

GBM Insiders

FALL 2008

General Building Maintenance Celebrates 25th Anniversary!

Most people know the story of how GBM was formed. In 1983, Sunny Park was the self-proclaimed “social worker” in the Korean community. Because of his knowledge of English and his willingness to help, Korean immigrants turned to him for help finding jobs and places to live, or to ask for a loan. At one point, Sunny was trying to find 20 different people jobs. Then he had an idea: Why not build a company and provide jobs for all of these people?

Tapping into the need for full-time, dependable cleaners in the janitorial services industry, he started General Building Maintenance from the same office park the offices are now housed in.

GBM is still around and thriving after 25 years of hard work and lots of dedication by everyone involved...and most importantly, caring about customers who helped the company reach its milestone.

Sunny learned about the importance of customer service the hard way. Here's how he tells the story:

“It was a cold winter morning in 1983 — the year GBM was born — and I received a call from a customer in an office park located right next door to our office. Our client was angry that we had not cleaned a space before a new tenant moved in and, as a result, was terminating our service contract.

After some investigation, I learned that painters had been in the new tenant space working when our crew arrived to clean. Instead of waiting for the painters to finish and then clean the space, our crew cleaned the rest of the office park and because the painters were still working, left without cleaning that space. That office park, standing in front of my office, became an icon of quality service. It served as a daily reminder that we must continually check to ensure that we are providing top quality and timely service to all our customers. After 25 years, looking at Presidential Commons continues to remind me of the pain I felt when we were fired, and strengthens GBM's commitment to our clients.”

To honor that commitment, GBM adopted a “Zero Defects” policy. The company completed a very strict audit process, earning the ISO 9002 International Quality Standard certification in December 2000. GBM's Quality Assurance programs focus on accountability and provide structural

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An Exciting Time For GBM

By Donovan Wolf, President

This is a year of celebration, as it marks the 25th Anniversary of the company's founding in 1983. As we celebrate this monumental achievement of Mr. Park and everyone who has contributed to the success of this great company, let's reflect on the principles of hard work and the commitment to “Zero Defects” service that have been the basis of GBM's many years of success. As long as we remain true to these basic principles, there is no reason that we can't meet or exceed the success of the first 25 years, in the next 25. We can do it and we will!

There is also a high level of excitement surrounding the direction of our culture towards implementing more environmentally conscious cleaning products and methods, for assurance that our clients and their tenants are provided a healthy workplace environment. GBM is actively leading the industry in this pursuit and is currently assisting a number of our clients in the implementation of “green” cleaning initiatives and also, the pursuit of LEED certification for their facilities. This presents us with a significant opportunity to make a true difference towards not only the satisfaction of our client's interests, but also the protection of our majestic planet for future generations.

Thanks to each and everyone of you for your contributions to GBM's success! I'm truly proud of the team that we have and look forward to working with each of you to help make GBM a continued success!



GBM, The First Twenty-Five Years

*Reflections by Sunny Park
Founder and Chief Executive
Janitor
August 1, 2008*

As we celebrate the 25th anniversary of General Building Maintenance this year, we should feel great deal of satisfaction as well as proud sense of success.

It seems that for the past quarter century, GBM has been re-writing the service business manual for the commercial janitorial industry. We have set the standard for the way things should be done, and have earned respect from colleagues in the industry as well as from our clients. It has been both fun and challenging.

GBM has achieved many goals during the last 25 years as we grew to be a national company.

The *Atlanta Business Chronicle* named us as one of the fastest growing companies in Georgia. *The Services*, the official publication of the Building Service Contractors Association, ranked GBM as one of the top 25 janitorial service firms in the U.S. GBM was certified for ISO 9002, another milestone to confirm its commitment to the quality. We are one of front-runners for green cleaning and our training program is one of kind. Above all, I believe one of most important achievements GBM made is trust among employees and clients.

