

S W E E P

The GSE Monthly Newsletter February 2020



Letter from the Owner, Keith Tousley

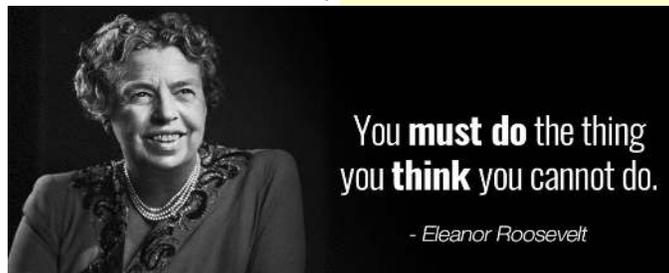


Golden Standard is Positioned for Growth.

Our company core values are exemplified by the word STRETCH. As we head into our 17th year in business it's the one word that most clearly defines who we are and where we are going as a company. Our first 10 years in business we didn't have any defined values, and without values we lacked direction. When you don't have direction, it makes it hard to grow. When I think back on what changed everything, it was my desire to become comfortable in the uncomfortable. I learned this concept following a decision to mentor a young man in foster care.

Through that experience I realized just how "comfortable" I had been living my life. I realized that comfort led to unfulfillment and I made the decision that I never wanted to live that way again. To avoid a lifestyle of comfort I have pushed toward a growth mindset. In this mindset I'm constantly asking myself how I can grow as a husband, father, leader, and friend. It means when there are challenges, instead of complaining, I realize there is an opportunity to learn, grow, and gain a valuable experience.

What does this mean for you? It means you are a part of a company that is led with a mindset for growth. This growth would not be possible without years of preparation with a focus on STRETCHing in all areas. If you're looking for further growth in your life, then you are in the right place and we want to connect with you. Growth can be a scary thing, but just know that you are not alone. At Golden Standard we are nurturing a community that provides support, encouragement, and opportunity. Are you ready to GROW?



You **must do** the thing
you **think** you cannot do.

- Eleanor Roosevelt

Don't
believe
everything
you think

By Celena Tousley

Training yourself to not believe every discouraging thought that enters your mind can seem like an impossible task. Unfortunately, life can deal us some pretty hard blows that can bring us to our brink. Everyone has a story to tell of a time they wish they could forget. These moments do not define us or our future. Our story can be used to help others. Our story can remind us where we have come from and how we are still standing. Some days can be easier than others, but remembering I am more than my pain, my past, and even my mistakes. So, try taking those thoughts that play over and over in your head (one at a time) and replace it with the complete opposite positive thought. You might not believe it at first, but keep at it. If you practice doing this one day you will see the difference and you will feel better because of it. Give yourself some credit. Don't be so hard on yourself. Here's one positive thought to start you off on your journey and that is: Thank you for being a hard worker and showing up. Glad you are a part of our team!

Events in Cleveland:

MARCH 7th 10 am—2 pm Crocker Park Camp & Summer Programs Fair — This is the **CAN'T MISS** Camp event of the season and the biggest in the Cleveland area! Make plans now for your kids to experience summer camp!

2/22-3/28/20 – Indoor Farmers Market Saturdays at Crocker Park

Cleveland Metroparks offers events year long—Hiking, Ziplining, Axe Throwing—[Check out up coming events on their calendar here.](#)

3/26-4/19/20 – [The IX Center Indoor Amusement Park](#)

GSE SPOTLIGHT— Lawanda Triplett

by Rob Starek

Lawanda is a subcontractor with Golden Standard. She is a mother of 5 children, 4 boys, and 1 girl. Two of her sons are eager to join her in the cleaning business. Lawanda's faith is very important to her and her family and she does her best to walk that out every day.



RS: How long have you worked with GSE?

LT: "Since May 2019."

RS: Do you have a motto or personal mantra?

LT: "Ultimate Integrity, which is the name of my company."

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

LT: "Real Estate."

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

LT: "I've learned how to have a lot of patience."

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

LT: "I enjoy finding ways to help others."

RS: What is one of your favorite artists?

LT: "Fred Hammond"

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

LT: "Halle Berry"

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

LT: "It's the people and how caring and understanding everyone is. My first-time meeting Keith was at the annual picnic. When I went out to shake his hand, he hugged me instead which goes to show how relational GSE is."

Lawanda, it is a real pleasure having you aboard with GSE. We are grateful to have you represent us because your values are in line with ours. You are continuing to help Golden Standard with our mission to 'Nurture growth and significance in others by cultivating a culture of honor'. Thank you for striving to be better each day and always doing your best in all things. We are honored to be partnered with you!

CUSTOMER CORNER— COLUMBUS, OH

by Shaun Wheeler

Hello again from Golden Standard, Columbus office! It's been months since the launch of Columbus and we wanted to let you know the Columbus market



is growing. We're excited to have [Muirfield Country Club](#), [Tartan Fields Country Club](#), and we've recently started to clean [Mohawk Apartment complex](#). With everyone's help and as a team effort there are plenty of accounts we're in conversations with currently. I have no doubt that our growth in Columbus will exceed expectations!

If anyone has any questions that I may answer, or would like to call and say "hi", please do! Maybe you know someone or a company I should talk to in Columbus. We have incentives for your referrals! Give me a call at 440-641-0896 ext 110. I'd welcome the chance to get to know more of our team, and I recognize you all play an important part! Thank you!



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.