

SWEEEP

The GSE Monthly Newsletter October 2020



Letter from the Owner, Keith Tousley



Every year my wife and I get a night away to reflect on the previous year and dream about what could be in the year ahead. During this time, I pray about a guiding word for the year. This year my word was "Thrive". At the time, it made a lot of sense as my focus was on sales growth and moving the companies vision forward in new and exciting ways. I remember being so positive about 2020 telling people that I had never been so hopeful and excited for a new year to begin.

Then in March everything changed. Never could I have imagined how this year would go. It has been a rollercoaster ride of emotions from fear and uncertainty to anger and frustration. Even though, at times, I questioned my word, I never lost hope. We made the choice as a team to lean in and learn from the challenges we faced each and everyday. What I have learned through this is that out of challenges and pain come opportunities for breakthrough and growth. I can honestly say that I am thankful for this year, not because it was easy and enjoyable, but because of what struggle and challenges have produced. As a company, we are Thriving like never before. As we continue to grow I am growing increasingly excited about the impact we can make. This month we added 2 new additions to our management team and solidified our presence in both Cleveland and Columbus. We also added amazing software to help us better serve you and our customers. We have some exciting news to come. We are heading into a new season as a company and I'm so thankful your on this adventure with us. Let's Thrive together!

October Highlights

We had the opportunity to be a part of NOAA day again this year. The NOAA is the National Ohio Apartment Association. Our very own Brian and Toni were able to represent Golden Standard and had the opportunity to talk with property managers from the area.



Director of Operations— Brian Lynner

I am excited about our ongoing growth, We have added a new Project Manager/Lead Floor Technician and a new Client Relationship Specialist during the month of October. These critical additions to our team will position us to better serve our clients while procuring new business.

Check out the Golden Standard Website
New and Improved!

www.gsecleaning.com

Access to forms, Newsletter, and so much more! Use the passwords below to log into the Portals:

Contractor Portal: GSECon2019

Employee Portal: EmpGSE2019

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!

GSE SPOTLIGHT

Jon Project Manager/Lead Floor Technician



Golden Standard Enterprises is proud to welcome Jon Canter as our new Projects Manager/Lead Floor Technician. Jon has 8 years of progressive janitorial and project management experience. He will serve as a tremendous resource to the GSE team with his vast floor care experience.

Jon is a devoted father and loves investing time with his son, Jon II, enjoying the outdoors, exploring nature and especially going to the zoo. Please join us in welcoming Jon to the Golden Standard Enterprises team!

Toni Client Relationship Specialist

Toni is another key addition to the Golden Standard Enterprises team and will serve as our New Client Relationship Specialist. Toni joins our team with over 6 years of progressive property management experience in the luxury apartment space. Toni understands the unique challenges that property managers face on a daily basis and will work with them to help procure more business for GSE and our cleaners.



Toni is a devoted mother to her daughter, Izzabell Rayne, and together they love going to parks, swimming, crafts and listening to music. Toni is excited about this new chapter in her career and we are equally excited to have her on the GSE team.

CUSTOMER CORNER— by Brittany McCune

I grew up on the west side in a small town. So growing up I never really travelled to East side of Cleveland much. However, since I started with Golden Standard I love going out to Willoughby. We have many apartments that we clean there but I have to say that one of my favorite properties to go to is Willo-Grove Apartments.

Our long time partner, Teri Staton, does a phenomenal job cleaning the property! Every time I stop by the staff there greets me with a warm smile. The property has over 30 buildings and they just built a beautiful new Community Center they opened late last year with a fitness center, kitchen, and pool. Teri Keeps the community center sparkling and looking brand new. If I were looking for a place to live in this area, this is where I'd go!



WILLOGROVE
APARTMENTS

We all have a dream. Life can get so busy that we lose sight or get discouraged as our dream might not be working out as fast as we had hoped. I want to encourage you that, just like this picture shows "A little progress everyday adds up to Big Results." Buildings are not created overnight. It takes time to create a blueprint and gather supplies before construction can even take place. I would encourage you to take a moment and write down your dream. Then ask yourself, what one thing can I do today to draw me closer to my dream.

