

GBM Insiders

Zero Defects is Our Goal

FALL 2011 * ISSUE NO. 136

Positive Plan Brings Good News

By CHRIS ISBELL, NASHVILLE GENERAL MANAGER



The past few months have not necessarily been an easy time, but the Nashville branch is faring well.

As our clients have been firming up their budgets for 2012, it is important to note that due to the quality

of service we provide, they have chosen not to look elsewhere for “low ballers.” Our day porters and night cleaners work hard to maintain consistency in the service they provide. Due to their diligence and strong work ethic, we have been able to retain our customer base

Our day porters and night cleaners work hard to maintain consistency in the service they provide. Due to their diligence and strong work ethic, we have been able to retain our customer base in an extremely difficult economic time.

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Earlier this year, we extended our reach to include the Chattanooga area with the addition of a major medical complex. This is a huge win for me and my team, which involved the guidance of Donovan Wolf and William Choi, a positive plan and diligent work for two long years. We refused to give up and kept on digging. The building consists of approximately 400,000 square feet.

See **Positive Plan**, page 5



Remembering 9/11 Patriot Day on the 10th Anniversary

By BOB VEASEY, REGIONAL VICE PRESIDENT



On Friday, September 9, the Central Florida Hotel & Lodging Association (CFHLA), along with its Security and Safety Council, held the annual Patriot Day Breakfast to “Honor American Heroes.” GBM, a proud member of CFHLA, accepted the invitation to attend the event and was represented by Mike Llamas and myself. This event, held in remembrance of the tragic events of September 11, 2001,

honors regional law enforcement, fire rescue, EMS personnel and hotel security staff.

This year the breakfast attracted nearly 500 attendees – including Orange County Mayor Teresa Jacobs and over 30

See **Remembering 9/11**, page 5



Being an Added Resource for Our Customers

WILLIAM CHOI, VICE PRESIDENT, OPERATIONS



“Over the past several years, we have answered countless questions for our customers. All they have to do is make a quick telephone call or send a simple e-mail and we can be their resource.”

I can still remember an e-mail I received from one of our very dear customers about seven years ago. It asked a question about the difference between “antibacterial soap” and “antimicrobial soap.” At the time, GBM was beginning to convert a lot of the soaps it used to foam soap, and that customer was very particular about “antimicrobial soap.” I quickly contacted our manufacturing partner and was able to give our customer a satisfactory answer. I remember that the answer we provided him even included the effectiveness of this “antimicrobial soap” with cold water. I was very surprised that I was able to get such a precise study that quickly without even using “Google” as the search engine.

That was seven years ago. I recently read a very well written article that explained the difference in a simple, concise way. I was

thinking that we at GBM could have explained it the same way, only seven years earlier.

Over the past several years, we have answered countless questions for our customers. All they have to do is make a quick telephone call or send a simple e-mail and we can be their resource. We recently impressed a client by arranging a demo of the newest technology on floor scrubbing and carpet extraction. We will never forget that we are humble janitors, but we are also very proud professional janitors who can help our customers. We have worked very hard in the past several years with our supply chain partners to position ourselves as a convenient resource for our customers. We welcome our customers to use GBM as their resource in the following areas:

- New technologies – equipment, machines, chemicals
- Implementation of a comprehensive recycling program
- Any question on LEED or green cleaning
- Controlled or hand free dispensing units for hand soaps, hand towels, toilet tissues, etc.
- Special floor maintenance and restoration, such as marble, wood, ceramics

We are very eager and confident to be your resource.

The Positive Power of Growth

BY BOBBY MOORE, MID-ATLANTIC REGIONAL MANGER



The Mid-Atlantic Region is still growing in a big way! We’ve already had two successful large start-ups and several small ones, increasing our monthly revenue by 15 percent across the region. I am very proud of the team we have assembled and the buzz-word we are all using this year is “Growth.” It should be a very important word in all of our lives.

When you mention growth in a business setting, most people will automatically think in terms of revenue, and that is ultimately what we want for GBM. But when I think of the word growth, it means more than that. I think of it in terms of personal growth – growth in knowledge, growth in our personal relationships, and

growth in our ability to handle a diverse set of circumstances.

As our employees grow personally and professionally, GBM will grow simultaneously. It is easy to get caught up in everything that is going on around you, not realizing that every day is another opportunity to grow. It is up to each of us to recognize these opportunities and to take advantage of them.

