

S W E E P

The GSE Monthly Newsletter October 2020



Letter from the Owner, Keith Tousley



Generosity is something that has shaped my life and directly impacted the culture and mission of Golden Standard. When I think about who I was 10 years ago, I think about someone who did their best to control every outcome. I counted every penny and held everything extremely tight. With that mindset, I struggled with fear and anxiety. I didn't like how I felt and I knew something wasn't right. What changed everything for me was "one courageous decision". I believe that one decision can change the course of someone's life. My courageous decision was to mentor a young man in foster care. At the time, I had a long list of good excuses to not follow through, but in the end I knew in my heart that it was the right thing to do. My heart longed to do something greater than myself. That single decision opened up my eyes, and it was like seeing the Matrix for the first time.

I began to realize that this life is more than holding on tight and trying to control outcomes; it's about using your God-given gifts, talents, and resources to leave an impact on others. The reality is, I think the process of mentoring taught me much more than I was ever able to impart. That experience was a catalyst that gave me a deep desire to not just have a cleaning business, but a mission driven organization. One that not only positively impacts the lives of all those it comes into contact with, but generates resources that can literally change lives around the world. This is what Generosity can do. Now I can live in true Freedom because instead of counting pennies, I am stewarding resources. As a company, we are committed to our mission to "Nurture Growth and Significance in others by cultivating a culture of Honor and Excellence". If you're reading this I'm asking you to partner with us in this mission. It can start with one small courageous decision. Get outside yourself and lean into Generosity and you will find true joy and fulfillment.



Golden Standard is thrilled to announce that we are partnering with St. Jude Children's home. We are honored to be able to help families stay together and focus on what really matters. It is exciting that we get to be a part of something bigger than ourself. When we give hope to someone else, we in turn get hope!

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:

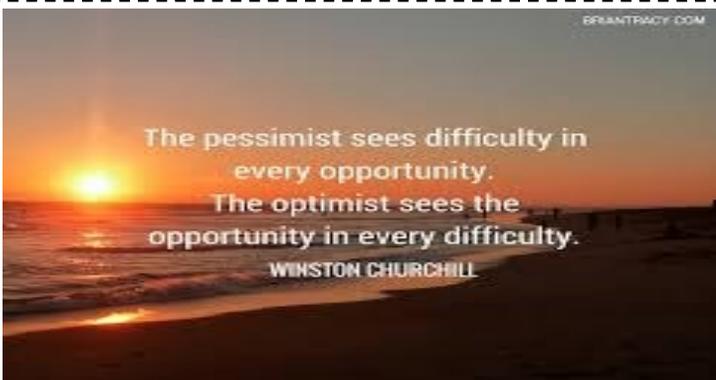
- Name of Potential Customer
- Location of Potential Customer
- Contact Name
- Position of Contact person
- Email and/or Phone number of Contact person

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— Carl Jones

by Rob Starek



Carl is an evening supervisor at some of our east side facilities. Family is extremely important to Carl along with being a man of faith. Carl would like to live long enough to see his kids successful and on the right path to their careers. He desires to live a successful, healthy, clean life.

RS: How long have you worked with GSE?

CJ: "Just over 2 years and 5 months"

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

CJ: "Professional football player."

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

CJ: "I enjoy the diversity and the fairness of Golden Standard which isn't common in this day in age. Also, I enjoy working alongside the different people and roles they all play within the company."

RS: Do you have a favorite movie?

CJ: "Glory, but any movie with Denzel Washington."

RS: What inspires you?

CJ: "Success. I'm a driven person. To see my family and kids on the right path."

RS: What kind of music do you enjoy?

CJ: "Youngest of 10 kids R&B, Country, Rap, loves all music but #1 is R&B."

RS: People would be surprised if they knew:

CJ: "I'm a good singer."

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

"Don't sweat the small stuff. Don't be afraid to fail. Learn to walk by faith and not sight. Live every day, every minute, every second to its fullest. In the last several years there were a lot of deaths in the family. One thing guaranteed in life is life and death. Don't take it for granted."

Carl, you are such a great person to have on our team. Not only do you bring knowledge and experience within the industry, but it's your charisma and desire for excellence that we also love! We are extremely lucky to have you with us at Golden Standard. Thank you for always dedicating yourself to excellence with all that you put your hands to.

CUSTOMER CORNER— by Brittany McCune

Parkside Towers is an apartment complex in Strongsville that we have been cleaning for many years. Back in the Day even our CEO, Keith Tousley, cleaned at this property. Parkside is a 6 story apartment complex with many amenities including a fitness center, community room, and a large outside patio for when you want to cookout in the summer. Its located off Pearl road right



off of 71. It's also conveniently located right across from Walmart and Home Depot. One of my personal favorite things about the property is the landscaping. Every time I

walk into the building, I get to look at an array of beautiful flowers. They have a very attentive maintenance and management team that take very good care of the property and the tenants. Our very own, Stefani Hlaves cleans there and does a wonderful job. If you're looking for a new place in the Strongsville area make sure to put this on the list of properties to check out.

Here are some upcoming dates of fun activities to check out around the Cleveland area.

October 8th, 15th Fall concerts at Pinecrest

October 16-18 Trunk Show at Eton Chagrin
Boulevard

Every Saturday thru December— North Union
Farmers market at Crocker Park

Social Distancing kept us from all getting together this summer and we really missed you! Know that all of us at GSE look forward to when we can gather together again. Keep in touch with family and friends and let us know if you need anything in these trying times!

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!