

SWEEP

The GSE Monthly Newsletter April 2020



Letter from the Owner, Keith Tousley



A little over 50 days ago I was shocked when the governor decided to close all restaurants and begin a “stay at home order”. That single decision impacted nearly 30 families within Golden Standard. I would not have believed you if you told me that nearly 2 months later we still find ourselves wondering when this will end. I think the hardest thing has been the uncertainty. With uncertainty comes increase in fear and anxiety.

As a company, we have chosen to look at this challenging time as a blessing. One of our company’s core values is “Thrive in the Uncomfortable”. It is in the uncomfortable where growth happens, and opportunities are revealed. I think it’s safe to say we are all a little uncomfortable. What’s exciting is that this discomfort has brought us closer together. It’s also revealed opportunities to add creative services, invest in new marketing opportunities, and add additional resources and processes to have greater connection. I believe we will look back at this time and realize it was actually the best thing to ever happen to GSE. On a personal note, this is hard. Even though my logical mind can be thankful for challenges that bring about positive growth and change, the reality is it’s painful. What I want you to hear is that “You are Not Alone”. We are in this together and we are here for you! We will come out of this stronger than ever, not because of luck or chance, but because we are choosing how we will Respond. The only thing we truly have control over in our life is our response. Let us choose to grow through discomfort, look for opportunities, grow closer with our families and relationships, and take time to focus on what’s most important and truly Thrive! during this challenging time.

By Celena Tousley

YESTERDAY IS **history**,
TOMORROW IS A *mystery*,
BUT TODAY IS A **gift**.
THAT'S WHY WE CALL IT
THE PRESENT.
-A.A. MILNE

I just love this quote! The first time I heard it, I was with my kids watching Kung Fu Panda, yes, I loved watching that movie. This quote is from the author of Winnie the Pooh

challenges every part of my control freak tendencies. With all that I have gone through in my past it’s hard to not let yesterday be history. I usually use my past to be a tool on how to protect my future, so I try to plan ahead so that I can dodge the hurt and pain that might be around the corner. When I do that, I always forget about being in the present, because I’m worried about the future. The cycle would keep going, until one day out of frustration and pure exhaustion I couldn’t keep it up anymore. So, now I choose to let yesterday go and forgive, I practice staying in the present so I don’t miss the many blessings it has in it. I make sure I prepped for tomorrow, but I am flexible to do what needs to be done when it’s today. Hope my practice

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 GSE!

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— Paulette Dessausure by Rob Starek

Paulette is one of our contractors at Golden Standard. The 3rd child of 6 kids she was born and raised in Cleveland. She has 3 children, 3 grandchildren with 1 on the way in November. Paulette is married and has 1 daughter and 1 granddaughter by marriage.



RS: How long have you worked with GSE?

PD: *"I started in October 2018."*

RS: Do you have a motto or personal mantra?

PD: *"Don't fear change. Change is good."*

RS: What is something that people may be surprised to know about?

PD: *"I love to paint, and I know how to do tile & grout. Also, I love demo days!"*

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

PD: *"Home rehabber and designer."*

RS: What does leadership mean to you?

PD: *"Being responsible, being a motivator, and getting things done."*

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

PD: *"We have family night 1 time a month where we play games, watch movies, and dance."*

RS: What is one of your favorite movies?

PD: *"Imitation of Life – A 1959 romance drama."*

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

PD: *"Beyoncé."*

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

PD: *"It has given me the opportunity to show and continue to practice some of my best qualities which would be my level of responsibility, good decision-making skills and being considerate of people and my environment."*

Paulette, we are lucky to have you as part of the GSE family! You are always someone that we can count on in any situation and know that at the end of the day you are going to go above and beyond with what you are tasked with. We appreciate that you always are concerned with how well you represent us. Your integrity shines through. We're grateful for all your hard work that you put into every task you are given.

CUSTOMER CORNER— VALLEY YORK
APARTMENTS

Here at Golden Standard we are proud to partner with a wonderful apartment community like Valley York Apartments. Its located in Parma Heights not far from Cuyahoga County Community College and Cleveland's Health Care Systems. Valley York was Built in 1963 and completely Renovated in 2004. The property manager and leasing agents are such a pleasure to work with and they have a very hard-working maintenance team. This almost 300-unit community is totally affordable, and they're pet friendly, which we love. I would gladly recommend these apartments to anyone looking in the area.



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.