

S W E E P

The GSE Monthly Newsletter June 2020



Letter from the Owner, Keith Tousley



With everything going on in the world recently I have found it increasingly difficult to keep a positive and upbeat attitude. What I realized is that like food and its effect on my body, what I decide to take into my heart and mind directly affects my mindset and overall state of being. So how can we remain positive and even hopeful during times like these? What I have found is that how I choose to start my day makes a huge difference. The days that I decide to go straight to emails, the news, or bills typically end up being the type of days that I lead with impatience, frustration, fear, and negativity. On the flip side, when I start my day out with Gratitude and a proactive plan to tackle my day, I find myself thriving in the midst of a lot of uncertainty. Could it be that simple? It's easy to appreciate something after it has been lost or taken from you, but to proactively think about all the blessings in your life while you still have them is a gift. The key word is Choose. Every day we get the opportunity to make choices that affect us in a negative or positive way. Either way it is up to you. I encourage you (and myself) to take some time in the morning and set ourselves up for success. Be intentional with the first 10 minutes of your day, believe me it makes a difference.

SUMMER
IS TIME FOR WARM NIGHTS
WATERMELON
BARE FEET AND BARBEQUES
SWEET CORN SUNFLOWERS
RIP PICNICS CAMPFIRES
TOMATOES LEMONADE
LIGHTNING STORMS LOVE

By Celena Tousley

Summer is finally upon us! Stay cool and safe! Are you looking for something to do with the kids?

Check out [The Great Lakes Science Center](#), [Greater Cleveland Aquarium](#) and the [Cleveland Museum of Natural History](#)

There is so much to do with the family in Cleveland. Check out this [Cleveland Family fun link](#) for more ideas..

I look forward to seeing you at the GSE Picnic!

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!

8th Annual Golden Standard

summer

bash

[Click here for directions](#)

Host: Keith Tousley 440-641-0896

When: Saturday, August 8 from 11:30 AM to 4:00 PM ET

Where: [South Mastick Park](#)

Please bring a side dish to share. Meat/Drinks provided.
We can't wait to see you there! If you still need to RSVP give us call!

GSE SPOTLIGHT— Mike Robinson

by Rob Starek



Mike is one of our wonderful contractors with Golden Standard. He has 6 kids and 4 grandkids. Mike really enjoys when all the family is able to get together on some of the major holidays and spend some good quality time with everyone.

RS: How long have you worked with GSE?

MR: *"It's been 2 years now"*

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

MR: *"Boxer."*

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

MR: *"I've enjoyed the many opportunities that have come from working with Golden Standard. I haven't experienced that with many other companies in the past. I also love the people and how they challenge you to be better."*

RS: Do you have a favorite movie?

MR: *"Cadillac Records, Ali, Menace II Society."*

RS: What inspires you?

MR: *"Always trying to be better in everything I do."*

RS: What kind of music do you enjoy?

MR: *"I really like listening to 60's and 70's music."*

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

MR: *"That failure is a good thing. It helps you to strive to be better."*

Mike, we are so grateful that we have you on our team! We appreciate how you approach everything you do with honesty and excellence. It's people like you that make us look good at the end of the day. Thank you for choosing to continue to partner with us and for helping us to grow beyond our potential.

Urban Squash CLEVELAND

CUSTOMER CORNER— by Brittany McCune

Urban Squash Cleveland is one of Golden Standards newer clients. Our very own Mina Nardi and Billy Blair take care of Urban Squash and they're doing a wonderful job. Urban Squash Cleveland has paired squash instruction with academic support and mentoring in serving Cleveland's inner-city school-aged students. The organization partners with Urban Community School (UCS) and several other educational institutions. This Youth Development Center is located on the corner of West 47th and Lorain in Cleveland. They have also opened their Squash courts to the public for memberships for \$50 or Eight Volunteer hours each month.

If you're interested in a membership you can go to

www.urbansquashcleveland.com

What is new at GSE?

By Director of Operations Brian Lynner

It has been an honor to join the Golden Standard Enterprises (GSE) team. We all do such vital and noble work and it is quite clear that our clients sincerely appreciate all that we do for them to keep their facilities clean, disinfected and protected.

We are working hard behind the scenes to develop new business opportunities. As an example, we are partnering with our website developers Trsnfrm to improve the content of our digital platform and enhance our search engine optimization (SEO). We are also evaluating new internal systems to improve our efficiencies and how we interact with our employees, contractor and clients.

But our true success starts with you – our cleaning professionals! It is you that sets us apart from the competition. On behalf of the entire GSE team, we sincerely appreciate your dedication and all of your hard work!

I am excited to be a part of the GSE team and look forward to growing together! I am even more thrilled about the future and working with you to grow our business. Thank you once again for your commitment to GSE – you are appreciated more than you know!

REMINDER UPDATED WORKERS COMPENSATION CERTIFICATES

FOR THE 2020/2021 YEAR ARE DUE TO GOLDEN STANDARD ON OR BEFORE JULY 15, 2020.

Fax to 1-844-842-3847 or email to invoicing@gsecleaning.com