My life within GBM is exciting, and there isn’t a day that goes by that I don’t get to deal with something unique. We have such a diverse client base, consisting

of office buildings, industrial and manufacturing facilities, medical buildings, as well as educational facilities and municipal accounts. We constantly have to use

our critical thinking skills to solve issues that are unique to each of them. Whether it is developing a plan to clean the box suites for the Durham Bulls Baseball Stadium or staffing out a portfolio of 22 buildings and a dozen park facilities for a municipal

client in Virginia, each day brings something new. We all need to challenge ourselves to grow every day. When we do that, GBM will also grow every day.

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User Friendly

By Dave Harper, Jacksonville General Manager



I hear the expression "user friendly" quite a bit and also use it a lot, usually in referring to computers, websites, ordering online, vendors, etc. How easy is it to use something?

This expression can also pertain to the work we do. I think GBM is pretty user friendly from a client point of view and I hope we as managers, QA managers and contractors are user friendly from a corporate staff point of view.

This is what I mean:

From the client's point of view, the following, I feel, helps us be user friendly if we can answer yes to the following –

- Do we under promise and over perform? (In the words of GBM CEO Sunny Park.)
- Do we do what we say we are going to do when we say we are going to do it?
- Do we answer phone calls from clients and if we can't, return the call promptly? If they leave a voice mail, do we listen to the message first before returning the call so we can say, "I got your message and yes, we'll take care of that for you," instead of saying, "I know you left a voice mail but I didn't listen to it; what did you need"?
- Do we respond to email quickly? We all have BlackBerrys, so there is no excuse. Even if the response is "I'll get back to you as soon as possible," it is important to acknowledge an email.
- Do we communicate maintenance issues to our managers?
- Do we communicate potential problems to our managers, such as "there were 15 people in a tenant conference room until 10:00 PM this evening and we could not clean, or they asked us not to clean" or "an alarm went off in a suite for no apparent reason and I just wanted you to know." We should have every property or facility manager's email address so we can send immediate emails when something happens. That way they are aware of any problems if the tenant calls the following morning.
- Do we get defensive if there is an issue, request or problem? Or do we just take care of it?
- Do we assist in ordering special items like dispensers, walk off mats, air fresheners or offer money saving suggestions regarding consumables?

From a corporate staff point of view, do we as managers and QA managers do the following to make us individually user friendly –

- Send reports when they are due?
- Send work orders promptly as they are completed?
- Send our supply orders correctly and on time with correct pricing?
- Send accurate payroll on time with all supporting documents?
- Send start/stop notices as they occur?
- Send expense reports by the due date?

Our clients want us to be user friendly! Our corporate staff wants us to be user friendly. Abiding by this philosophy is a win-win for all. And it's really not that difficult if we follow the Golden Rule in Matthew 7:12: *Do unto others as you would have them do unto you.*

THE MAGICAL J.K. ROWLING



If we talk about success, we must talk about Harry Potter.

As you may know, as with so many situations, author

Joanne (J. K.) Rowling's success did not come quickly nor easily. Her biography is another in the continuing life lessons in determination and persistence.

J. K. Rowling plotted out most of the Harry Potter books two decades ago when she was stuck on a train. There are seven Harry Potter books, one for each year Harry is at Hogwarts School for Witchcraft and Wizardry.

Rowling moved to Portugal to teach English and wrote the first chapters of the first book. She married, had a child, and divorced. She moved to Scotland to be near her sister and to get help from welfare for about a half a year. Finally, she got a job teaching French.

She went to cafes to write so she could be someplace warm. She didn't have enough money to photocopy her first manuscript, so she created a second copy by typing it again. Three publishers turned it down before she sold her first book.

Success comes from trying. Patience, tenacity, and perseverance yield results. Difficulty and adversity can build strength and character. And once overcome, the rewards can be sweet.

It doesn't require magic, just effort. And even we Muggles (people with no magical powers) can learn that.

Now that is Magical.

~ Author Unknown ~



Going Above and Beyond

By MARY PHILLIPS, PROJECT MANAGER, YORK COUNTY, VA

Going above and beyond is what we try to do in York County to make our clients happy. Just recently the York-Poquoson Sheriff's Office was going through their accreditation, a process that happens every four years to guarantee continued funding. Everyone was scrambling around to make sure everything was in good shape. GBM Night Supervisor Amy Fradenburgh was discussing the impending inspection with our client and asked what we could do to help. One issue of concern was the scuff marks all over the squad room floor. This is a floating floor with wires all under it; therefore the floor cannot be saturated or cleaned by machines. Amy came into work early and got started, scrubbing the floor on her hands and knees. It took three hours, but when she was done it looked great. The Sheriff told his Administrator to send an email to the County and let them know of the hard work that had been done. On the right is the letter GBM received.



