

# S W E E P

The GSE Monthly Newsletter October 2022



## Letter from the Owner, Keith Tousley



One of my closest friends always says, "Preparation will meet Opportunity". The first time I heard this I didn't think much of it, but as I look back on my time running Golden Standard I can clearly see that times of growth were always preceded by a focus on improvement and preparation. In the cleaning business, preparation almost always includes people. I believe we will only go as far as the team we have, and that's one of the reasons why I'm so excited about the future of this company. We have been working very hard behind the scenes continuously improving our processes, systems, and technology, but our secret sauce is our people. I believe we have some of the best people in the industry and we are getting better and better at attracting great talent whether it's cleaning staff or management. If you work in any capacity with Golden Standard you may not know it, but you were hand selected and we believe in you. We want to see you grow and flourish, reach your goals, and achieve your dreams. I know it sounds cheesy, but it's true and it's at the end of the day how I measure my success.

With all that said, How do you measure your success? What does preparation look like for you? It may be oversimplifying it, but as the seasons change one of the biggest things we can do in this company is get prepared for winter and the challenges winter can bring. Making sure our cars are in working order with good tires and maintenance up to date, having a backup plan if our kids get sick and can't get to school, and creating a budget to set a little money aside for the unexpected are a few things we can do to prepare. At the end of the day, I want to be ready for the opportunity that is coming. I promise you with this mindset growth will happen and you will begin to see your goals reached and your dreams realized.



## It's Fall!

Halloween BOO-TIQUE at Eton in Beachwood from 5-7pm. Come dress up and trick or Treat with your family. Mre info at the link below.

<https://www.etonchagrinblvd.com/bootique/>

Fall Fest October 28th from 3-5pm at Pinecrest.

<https://www.discoverpinecrest.com/events>

## Letter from the President, Brian Lynner

### Finishing Strong

I don't know about you, but every new year feels like a race to me. Get out of the gate strong in January through March, set the pace for the pack. April through September - push hard to sustain a strong stride! When October presents itself, it's time to turn on the after-burners and finish the year strong!

And here we are. October. Three months remaining in 2022! Was it just me, or did this year race by? Doesn't every year?

The point is, we are all pushing for personal and professional success. Each day on the calendar affords us these opportunities. Each year allows us to measure ourselves against the prior year and set goals for the approaching year.

I'm challenged to make this the best year ever for Golden Standard. I want this to be the best year for you in working with the Golden Standard team. I challenge myself to finish strong and want to challenge you to do the same, in whatever way that serves you well.

Thank you for pushing hard to the finish line! Thank you for all of the great work you do on a daily basis! Now...let's Finish Strong!

**GSE SPOTLIGHT— Kaylee O'Brien** *by Hannah Krabill*



Kaylee has always lived in Ohio and lives on the East Side. We appreciate her and so glad she has joined our GSE Family. She works at Windsor Place and does very well on our vacant cleaning as well. Thanks for all your hard work Kaylee!

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

KO: “I worked with Golden Standard since the beginning of August 2022.”

**HK: “What do you enjoy most about working with Golden Standard?”**

KO: “I enjoy working with Golden Standard and feel very appreciated. They care and the workflow is natural.”

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

KO: “I am looking forward to being more financially secure and what comes next.”

**HK: “What do you do in your time off?”**

KO: “I enjoy spending time with my daughter and relaxing on the weekends.”

**HK: “What is something important that you have learned in the last several years?”**

KO: “It is ok to be selfish and take care of yourself first.”

**CUSTOMER CORNER— Pine Forest Apartments** *by Kricia*



Pine Forest Apartments is situated in a lovely natural environment and is pleasant to those who love peaceful scenery. The location is convenient and practical for the residents due to its proximity to North Royalton Memorial Park, businesses, restaurants, and retail centers. Mac Beard and Bryan Hannah, our excellent cleaners, keep the property clean, shiny, and safe for the residents. Pine forest also offers spacious rooms which come equipped with full-view closets, a kitchen, a balcony, and ceiling fans. For pet lovers, both cats and dogs are welcome in this rental neighborhood too! There is also a pool with a sun deck, rental garages and carports, and laundry rooms in each building, among other amenities, in the community. Check them out at <https://www.pineforest-apts.com>

**Check out the Golden Standard Website  
New and Improved!**

[www.gsecleaning.com](http://www.gsecleaning.com)

Access to invoicing forms, Newsletter, and so much more!  
Use the passwords below to log into the Portals:

**Contractor Portal:** GSECon2019

**Employee Portal:** EmpGSE2019

**Golden Standard’s mission is to nurture growth and significance in others by cultivating a culture of Honor and Excellence.**