

# SWEEP

The GSE Monthly Newsletter

December 2019



Letter from the Owner, Keith Tousley



I can't believe 2020 is here! Every year around this time I have a tradition with my wife to do an annual vision retreat. We spend the first day reflecting on the past year. We note the highs, the lows, and the meaningful moments that made up the year. This time of reflection has always brought me a sense of gratitude. I'm grateful for all the challenges that bring me perspective and growth, and for all the blessings that bring joy and meaning. As a company I'm very thankful for all that we accomplished in 2019. We were able to launch an internal google site that's helping our leadership team be more efficient and effective in the field. We expanded to Columbus and brought on two key leaders to help grow that market. We launched the Dare to Dream program in order to add additional fuel to the company's mission and vision, and we restructured our leadership team and enhanced our banking, payroll, onboarding, and accounting relationships. To sum it all up, this year has been a year of alignment and preparation for the future. We are positioned as a company for a very exciting and fulfilling 2020. This takes me to the second part of our annual vision retreat.

After we have reflected and gained perspective from our year, we take the next day to dream about what could be in the following year. We walk away with a single word for our year. It's amazing what that word can do to help me stay focused, on track, and moving forward. In addition to our word, we lay out our goals, dreams, and vision for the year. We do this for each area of our lives: our marriage, our children, the business, our church, our finances, and our personal goals and desires. This has become one of the single greatest practices in my life, and this year has been no different. It has given me such a hopeful expectation for 2020. As a company we are not only positioned for sustained growth and expansion, but also focused on growing our relationships with our staff. Our desire is to nurture a culture of community and growth. My hope is that as you read this, you're inspired both personally and professionally and that 2020 can be a year that you are able to thrive and flourish. I look forward to connecting with you in person at our annual holiday party on January 12th. God Bless!

## Dare to Dream

Are you ready? What is your Dream? Send your email!

[DareToDream@gsecleaning.com](mailto:DareToDream@gsecleaning.com)

- ☞ Everyone's Dream submission remains **100% confidential**. The only communication to the company will be "*A Dream has been Granted*".
- ☞ To have your dream granted:
  - ◇ Staff members must be in good standing with the company
  - ◇ Each individual may only submit one dream at a time; but you have the ability to change your dream as you desire.
  - ◇ There will be no restrictions . . . all Dreams will be accepted
  - ◇ All 'ungranted' Dreams remain in the que until they become a Reality
  - ◇ And remember, all submissions remain **100% confidential**
- ☞ Golden Standard Leadership Team members may be involved in delivering granted Dreams

See you at the Annual Holiday Party!

Play Arcade and Kitchen

5900 Mayfield Rd

Mayfield Heights, OH 44124

Sunday, January 12th at 5:00 pm

[Click here to RSVP](#) or call Penny at 440-641-0896

## GSE SPOTLIGHT— Santino Parries

by Rob Starek

Santino is one of our porter supervisors on the east side of town. He is the middle child of four. He's celebrating 2 years of marriage and has a 2-year-old and a 10-year-old. Santino enjoys time with his family, especially when they get to play the game Sorry. He says that his best friend is his father who he has learned so much from in life and on a practical level. He gets the fun side from his mom along with her sense of humor.



**RS: How long have you worked with GSE?**

**SP:** "I started in November 2018"

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

**SP:** "My coworkers and management and the team mindset."

**RS: What does leadership mean to you?**

**SP:** "Accountability - If you're leading anything you have to be accountable for what you expect."

**RS: What inspires you?**

**SP:** "Seeing that my family is taken care of along with doing the best that I can do each and every day."

**RS: What is one of your favorite songs?**

**SP:** "Tennessee Whisky / Drink You Away by Justin Timberlake & Chris Stapleton"

**RS: Motto or personal mantra?**

**SP:** "Always take care of what takes care of you. Which is something my father has always said."

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

**SP:** "Eddie Murphy"

**RS: People would be surprised if they knew:**

**SP:** "I am a licensed barber."

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

**SP:** "No one is promised tomorrow, and you can't fear the unknown."

Santino, you are very appreciated, and we consider ourselves lucky to have you working with Golden Standard. We are looking forward to your continued success in the future. You are helping to make a difference in this company with the way you lead and the determination that you bring. Thank you so much!

## CUSTOMER CORNER— [TownHall](#)

by Kris Soja

One of our longest restaurant relationships is with Ohio City's popular TownHall. The first restaurant in the country to serve an entirely NON-GMO menu, TownHall is on the leading edge of the gastropub scene. With many locally sourced options, TownHall has managed to combine the typical bar feel with a health conscious outlook. They pride themselves on having the healthiest menus possible. With an amazing weekend [brunch menu](#), and a family friendly cafe TownHall is a great option for any meal. When you are there be sure to keep an eye out as TownHall is also one of the best spots in Cleveland for celebrity sightings!



New Year's resolutions seem like a great way to take stock of the last year and set goals for the next one. Psyched to make 2020 your best year ever? Try one of these simple lifestyle tweaks!

- ★ Start eating healthier food, and less food overall
- ★ Meet new people and become more social
- ★ Volunteer your time
- ★ Become more active
- ★ Get more quality sleep
- ★ Spend less time on social media
- ★ Watch less TV and read more
- ★ Spend more time with the people that matter
- ★ Learn a new language
- ★ Pick up useful skills or fun hobbies
- ★ Become more organized