

S W E E P

The GSE Monthly Newsletter January 2022



Letter from the Owner, Keith Tousley



Well it's that time of year again. The time when we decide to join a gym, stop smoking, change our diet, or simply start fresh with a new outlook. The new year brings new hope and a chance to start over again. I believe we were created with the desire to grow and become better, but no matter how strong that desire is, we can be quickly reminded of how hard it can be. Why is it so difficult to change a habit or start a new one? Why does it seem like everything in the world is pitted against me improving myself?

If you have ever had these thoughts you are not alone. If you read what was shared in the last Newsletter you'll remember that your heart is under attack. So how do we fight for ourselves and not give up hope?

First of all, I believe any goal we set for ourselves has to be rooted deep down inside of our soul. There is a simple but very difficult exercise you can do with any goal you want to set to help you discover your "Why?" Simply write your goal down on a sheet of paper and then ask yourself "Why", then write the answer. Once you have the answer ask yourself Why again and so on for a total of five times. You may be surprised to find out that your motivation is completely different than what you have been focusing on all along. For example, if I want to loose weight to keep my spouse happy and make people jealous on Instagram my "Why" might not be strong enough to force real change. On the other hand, if my "Why" was to be healthy for myself so that I can experience the life that I desire in order to be an example for my children and generations to come, then maybe I wouldn't have a problem following through. If your "Why" is so strong that it oozes from your innermost being, your questions will change from why am I doing this? to why wouldn't I do this? to nothing will stop me from making this happen.

In addition to having a powerful "Why", I've learned that it's essential to cultivate positive Relationships. We are not created to do life alone and so often when I have failed it's because I didn't involve others particularly the ones I love the most. It's so vital that we involve someone that we trust into our goals and our dreams for accountability, support, encouragement, and just plain friendship. When I think of every big win or proud moment in my life, what made it special was the people that I experienced it with. If you don't have that person, make your goal in 2022 to find and nurture life giving relationships. With the right people and the right motivations anything can become possible. You can prove to yourself that you can grow, change, and become the person that you so deeply desire to be.

December Highlights

We hope you were able to spend the Holidays with family and loved ones. We are grateful for all of our Golden Standard Family and hope you continue to stay safe and healthy. Looking forward to what is to come in this next year!



Letter from the President, Brian Lynner

Here's to a better 2022!

Happy New Year to you and your loved ones. I think we can all agree that 2020 and 2021 are best left in the past...2022 has to be better, right?

I think what 2020 and 2021 taught me the most are the simple things of life - live in the moment and take absolutely nothing for granted. Life moves by quickly, and while we are experiencing plenty of new and unusual challenges these days, there is still a lot of love, beauty and good things happening around us every day.

Another thing I am certain of - we have the best in class of cleaners in our industry! Hands-down, the best in class! You pushed through so many challenges in life these past two years - in and out of work life - and kept your amazing work ethic and professionalism intact!

We are in this together! So, here's to a great 2022 and while we're at it - let's celebrate that we got through 2020-2021 together!

Happy New Year and Thank YOU

GSE CONTRACTOR SPOTLIGHT— Morris Morgan

by Hannah Krabill

Morris has 3 sisters and 1 brother. He has been with his girlfriend 17 years. Morris grew up in Warrensville and graduated at Glenville High School in 1970. He loves his grandson's and is a big part of their life.



HK “How long have you worked with GSE?”

MM: “Started working with GSE in 2014.”

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

MM: “I like that I am my own boss. Working for Golden Standard has been one of the most amazing experiences in my life. Keith is the most understanding and easy going boss.”

HK: “What inspires you?”

MM: “My 2 grand boys ages 11 and 12.”

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

MM: “Good health and get rid of this virus.”

HK: “What do you enjoy doing?”

MM: “I like to travel. I enjoy going to antique car shows.”

Morris, we are so grateful that you are part of our GSE Family! We appreciate you and all your hard work and dedication.

CUSTOMER CORNER— Genesis Financial Solutions

by Kricia



Delivering quality financial solutions is what **Genesis Financial Solutions** is all about. A credit financing company established in 2001 for seasoned consumer finance professionals who specialize in servicing “second-look financing”. They also provide direct-to-consumer credit cards for those who are establishing or rebuilding their credit through the Indigo and Milestone. Our very own Chereese Clayton and Veneta Thompson are the cleaners of the company, helping them operate by keeping the place neat and polished. And they are doing a very great job. Moreover, they also have marketing programs for business partners to encourage repeat business through in-store and online promotions, email and direct-mail marketing campaigns, and private-label cards.

So what are you waiting for? Check them out through <https://www.genesis-fs.com/> for a reputable, stable, and innovative platform designed to meet your needs.

January Holidays!

January 13th Make your Dreams Come True Day

January 17th Martin Luther King Jr. Day

January 21st National Hugging Day

January 23rd National Pie Day

Know someone who would be a great addition to Golden Standard? Have them complete an application when they go to “Join Our Team” on the Golden Standard website (www.gsecleaning.com). When your referral completes 90 days of service with us, you will be awarded \$100 for the referral!