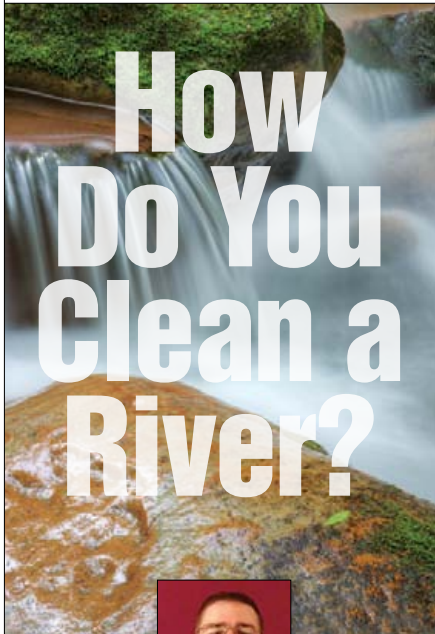
Amy Fradenburgh

Gentlemen,

I am writing to let you know how much this office appreciates the hard work of your dedicated employees. Our office is currently going through the re-accreditation process. This is a very big event for the Sheriff's Office and we wanted to let you know of our appreciation of the hard work that Amy does and especially last night. She spent 3 hours in our office and scrubbed the squad room floor (on her hands and knees) and it looks beautiful! We really appreciate her help!

Thank you.

Laura S. Ditto York-Poquoson Sheriff's Office



By BOBBY MOORE,
MID ATLANTIC REGIONAL MANAGER

GBM is blessed to be able to service the needs of TAC Campus in Durham, NC. We are also proud of the variety of services we provide for this account – from traditional night cleaning to providing utility porters seven days a week to assist the in-house maintenance staff. One of our daily tasks is to maintain a man-made river that runs right through the middle of the project. This river stretches almost a quarter of a mile and contains approximately 1 million gallons of water! It is a beautiful sight, but is a unique challenge for our porters. They care for this feature year-round, which includes vacuuming the bottom and sides as well as cleaning and replacing the various filters. These filters prevent debris, such as leaves, from entering the pumps and damaging them.

Our porters are, literally, in the river almost every day of the week with a specially designed vacuum that removes any sediment from the bottom. Because the river is completely self-contained, it is susceptible to algae growth, especially in the holding areas where the flow is not as great. Our employees wear chest waders and are responsible for the care of this feature in all types of weather conditions. This is just another example of the unique challenges that GBM relishes. We want all of our clients to know that we can service their needs in far more ways than simply cleaning their buildings. We are always striving to be our client's first choice to handle any of their facility maintenance needs.



A beautiful view of the falls at American Tobacco, looking up river



GBM Day-Porter Fernando Cuevas walking out from cleaning the bricks under the waterfall.

Positive Plan

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I think this account can serve as reference for medical facility credits in other branches. I'd like to extend my thanks to GBM leadership for their help in securing this account. In addition, the GBM-Virginia team helped us add a college account to our Chattanooga branch.

I am hopeful we can continue our success in winning big accounts. We are currently pursuing a mega-size high rise building in downtown Nashville, as well as a major management company that owns over 1,000,000 sq. ft. of office space in town. These potential accounts – one is due to a reference from a satisfied customer – recently changed hands in terms of ownership and management, which I am hoping is a good sign for us. I am proud to talk about these opportunities, as they are typical examples of how GBM's Zero Defects mission continues to provide us with more opportunities to grow.

I am thankful for the great work of the cleaners, subs, my teammates and GBM leaders in Atlanta who all keep bringing positive energy to my branch.

Remembering 9/11

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elected officials and community leaders. The audience was moved by keynote speaker Steven Spak, honorary deputy chief-FDNY, as well as an author and freelance photographer. Mr. Spak discussed his experiences in New York City on September 11, 2001. The breakfast concluded with patriotic music. All in all, it was a very moving experience, and GBM was there.

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WASHINGTON, DC.

October, 2011

Publisher: Donovan Wolf; Printer: Washington Printing

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How Old is OLD?