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Making GBM “The Best of the Best”

By Tammy Scott, Controller

Congratulations GBM on 25 years of success! I have had the pleasure of working for GBM for almost 12 of those 25 years and it's been a great journey. I've seen many faces come and go over the years, with each contributing in some aspect to where GBM is now and where it is headed in the future. Sunny Park has shown each of us his dedication into making GBM “the best of the best” and it is through his example that we each work to achieve that goal.

GBM is here celebrating 25 years of success because of the people who work hard every day to make it happen: they keep our buildings clean, keep our clients satisfied and get our name and reputation out there for future clients to recognize. GBM's success can be measured by the dedication and hard work of its employees, and it is through these efforts that GBM is poised to be even more successful in the next 25 years.

When I came to work for GBM, I wanted an environment where I could work in my chosen field (accounting), among people who share the same enthusiasm for their jobs that I do, and be satisfied enough to stay until I retire. I found all of that at GBM. I am honored to have the opportunity to be a part of GBM's success and hope to be around for their golden anniversary 25 years from now.



GBM was presented with its award at the White House last May. Among those pictured above are U.S. Secretary of Labor Elaine Chao and PepsiCo CEO Indra Nooyi (front row, middle).

GBM Named One of the Nation's 50 Fastest-Growing Asian American Businesses

The U.S. Pan Asian American Chamber of Commerce Education Foundation (USPAACC-EF) has named GBM one of its 50 Fastest-Growing Asian American Businesses. The official announcement was made during the 23rd Anniversary CelebrAsian Annual National Business Opportunity Conference '08, on May 27-29 in Washington, DC. A special presentation took place at The White House on May 28.

“We are honored by this recognition, as it serves as a testament to the commitment and hard work of our cleaners over the first 25 years of GBM's history,” said Donovan Wolf, President of GBM.

“We congratulate our 50 Fastest-Growing Asian American Businesses for generating robust growth over the years—yet another indicator that through innovation, hard work and ingenuity, Asian Americans are at the forefront as engines of growth in our national economy,” said USPAACC-EF National President & CEO Susan Au Allen.

Think of It As Your Company

By Laurie Bell, Network Administrator

General Building Maintenance has come a long way in its first 25 years. The company's continued growth and prosperity is due to the commitment of its people. By establishing GBM with the “Think of it as your Company” philosophy, Sunny Park has built a strong foundation on which to provide the best service in the industry to our clients and a great working environment for its employees. It is a place where people pull together to get the job done, no matter what that might entail. Whether it's a manager filling in for a day porter or the controller placing supply orders, no job is too small. With the continuous efforts of everyone on the GBM team, GBM continues to move forward, incorporating new procedures and technologies designed to enhance the services we now provide and to enable us to offer more services in the future. I have been lucky enough to be a part of GBM for the past 13 years and I look forward to the next 25 years and all the challenges that will bring.

Reflections

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On the personal side, the United Services Organizations (USO) selected me for their 2004 Patriot Award, the Daughters of American Revolution awarded me with the Americanism Medal, and the National Guard Association honored me with its Patrick Henry Award. *The Atlanta Business Chronicle* and Junior Achievement together inducted me to the Georgia Business Hall of Fame, and this year Georgia Council on Economic Education presented me with its VanLandingham Award for our efforts in promoting education.

Any time I think of our success and achievements, I am grateful to God and thankful for my teammates at GBM who work hard every day and night. Cleaning and supervisory staff are the most valuable players in GBM. GBM general managers, quality assurance manag-

ers, project managers and executives led by President Donovan Wolf are making each day successful with enthusiasm for our clients and GBM. Dedication has been shown by Gene Walton, who retired from GBM after nearly 14 years of service, and Harry Oh and Montse Batista who are celebrating their 23rd year with GBM.

