

S W E E P

The GSE Monthly Newsletter February 2022



Letter from the Owner, Keith Tousley



Over the past 5 years my wife and I have had a tradition of taking time at the beginning of each year to pray, journal, and talk through our “Word” for the upcoming year. The first time I did it, I remember thinking to myself “this is silly, how could one word really be meaningful over the course of a whole year?” What I have experienced since, is that these words become an anchor and help chart a course for my year. They also end up taking on a life of their own. For example, in 2020, my word was Thrive. I was never so excited about a single year of my life. Obviously, that year did not go how any of us planned. It ended up becoming one of the hardest years of my life, but by the end of the year my perspective began to shift. The truth is, even though our sales didn’t show it, 2020 was arguably the greatest growth year for myself, GSE, and even my family. We truly did Thrive through adversity.

This year the word that won’t leave my mind is “Relationships”. I desire to expand and nurture relationships in all areas of my life. As a company, our goal is to improve our connection with both staff and clients. At the end of the day this life is all about relationships. Every great experience in my life involves others and is meaningful because of the people I shared it with. So both personally and as a company our goals are to bring focus to people and be more intentional about how we connect, appreciate, and nurture the relationships that we are so honored and privileged to have.

I encourage you to reflect on the relationships in your life. Are there relationships that you take for granted? Do you need to be more intentional in connecting with others? Is it time to seek out some new relationships? Ask yourself “How can I grow deeper and greater appreciate the relationships in my life?” And if you can do that, this might just be your greatest year yet.

Black History Month

We just want to honor Dr. Martin Luther King and what he stood for. We might never fully understand what he went through but we are grateful for his persistence to speak truth whether it was welcomed or not. Thank you and we remember you not just this month but throughout the year!

**“Darkness cannot drive out darkness;
Only Light can do that.
Hate cannot drive out Hate;
Only love can do that.”**

Martin Luther King Jr.

Letter from the President, Brian Lynner

Earn \$100 by using the JM App

Want to earn \$100? All you have to do is consistently check-in/out on our Janitorial Manager (JM) App every work day throughout the month of February.

All cleaners with 100% compliance will be entered into a drawing for a \$100 gift card.

All cleaners with a 90% to 99% will be entered into a drawing for a \$50 gift card.

Why is using the JM App so important to all of us? Because it actually serves to protect you! It allows you to provide your own work record and our clients will never have a reason to question you or us!

You may have also noticed that we have an employee who is contacting you by phone simply as a polite reminder to please use the JM App. These calls are very brief in nature and will really help all of us in so many important ways.

Thank you for all that you do to help the GSE Team. Your cooperation in advance is greatly appreciated.

GSE CONTRACTOR SPOTLIGHT— Carl Chism

by Hannah Krabill

Carl grew up in the Cleveland area. He has a few accounts with us and is involved in a great deal of our project work. Carl has been cleaning for almost 20 years. He has 3 kids who are 17, 20 and 23. Carl enjoys watching sports games, going to restaurants and hanging out with his kids.

HK: “How long have you worked with GSE?”

CC: “I started with Golden Standard in September 2021”

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

CC: “The work is pretty good and consistent.”

HK: “What inspires you?”

CC: “My kids inspire me to keep going.”

HK: “What do you enjoy doing?”

CC: “I enjoy sports like football and basketball.”

Carl, we appreciate your dedication and persistence. Thank you for all your hard work. We look forward to continuing to partner with you this year.



We are here for you during this challenging time. If you need anything please email Celena@gsecleaning.com. Celena's role as Chief Culture Officer is to build community and support within GSE!

CUSTOMER CORNER— The Shoreline Apartments—

Kricia

The Shoreline Apartments offers one, two, and three-bedroom suites that are pet friendly with an off-



leash dog park that we, the Golden Standards, have been offering our services. Deborah Geer, Charmaine Parker, and Chrystal Haynes are our amazing cleaners that work hard to keep it organized and clean. Featured with Lakefront, resort-style heated pool with grilling areas, oversized bedrooms, large walk-in closets, gourmet kitchens, in-suite washer/dryer sets, vaulted ceilings, and large windows with exclusive customization options available. Residents can opt to have access to University Circle, Cleveland Clinic, Case Western Reserve University, University Hospital, Play House Square, downtown Cleveland restaurants, nightlife, The Rock n Roll Hall of Fame, The Lake Erie Science Center, sports venues, and parks.

Reach them out through <https://www.theshorelineapts.com/> or visit them at 5455 N Marginal Road, Cleveland, OH 44114 to experience a

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: