

SWEET

The GSE Monthly Newsletter January 2021



Letter from the Owner, Keith Tousley



A year ago I remember being so excited for 2020 that I couldn't wait for the year to begin. My word for the year was "Thrive". Obviously, at the time, I never could have foreseen the direction the year would take. In 17 years, the company has never had a year filled with so many challenges and uncertainty. I remember thinking to myself that maybe I picked the wrong word, but I made the decision to lean into discomfort and remain optimistic. Maintaining a growth mindset allowed the company to hire and promote a new President, bring on an additional account manager, expand into disinfection services, add new technology, create a new sales model, add additional staff, and finish the year with record sales. Out of challenges and uncertainty came growth and development.

Now, I can honestly say, we are in the best position we have ever been in as a company. Not because the challenges and uncertainty is gone, but because of the foundation that is built and ultimately the people we have chosen to partner with. Whether you're a contractor or employee you are a part of our team for a purpose that goes far beyond cleaning. As we continue to grow it's important that you understand that we deeply care about your success and growth both inside and outside of this company. My hope and prayer is that you are also able to "Thrive" during this uncomfortable and often uncertain time.

Personally, I am just as excited about 2021 as I was about 2020, but for different reasons. We are battle tested, prepared, and equipped for another amazing year, and the challenges when they come will be the fuel to spark new ideas and growth into 2022. What excites me now more than ever is the fact that we have a whole company filled with individuals who share a growth mindset and who are all moving in the same direction. This is a culture I am so thrilled to be a part of and nurture in the year ahead. Let's Go!!!!



December Highlights



It is unfortunate that we are not able to gather together for our Annual Holiday Party. We hope you enjoyed a movie night on us! Even though the Holidays may not have look liked what we expected we hop you and your family had a Merry Christmas and a Happy New Years. The best is yet to come!

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

GSE SPOTLIGHT— Eric Hutchinson

We received this letter from Frank Sanborn Jr. at Emerald Corporate Park.

“I am writing in recognition of Golden Standard Enterprises Employee Eric Hutchinson. Recently, Mr. Hutchinson approached me in my work area at Emerald Corporate Park 20445 Emerald Parkway Cleveland and returned my personal wallet. Mr. Hutchinson advised that he had located my wallet in the restroom area of Suite #300, and apparently it had dropped from my clothing earlier that day. To my great surprise, I did not even know that my wallet was missing when Mr. Hutchinson returned it. Mr. Hutchinson saved me a great deal of potential aggravation and financial loss by his prompt actions. To say the least, I am extremely grateful to Mr. Hutchinson for his honesty and attention to detail in this matter. I would also like to note that on a daily basis, Mr. Hutchinson is extremely friendly and proficient in performing his duties at Suite #300, and I can speak for all my co-workers in advising that we are very fond of him. In closing, it is my pleasure to work with a person of Mr. Hutchinson’s Caliber!”

Thank you Eric for representing Golden Standard Enterprises well. We honor you and thank you for not only doing your job with excellence but exemplifying some of our core values, Choosing to live above the line.

CUSTOMER CORNER— by Brittany McCune

Marble Room Steaks and Raw Bar is undoubtedly one of the region's most stunning destinations. Our longtime partner, Tony Amborski, takes care of Marble room and he is so detailed and thorough. He takes the time to make sure the job is done with excellence.

The restaurant, which re-opened Tuesday, Sept. 5, at the historic Garfield Building, 623 Euclid Ave., occupies an extraordinary space. Built in 1893 by the sons of assassinated U.S. President James Garfield, the space was originally the home to Guardian Bank. It later became Cowell & Hubbard Jewelers, then the English Woolen Co. before National City took over the property during the 1920s. In 2017 the bank was restored and transformed into the Marble Room.

Walking up the grand staircase seems like something out of a fairytale. For this reason, the space is a very popular wedding destination. If you ever get a chance for a nice night out, I definitely recommend stopping in.