The next 25 years will continue to be challenging. “Better cleaning with less price” market demand is here to stay. We charge customers just about same price today as 25 years ago when the gas price was \$1.50 per gallon and toilet tissue was \$18 for a box of 96 rolls. We have to work harder and smarter to continue to grow, and your continued commitment is needed. The GBM customer service philosophy is based on the Golden Rule: If we treat our customers like we want to be treated, we will be loved and grow. Please be creative and be courageous as you continue to make GBM the most successful team in the industry.

May God bless you and your family.

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structural methods to evaluate and control quality levels. Each facility under contract to GBM is personally inspected by a GBM manager on a prescheduled basis.

Additionally, all locations undergo rigorous planned and surprise inspections on a regular basis, by all levels of

management staff, including corporate executives.

GBM strives to provide customers with consistent, top-notch service, which is recognized as one of the contributing factors towards the operational success of its customers' organizations. GBM continuously works towards improving processes, through customer input, workforce development and self-evaluation.

In addition, GBM feels that regular training for all employees is essential for maximizing the productivity of

its housekeeping staff, as well as promoting safety and increasing knowledge. GBM conducts year-round training classes in accordance with ISO guidelines, which includes, but is not limited to, blood borne pathogens, MSDS rules and regulations, fire prevention and safety, customer relations, OSHA rules and regulations, customer-provided cleaning specifications, GBM cleaning specifications, restroom cleaning, floor care and special marble/granite care.

It's Easy Being Green

GBM Is Moving Toward the Future in Green Cleaning

By William Choi, Vice President

As the topic of "Green Cleaning" comes up more and more among our current customers, I want to introduce GBM's approach to providing a healthier, safer and more productive work environment for our customers and our employees. GBM is introducing options offering customers flexibility in deciding how "green" they want to go — from simply changing the cleaning chemicals or going green in every way. Here are four steps our customers can implement in their Green Program.

1. Basic Chemicals Used To Clean

Many chemical companies are introducing Green Chemical lines that are Peroxide-based. One chemical can be used for glass cleaning, multi-surface cleaning, daily mopping and carpet spot cleaning, depending on different dilution ratios. They are very cost-effective and effective chemicals. However, if we compare Peroxide-based chemicals with the leading chemical for each particular application, they may not be as efficient. Luckily, the effectiveness of Peroxide-based chemicals is improving. In addition, we are starting to notice Bio-based cleaning chemicals made from corn or sunflower seeds that are quite effective in daily use.

2. Paper Products

Many different types of paper products — such as toilet tissues and hand towels — as well as hand soaps, are Green Seal certified to satisfy end-users' preference.

3. Machines and Equipment

We believe that equipment and machines play a vital role in not only improving productivity, but also generating a positive image from our customers and tenants. For upright and back-pack vacuum cleaners, we are in the process of converting to Carpet and Rug Institute (CRI) recommended models. While these models may not be equipped with HEPA filters, they are improved models to control dust emission. We are also investigating carpet extractors and other floor machines that have Green Seal certified models.

4. Floor Finishes and Color Coordinated Micro fiber Mopping System

In order to make a complete conversion to Green Seal certified strippers and floor finishes, more coordination between GBM and our customers is necessary to review the cleaning specifications and adjust the frequency to



floor maintenance. Also, more micro fiber flat mop and micro fiber rags are used. Use of micro fiber flat mop system will increase efficiency and eliminate cross contamination if we color coordinate the mops.

If any of our customers have questions about "Green Cleaning" please contact me at wchoi@gbmweb.com and I will be able to send you more detailed information.

A Solid Foundation

By Bob Veasey, Vice President, Florida Region



Building a successful service company is similar to building a house. As the architect and builder of this successful company, Sunny Park first had a vision of the finished product, a goal to work toward. He prepared a plan to guide him in the process, but before laying the foundation, he had to have firm ground on which to build — integrity, honesty, strong work ethic, persistence, reliability, and a desire to provide excellent customer service.

A sound foundation must have a firmly and squarely placed cornerstone with solid blocks properly aligned to provide structural support. GBM's corporate staff, gen-

eral managers, quality assurance managers and cleaning personnel make up just such a foundation.

