

# S W E E P

The GSE Monthly Newsletter May 2021



*Letter from the Owner, Keith Tousley*



There is an ancient proverb that states "There is life and death in the tongue" Never before has this felt so relevant. We live in a day in age of negativity, hate, and cancel culture. Most people don't think before they speak and there is little honor left for others. If you watch the news it's filled with negativity, stress, and strife. I can't help but feel affected every time I put the TV on. With that in mind, we each have a decision everyday what we allow in our minds and speak to others. I have learned that sometimes it's more about what I choose not to say. Of course there are times that I lose my temper and say something I shouldn't, but what I'm talking about are the times that I miss the opportunity to have a meaningful and uplifting conversation.

At Golden Standard this has been a constant focus over the past few years. Being a cleaner myself, I have experienced hearing nothing from anyone when I am doing my job, but as soon as I miss one thing, getting a discouraging email or text. Knowing this I am doing my best to build a culture that focuses more on appreciating your hard work than communicating when something goes wrong. I am also challenging myself to take time to tell people more often how I truly feel about them. Recently I had a powerful conversation with my father. I was raised by my mom growing up because my dad has struggled with addiction to drugs and alcohol most of his life. It's easy to focus on all the things he wasn't, but over time I have gained appreciation for him because of all I have learned and who I have become in the process. You can imagine my dad struggles with guilt and regret, so forgiving him and thanking him for helping me become who I am today created a powerful moment. His response to me was "Keith, you will never know how much this conversation has meant to me". We live in a world today where depression and anxiety is at an all time high, so whether it's a simple thank you with an encouraging text or a deeply meaningful conversation with someone you love, time is short and you never know just how powerful your words can be.

## **\$300 Referral Bonus!**

For the month of May earn up to \$300 by referring someone to work for Golden Standard. If you know of anyone have them complete an application when they go to "Join Our Team" on the Golden Standard website ([www.gsecleaning.com](http://www.gsecleaning.com)). You will receive \$100 for each month your referral completes 30 days, up to \$300.

We are also looking for a Bookkeeper that is experienced with QuickBooks.

If you have any questions or know of anyone, you can reach Rob Starek at [Rob@gsecleaning.com](mailto:Rob@gsecleaning.com) or 440-641-0682.

## *Letter from the President, Brian Lynner*

We are not just another cleaning company and you are not just another cleaner! Simply, at GSE we do things differently than our competitors!

Did you know we pay our cleaners faster than anyone in our market? Did you know that we have the highest retention rate in the industry? That's right - 10 times better than the national average!

Did you know that we are a mission-driven company and seek to support and enhance the good will of others?

Most importantly, we believe that we have the best cleaners in the industry and we sincerely appreciate everything you do! We have the highest retention rate because of you and what you bring to the table! We are motivated to give more - to do more - because you share our values and make things happen!

I would like to hear from you. What else can we do to make the GSE Experience the best possible experience for you? Please tell me at [brian@gsecleaning.com](mailto:brian@gsecleaning.com). If we are able to implement your suggestion we will provide you with a \$25 gift card to the restaurant of your choice!

**GSE SPOTLIGHT— Celena Tousley** by Hannah Krabill

Celena is our Chief Culture Officer. She is a very important asset to the team. As her role of CCO, she helps create a space for community within the company. Celena is also a wife and mom of 5 kids. She loves to travel and go on adventures.



**HK: How long have you worked with GSE?**

*CT: I've been working in my position for 2 years now. However I have always been a part of GSE since the beginning.*

**HK: What do you enjoy most about working with GSE?**

*CT: I love creating ways to bless the team that works with us. If that's with decor for events or celebrating wins I enjoy spreading encouragement and kindness.*

**HK: What inspires you?**

*CT: Being near Palm Trees and water.*

**HK: What is something that you are looking forward to?**

*CT: I am looking forward to looking for joy and beauty everyday. In the midst of these unsure crazy times I want to look beyond the distractions and see the goodness that still exists.*

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

*CT: I have learned to embrace rest. If I don't create this for myself no one else will. I can not flourish as a wife, mother or friend without rest!*

**CUSTOMER CORNER—** by Brittany McCune



Ascend Fitness and Spa is one of our newer clients. The space is newly renovated and the gym is absolutely beautiful. The space is over 20,000 square feet and its located on the third floor of The Marriott at Key Tower. They offer memberships for \$75 a month. They have all top-of-the-line equipment, group classes, nutritional coaches and more. Our very Own Mina Nardi and Billy Blair "The Dream Team" clean the space nightly. They're so detailed and do an amazing job. Way to go guys!

**CLEVELAND TRIVIA!**

The first 3 people to respond accurately to the following questions will win a \$20 gas gift card. Please respond by sending an email to Hannah at [hannah@gsecleaning.com](mailto:hannah@gsecleaning.com).

1. Where was the Cleveland Zoo located before it moved to Brook park?
2. Name the Cleveland brothers who invented the windshield wiper.
3. Who was the first woman to run for mayor of Cleveland in 1962?
4. Name the Cleveland group who won a Grammy Award for their hit "Let It Whip."

Thanks for playing!



Make sure you like us on Instagram and Facebook for updates and events throughout the month!