By SUNNY PARK, CHIEF EXECUTIVE JANITOR



My grandson Greyson Jae Price, son of our daughter Kathy and her husband Rob Price of Brooklyn, N.Y., was born on the first day of July 2011. The beautiful and precious creature of God weighed 9.2 lbs. I join Mike Llamas of Disney in sharing the pleasure of being a grandfather – Mike's grandson was born about same time (see photo on page 6).

July is my special month. I was born in July, I left home in July when I was 14, our son Jimmy proposed to his lovely girlfriend in July on my birthday, and of course Greyson arrived in July (his due date was actually June 19, but he waited 12 long days to appear). After establishing GBM on April 1, 1983, I earned the first account on July 1, 1983. Seven years later on July 1, 1990, we were awarded a 3,000,000 sq. ft. plant facility in Norcross, Ga., after diligently chasing it for seven months.

Am I talking like an old man? I hope not. I turn 70 next July, but I feel like I am about 40 years old – seriously. I think a birthday is a time to check in with your life, making sure you are on the right path to success. It's a great opportunity to review and take corrective action if needed. Below is an article by Don Potter, a Philadelphia advertiser, who writes about the milestones in a life. Enjoy! Sunny

The Major Milestones of Life

When we think back over the years, there were many events that made us the person we are today. However, there are specific birthdays we all share and recognize as important for marking the passage of time and indicating the beginning of a new phase of life.

Turning **13**, becoming a teenager, meant we were no longer children. Driving suggested we were becoming more responsible, so **16** was special – although the driving age now varies according by state. At **21** we had reached the age of the majority and were entitled to the rights that go with it. Over the years, the voting age has dropped to 18 and the drinking age has been raised in some states, but 21 was, and still is, a really important birthday because we officially had become adults.

After 21, most milestones that follow are pretty much self-imposed until the age of 65. For some, **30** was a deadline for marriage, a child and/or success in the workplace. Others used **40** as a time to measure how life is going for them, such as owning a home and achieving specific financial goals.

Then, there's **50**. This was the time we began to accept the notion of getting older. The kids were grown, we knew our standing at work, and retirement planning was a necessity.

At **60**, our perspective about what is and isn't important changed dramatically. We didn't think much about it, but this was a wake up call.

See **How Old**, page 6

How Old?

continued from page 5

It dawned on us that more of life lay in the past than ahead of us. Yet we looked five or more years younger than our age, felt like we were only 50 and thought like we were in our 40s.

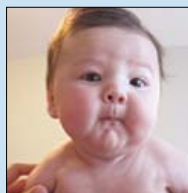
What happened? Were we really this old? Was it the gray hair, the crow's feet or the waistline? Being **60** meant slowing down in business, having grandchildren and talking with our parents about moving into a retirement home. These were indicators that things had changed. Health issues, downsizing and retirement were no longer topics to ponder, they were matters that must be dealt with, and soon. And, more was to come.

The next milestone is the last major date we share in common. Historically, **65** has been the age of retirement. Some retire earlier, because Social Security allows us to do so, and others opt to keep working because they need to or chose to continue earning an income. Medicare also kicks in a 65, which tells us something.

But, those of us who have made the transition know turning 65 is not the end of life. It is the end of the mandatory way of living and the beginning of the rest of our lives. We are free to explore new interests or take what we learned and apply this experience to other areas. We can use the knowledge gained over the years to help others, to change things in our communities and beyond. And, we can teach younger people how to achieve their dreams. This surely is the time to give back what was so freely given to us.

Adapted from an article that appeared on www.ezinearticles.com

New GBM Babies



Wesley Sims (left), grandson of GBM Disney GM Mike Llamas, born on June 5; and Greyson Jae Price, grandson of GBM CEJ Sunny Park and Kay Park, born on July 1.

HEALTH CORNER

Heart Attack Symptoms and Warning Signs

Some heart attacks are sudden and intense – the “movie heart attack,” where no one doubts what’s happening. But most heart attacks start slowly, with mild pain or discomfort. Often people affected aren’t sure what’s wrong and wait too long before getting help. Here are signs that can mean a heart attack is happening:

- **Chest discomfort.** Most heart attacks involve discomfort in the center of the chest that lasts more than a few minutes, or that goes away and comes back. It can feel like uncomfortable pressure, squeezing, fullness or pain.
- **Discomfort in other areas of the upper body.** Symptoms can include pain or discomfort in one or both arms, the back, neck, jaw or stomach.
- **Shortness of breath.** May occur with or without chest discomfort.
- **Other signs:** These may include breaking out in a cold sweat, nausea or lightheadedness

As with men, women’s most common heart attack symptom is chest pain or discomfort. But women are somewhat more likely than men to experience some of the other common symptoms, particularly shortness of breath, nausea/vomiting, and back or jaw pain.