As the building process continues, the original plans are continually refined to stay current with the latest trends and technology but the foundation remains upon the same values with a mission of creating cleaner work spaces with "Zero Defects". The dedicated staff of experienced personnel provide continuing support to sustain GBM as one of the leading providers of janitorial services.

Congratulations General Building Maintenance on 25 years of providing quality service to its many valued clients.

EMPLOYEE NEWS

New Employees

We welcome these new employees to the GBM family:

Orlando/Disney

Demola Adeyeni – Quality Assurance Manager, March

Orlando

Jaime Guzman – Quality Assurance Manager, June

Joseph Matias – Quality Assurance Manager, July

Miami

Michael Bloom – General Manager, April

Richmond

Derek W. Owens – Quality Assurance Manager, April

Raleigh/Durham

Bobby Moore – General Manager, April

Bruce Jones – Quality Assurance Manager, June

Promotions

Donovan Wolf – President, May 2007

William Choi – Vice President, May 2007

Tammy Scott – Controller, May 2007

Lou Ralabate – General Manager, Orlando, Sept 2007

Retirement

Gene Walton, General Manager of the Raleigh/Durham branch retired on August 1, 2008. He had been employed with GBM since October 1994.

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WASHINGTON, DC.

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GBM Project Manager Maria Torres and Sunny, at her office.



GBM clients, from left: Palm Beach Airport Manager Rick Roberts, Deputy Manager Jim Calvert, Sunny and Corliss – GBM Project Manager.

Listen to What GBM's Clients Have to Say About Our Service and Commitment to Detail

"I convinced our owners to switch to GBM in 1998 because, based on what I saw in how GBM does business, I could make things better in my buildings while cultivating and monitoring a mutually beneficial trusting relationship. Things are better in my building and I was right." — Peter G. Foster, Kiniry and Company

"GBM has been our janitorial service provider for a little more than a year. We have been extremely pleased with the quality service that this company has provided. We also have been very impressed with the integrity demonstrated by GBM employees that service our site. One morning I came into work to find a men's wristwatch laying on my desk with a note indicating that the GBM Rep. had found the watch laying in the men's restroom. What in incredible testimony to the honesty of that employee. We appreciate the dedication that these GBM employees show to the services they provide and also their integrity." — Cathy Sweatt, MetLife

"GBM is a vendor that I would highly recommend to any other property managers. When faced with a problem, I always obtain prompt, courteous and pleasant responses. If I have a question with regard to pricing or service, you are always willing to investigate the issue and come to a solution that is fair and equitable to both parties." — JoAnn C. Gounaud, Property Manager, Colliers Arnold

To Whom it May Concern:

My name is Pam Dimitro, and I'm in a motorized chair.

First, let me express my gratitude to your employees. The daytime shift has a lot to deal with. We are slob! They do an excellent Job. I don't think they hear that enough.

Second, I would like you to recognize Steve Mercado. He is not only a hard worker, but he is my angel. There have been a number of times I have been unable to walk to my car, and Steve has been there to help me, then take my chair back and lock it up. A few of those times I was in so much pain I was in tears. Steve showed great compassion and empathy. I hope he can get an award for going above and beyond his normal duties. Again, he is my angel.

Sincerely, Pam Dimitro

Note: Mr. Mercado is a day porter that works at the Chase Bank in Orlando, Fla. Carlos Otero, Quality Assurance Manager at GBM Orlando Branch, says he is an employee always willing to go the extra mile. He was recently awarded employee of the month.



GBM Wall of Fame: Full of Clients' "Thank You" Letters

"A Method to the Madness – My First Ten Years with GBM"

By Mike Llamas, GM Orlando/Disney

How I gave up managing a radio station for cleaning toilets on third shift will always be a mystery to me. Nonetheless it was a life-altering decision that became the foundation of what I am today — a branch manager of one of the nation's leading janitorial companies.

