

S W E E P

The GSE Monthly Newsletter March 2020



Letter from the Owner, Keith Tousley



My hearts desire is to create a culture within Golden Standard that nurtures growth and significance within our staff and key relationships. In order to see this happen I have put together a strategy led by my wife Celena. During this challenging time there is an opportunity to come together and offer support, encouragement, and resources. We want you to know that you are not alone and we care and appreciated you!

If we can love, trust, respect, and support each other from a distance, then we will be unstoppable once we are together!

We are here for you during this challenging time. If you are in need of anything please email Celena@gsecleaning.com. Celena's role as Chief Culture Officer is to build community and support within Golden Standard. We are choosing to use this difficult time to bond together and grow. You are not alone and we appreciate you!

HARDSHIPS OFTEN
PREPARE ORDINARY
PEOPLE FOR AN
EXTRAORDINARY
DESTINY ...
C.S. LEWIS

By Celena Tousley

During this unprecedented time where we are feeling the stress of the unknown, fear of just about everything, and loss the loss of control and certain personal freedoms this is the perfect time to emerge as victors not victims.

This isn't to deny or ignore current world issues, but what if we leaned into this extremely difficult time and explored the extraordinary opportunities that are available? Like so many other families around the globe, I am a homeschooling parent. This has completely disrupted my schedule, routine, and other important responsibilities. Years ago, this would have made me absolutely bitter, angry, and depressed. However, I have had to make the choice in my life to look at all the hardships I have endured and find a positive thread. What was that thread? I am a fighter and I'm still standing. So, with all that I have learned I am embracing this time with my five children, and determined to enjoy this precious opportunity that has opened up for me as their Mother. They are my greatest legacy. I am not sure what you may be struggling with at this moment during this time, but I encourage you to realize there is an extraordinary opportunity available for you as well. Don't allow the fear and the things we can not change hold you prisoner. This could be your greatest hour to dream, create, or even slow down to take better care of yourself. Whatever it may be, I encourage you to not give up or give in. You are not alone we believe the best is yet to come!

With all the spread and scare of the COVID-19 we have an additional service that applies a special coating to high touched areas. This coating does not allow pathogens (including the COVID-19) to survive on surfaces for 30-90 days. This method has been significantly proven to reduce cross contamination and is a game changer in the cleaning and disinfection industry. Let businesses know! If you would like more information on this service or are interested in being considered for this disinfectant project work contact Rob at rob@gsecleaning.com.

GSE SPOTLIGHT— La Tassha Walker

by Rob Starek

LaTassha works as a subcontractor with Golden Standard. LaTassha has 3 children and 6 grandchildren and her husband of 18 years. She is very active in her grandkid's lives, as she helps to nurture and care for them. Sundays are especially important to them as they all attend church together as well as serve together.



RS: How long have you worked with GSE?

LW: "Two years, since January 2018."

RS: Do you have a motto or personal mantra?

LW: "Do unto others as you want to be done unto you."

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

LW: "Help deliver babies."

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

LW: "Each day that I'm given shouldn't be taken for granted along with being thankful."

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

LW: "Exercise and hanging out with friends and family."

RS: What is one of your favorite artists?

LW: "Deitrick Haddon & J. Moss who are gospel artists and I love jazz music"

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

LW: "Felicia, my sister"

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

LW: "I enjoy the freedom that I have. As well as being able to have a management team that I can communicate with when there are needs or concerns."

RS: What does leadership mean to you?

LW: "Responsibility, honesty, creativity, management, and accountability."

LaTassha, we are so grateful to have you represent Golden Standard. Every day you strive to set an example for those that you come into contact with and that is admirable and greatly valued by us. We appreciate all of your hard work as it does not go unnoticed. Thank you so much for always representing us well in all the work you do!

CUSTOMER CORNER— LOCKKEEPERS

by Brittany McCune



We are honored to partner with one of Cleveland's most beautiful fine dining restaurants opened in 1992

within the heart of the Cuyahoga Valley. Stop by LockKeepers for a comforting meal with an atmosphere that feels as friendly as your own home. The owner, Frank Sinitos' Italian heritage is reflected in the menu that features handmade pastas, fresh baked pizza and desserts, steaks, chops, and seafood. Lock-keepers is elegantly appointed with mahogany millwork its soaring floor-to-ceiling windows overlook the river.

Not only does the building itself have great history behind it, but the actual name of the restaurant has an intriguing story of its own that many may not know or may not have understood. The title of the restaurant is inspired from an occupation titled lock keeper or lock tender, which is a person who tends to a canal or river lock by maintaining it and controlling its water levels.

LockKeepers is open from Monday through Saturday from 11:30am to 10pm. The restaurant is closed on Sundays, but banquets are available on this day.

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.