

# S W E E P

The GSE Monthly Newsletter January 2020



*Letter from the Owner, Keith Tousley*



**How Can We Partner with you this year?**

Over the years I have realized that our best staff relationships look more like a partnership than anything else. I have worked hard to establish a culture of accountability without micromanagement. To do this, I have chosen to believe the best in every person that works with Golden Standard. Now whether you're a contractor or employee, believing the best is only the start. At Golden Standard we want to do everything we can to help you become successful. For some, this is financial, for others it's personal growth and opportunity. In either case we need to have a relationship that is providing value on both sides for it to become a powerful partnership. Everyone in the company was recently sent a survey that asks some basic questions to better get to know you. This information will help us strengthen our partnership with you. Without knowing where you want to go it's hard to help you get there. So my question to you is simple, how can we partner with you this year? Or put differently, what can we do to improve our partnership with you? Our mission is to "Nurture Growth and Significance in Others by Cultivating a Culture of Honor and Excellence." In order to fulfill this mission we need to connect with each other and share goals, ideas, needs, and opportunities. Let's work to make each other better. Let's build a strong partnership in 2020! I look forward to hearing from you.

Sincerely,

Thank you to everyone who made it to the Holiday Party this year! Sorry for those who could not make it, you were missed! We look forward to see you all this summer!



## Customer Referral Incentive

Expectations:

Sub-Contractors who work with Golden Standard are eligible to receive money for referring business. As a contractor, you are not required to sell, put together pricing or provide any information other than the following:

- Name of Potential Customer
- Location of Potential Customer
- Contact Name
- Position of Contact person
- Email and/or Phone number of Contact person

Incentive Opportunity:

- \$100** – referral of a 1 day per week account
- \$200** – referral of a 2-3 day per week account
- \$300** – referral of an account that is 4+ days per week

Payout:

As soon as Golden Standard starts the account you will receive the full incentive owed to you on the following invoicing period.

## GSE SPOTLIGHT— Kris Soja

by Rob Starek

Kris Soja is Golden Standard's Operations Manager. He has been married to his wife, Janelle for 8 years. They have 2 boys, Brighton 6 and Clint who is 3. They live on a farm and Kris enjoys chopping wood.



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

**KS:** "It's been 4 years this month."

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

**KS:** "Play for the Chelsea football club."

**RS: What do you like to do in your free time?**

**KS:** "I enjoy reading and listening to books. I also love when I can play soccer & softball."

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

**KS:** "Relationships that I've gotten to build and the goals that the company has to help people achieve their dreams."

**RS: What inspires you?**

**KS:** "Helping people."

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

**KS:** "One of my favorites is Red & Gold by a bluegrass band called The Brother Brothers"

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

**KS:** "Matt Damon"

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

**KS:** "The importance of treating each individual person as their own person and removing preconceived notions."

Kris, you are a huge reason as to why this company has seen the success it has over the last handful of years. We are beyond grateful for your hard work and commitment to the vision of Golden Standard and its people. We love working with you and you help to make Golden Standard what it is. A huge THANK YOU to you and your beautiful family from the bottom of our hearts for your loyalty and sacrifices that you all have made over the years!

## CUSTOMER CORNER— [Crocker Park](#)

by Kris Soja



One of our longest standing partners, Westlake's Crocker Park has had an exciting few months. Always a place to be for Christmas shopping, with their tree lighting, Santa's village and sleigh for family photos, they have also added some exciting new tenants to their lineup. During the fall, Condado, Bibibop and Hot Chicken Take-Over opened up to add delicious new options for dining out. And they just announced that World Market and Bye Bye Baby will be moving in in the fall of 2020. Right now they also have an ice skating rink Friday– Sunday and an indoor Farmer's Market on Saturdays! It's very exciting to see Crocker Park continue to grow as the premier shopping option on the west side of Cleveland and we look forward to continuing our relationship with them for years to come.

