

S W E E P

The GSE Monthly Newsletter February 2021



Letter from the Owner, Keith Tousley



Another year has begun. It always feels weird when I have to write the new date for the year. As many people continue to be happy that 2020 is in the rear view mirror, I have a different thought. The further I get from 2020, the more grateful I become. When I look back on 2020, I see it as a classroom. I learned so much as a person, business owner, father, and husband. I can honestly say that the company grew more in 2020 than in any other year. Sure we didn't grow very much in sales, but we added so much in infrastructure and resources. We are far more prepared for growth than we have ever been and that is exciting to me.

As we look at the year ahead, the word that anchors our focus is Steadfast. To be steadfast is to be "resolutely or dutifully firm and unwavering". As a company, we are in a place that we have full confidence in our ability, our values, our model, and our resources. This year is all being firm and unwavering in who we are called to be. This means we must trust decisions that align with our core values and mission. We don't need to change our playbook. We know who we are and we are ready to go. That's an exciting thought for anyone associated with Golden Standard. It took 17 years, but we are ready to begin fulfilling our mission and growing further and farther than we ever have before. Honored to share in the Journey with you!



February Events

Check out Crocker Park's Skating rink open now through February 8th! Check out their website for times and pricing.

Crocker is also hosting the North Union Farmers Market



every Saturday from 9-noon now through March 27th.

Letter from the President, Brian Lynner

Welcome to 2021!

As happy as we are to say goodbye to 2020, we are even more excited about 2021!

The Golden Standard team just completed our Annual Vision Meeting and we are poised for great success in 2021. We are planning on growing significantly and in turn we will seek out and offer opportunities for you to grow with us.

We have expanded our sales and marketing efforts and have become much more visible to property managers and owners in both the Cleveland and Columbus markets. We have developed a significant pipeline of business opportunities and expect to see the fruits of our efforts in the coming months.

We have added key personnel to our team (Cheryl Vitko - Account Manager, Jon Canter - Projects Manager, Toni Gallagher - New Client Specialist, Linda Dawson - QA) and we have promoted long-standing managers Kris Soja and Rob Starek. Together we are developing new programs designed to benefit you and our clients.

We will soon be launching our new service platform and app - Janitorial Manager - and will keep you updated each step of the way.

GSE SPOTLIGHT— by Hannah Krabill

Joy has become part of our team in January as an accountant. She has experience in management for the last 40 years. Joy likes to travel, go camping and explore historical places. We are so excited that she is part of our team and to get the opportunity to know her more!

HK: What was different about GSE than other place?

JC: “I love the vision of Golden Standard. I like the comradery and the way people make you feel.”

HK: What inspires you?

JC: “Treating others the same no matter the position. Giving 100% and adding respect wherever I go.”

HK: What is something you have learned in the last several years?

JC: “Teamwork— together everyone achieves more through organization, respect and kindness”

HK: What do you like to do for fun?

JC: “I like to read and do crafts. I spend time with my family when they are in town. I have a close friend from high school that we like to spend time together. I like to go on day trips and explore nearby historical places.”

CUSTOMER CORNER— by Brittany McCune



We have recently just started servicing Rockport Apartments in December. Our new partner Alyssa Pichelli has definitely proved herself with this property. She completely turned this space around and now this property is clean and taken care of. Rockport is a really great property and the people that live here make it such a nice community. I can say I have never been to a property and had so many residents come up to us and thank us for our hard work and are so grateful. Not only that but the property manager and maintenance manager are so warm and welcoming. Located in Cleveland right around the corner from the West 150 th exit on 71, its just a short drive downtown. If you're looking for place in the area stop by and take a look.



January is usually a time for New Years resolutions and new goals. Sometimes as we enter into February we can give up on the goals we set for ourselves just a few weeks ago. Let us not give up! If there is one thing I took away from last year is that we can't thrive by living life alone. If you are feeling discouraged about a resolution or goal don't give up! If you feel like you are not able to persevere, you are not alone. You can do this!