— Archekela Fields

by Rob Starek

Kela is a contractor with Golden Standard and she places a lot of importance on her family. She loves to spend time with her boyfriend, Michael, and her children and grandchildren. She is looking forward to Christmas because she hosts it every year.



RS: How long have you worked with GSE?

KF: *"It will be two years this February."*

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

KF: *"Childcare worker."*

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

KF: *"I like the independence and the trust that is given to us."*

RS: What inspires you?

KF: *"Her five grandkids"*

RS: What is one of your favorite songs?

KF: *"On the Ocean" by K'Jon*

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

KF: *"Tiffany Haddish"*

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

KF: *"I don't know everything, and sometimes I just need to listen."*

Kela, we are lucky to have you at Golden Standard. You are such a joy to work with and we appreciate your determination in all that you do. We look forward to what the future holds for you and your family.

CUSTOMER CORNER— Zeisler Morgan Properties, Ltd.

by Kayla Silverman

Zeisler Morgan is a developer of full-service retail shopping centers, whose headquarters is located in Woodmere, Ohio. We began servicing Zeisler's eastside offices two years ago and continue to have a great partnership with them. Since their start in 1976, they have developed over two million square feet of shopping centers in Ohio, South Dakota, and North Carolina. Being a full-service development company means they handle the project from beginning to end; development, investment, leasing, and management.

If you shop at plazas in Ohio you might recognize some of their properties; Ridge Park Square in Brooklyn, French Creek Square in Avon, Westwood Town Center in Rocky River, and Lima Shopping Center in Lima (a brand new plaza!).

Support our client by supporting the tenants in these plazas - everything from Aldi's, to TJMAXX, to Five Guys, to The Home Depot.



WE HAVE GRANTED OUR FIRST DREAM!!

We believe that this is the first of so many Dreams to be fulfilled. If you have a Dream you would like to share, submit it to: DaretoDream@gsecleaning.com and we will do everything we can to help make your Dream become a reality.

- ★ Cyber Monday Shopping is Dec. 2nd
- ★ Shopping for Christmas? National Free Shipping Day is Dec. 14th!
- ★ Winter Solstice is Sat. Dec 21st
- ★ Hanukkah is Sun, Dec 22, 2019 – Mon, Dec 30, 2019
- ★ Ho! Ho! Ho! Merry Christmas! Dec. 25th