I joined GBM in 1997 as Quality Assurance Manager for the Jacksonville branch. I later moved

to the Orlando Branch, becoming part of the efforts that led to GBM-Orlando winning the Branch of the Year award in 1998.

In 2002, GBM opened a new branch in Houston, Texas where I was tasked to be the General Manager. I took on not just the heat of the concrete jungle out there, but also the challenges of hiring and training, and pitching in for cleaning person-

nel. Just six months into my Houston assignment, GBM won a chunk of business in Metro Orlando. The corporate office asked if I would move back to help out. Without much ado, back to Orlando I drove. Houston may have been my trial by fire, but the resort hotels and buildings became my tribulations, requiring second and third shift, top-notch cleaning service seven days a week, for close to 100 different locations. Interacting with more than 30 client executives, this portfolio needed a lot of handholding.

My day would often start at 4:00am to walk the hotel lobbies and kitchens. The rest of the day would involve putting out fires and troubleshooting an assortment of situations from uncollected trash to runaway golf carts, to personnel crises and staff miscommunications. Fortunately, there were days when everything ran smoothly and I even received "good job" feedback from happy resort executives.

My first ten years with GBM came and went faster than I expected. The trust and support I have received from all levels of management has inspired me more than they can ever imagine. I have also been fortunate to work with reliable QA Managers who help me make sense of our frantic workdays, as well as conscientious subcontractors who motivate the work force to live up to very high client expectations. Being part of the company's growth and evolution feeds my own personal development and sense of accomplishment. To me, it's a big privilege to do what my is expected of me...manage my branch effectively by having "A Method to the Madness."

NEW BUSINESS

General Building Maintenance Inc. has earned the following new contracts so far in 2008 (unless otherwise noted)

Atlanta, GA
(Terry Collins, General Manager)
Vista Healthcare – Jan.
Clayton State University – Jan.
Roswell Transportation Building – May

Birmingham, AL
(Chris Isbell, General Manager)
Trinity Medical Center – Feb.

Charlotte, NC
(Juan Feight, General Manager)
YMCA – Jan.
St. Marks Lutheran Church – Feb.
Coldwell Banker (Columbia, SC) – May
Coldwell Banker (Irmo, SC) – May

Jacksonville, FL
(Dave Harper, General Manager)
Deerwood South Building – Feb.
Sea Star – Jul.
Reflections at Deerwood Center – Jan.

Nashville
(Chris Isbelle, General Manager)
Country Music Television – Feb.
Neeley Bend, PT Magan – Feb.
Highland Ridge IV – Jul.

Orlando, FL
(Lou Ralabate, General Manager & Robert Veasey, Regional Vice President/FL)
Baldwin Park III – Jun.
Dynetech Center – Jun.
Park Center – Jun.
One Orlando Center – Jul.
Seaside Plaza – Jul.
Maitland Forum – Jul.
Maitland Colonnades – Aug.

Raleigh/Durham, NC
(Gene Walton, General Manager)
Cypress – Dec. 2007
Cedar East – Dec. 2007
Samet Corporation – Feb.
7 Battleground Avenue – Mar.
Diamond View II – May

Richmond, VA
(Eric Morton, General Manager)
Haxall View – Mar.
Canal Crossing – Mar.
Lady Bird Building – Mar.

Tampa, FL
(Danny Clinton General Manager)
Verifone – Apr.

Washington, DC
(Paul Vineyard, General Manager)
Pentagon Federal Credit Union/FT Belvoir – Dec. 2007
Pentagon Federal Credit Union/Chantilly – over 32,000 sq. ft., Feb.



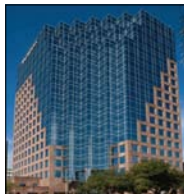
Reflections at Deerwood Center



Trinity Medical Center



Dynetech Center



One Orlando Center



Seaside