If you or someone you’re with has chest discomfort, especially with one or more of the other signs, don’t wait longer than a few minutes (no more than five) before calling for help. Call 911 or your emergency response number and then get to a hospital right away.

Calling 911 or your emergency response number is almost always the fastest way to get lifesaving treatment. Emergency medical services staff can begin treatment when they arrive – up to an hour sooner than if someone gets to the hospital by car. The staff are also trained to revive someone whose heart has stopped. You’ll also get treated faster in the hospital if you come by ambulance.

Source: American Heart Association: www.heart.org



creative creativity:

Inspiration and Tools for Creativity

6 Easy Steps Toward Becoming Creative

SOURCE: WWW.CREATIVECREATIVITY.COM

First, I'll state the obvious. Everyone is creative. There is no person on this Earth that is incapable of coming up with a new idea. However, our entire educational system and most of our culture is set up to squash the creativity out of you. Instead of trying to learn how to be creative, you really just have to remember how to be creative.

If you have a nagging voice in the back of your head telling you to be more creative, here are 6 simple tips that will push you toward becoming a passionate, creative person.

1. Lower your anxiety level. Fear, insecurity and stress are all creativity killers. Do you have some issue or worry in your life that you could easily solve? It doesn't have to be a big issue, take care of little things. Make sure your car never gets below a quarter tank of gas so the empty light never comes on. Avoid caffeine or other stimulants. Breathe deeply. Meditate. Take care of little problems before they become big problems. The less anxiety you have, the more you'll be able to focus on being creative.

2. Ask more and better questions. Asking questions is the keystone of creative thought. The only way to get something new is to question the old. Every time you ask a question you force yourself to consider other perspectives and to question your preconceptions. Don't rely on other people's answers, really figure it out for yourself. Here are some questions to get you started: How can I make this better? Why do we do it this way? Why am I the greatest human being ever to exist?

3. Try new things. Do something that you have never done

before. This can be as extreme as finding a new job or as simple as trying Indonesian food. Read a book on a topic you know nothing about. Strike up a conversation with a stranger and ask him/her about his/her past. Trying new things will expand your references and perspective. Finding new ways of looking at the world increases the value of what you already know by letting you find new uses for it.



4. Figure out what you love doing and what makes you happy.

This should be an easy task, but some people can't list more than two or three things. Shouldn't you be able to fill up a full sheet of paper, both sides, with things that make you happy? If you can only come up with a few, focus on finding more. Your creativity follows your passion and happiness. Artistic expression is its own benefit. It's the rare artist that makes a living from his art, so passion and happiness are the only two real reasons to create.

5. Forget about your lame excuses. Really, stop with the excuses. They are all lame. There are many people that have it worse than you do that manage to do incredible things.

6. Actually do something. This is the step that actually turns you into a creative person. Thinking about doing something doesn't make you creative. Talking about doing something won't do it. The only way to become a creative person is to actually create something. This is the only step that matters. Pick up that pencil and draw! Write! Dance! Carve a robot from a bar of soap! It doesn't matter! **DO IT NOW!**



The Jacksonville branch added these two new buildings in July, adding over 300,000 sq. ft. to the portfolio.



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Working Together for Success

By JOE RALABATE, ORLANDO GENERAL MANAGER

One of God's greatest creations is the human body. It truly is marvelously constructed. All the parts of the body work harmoniously together in unity. The arms work with the hands, the legs with the feet and so on. They do not work against each other, but are supportive to the body's success. The same is true with a GBM Branch Team. Just like the human body, each member of the team works together to ensure the success of the Branch.

It does not make a difference who the team member is – night cleaner, supervisor, project manager, day porter, QA manager, general manager, or sales. Each one has his/her own responsibility and all are important. Working in connection with each other, with respect and a caring attitude, makes a successful branch.

We believe that this is the case in the Orlando Branch. Our team is comprised of many members who support each other. We make sure the buildings are clean and both property managers and tenants are happy clients. The picture below shows the management support team of the composite Orlando Branch body striving to work together, like the human body. Success does not have to be complicated. The principles are simple, but when applied, will promote a successful GBM Branch.



The GBM Orlando Team.

We want to hear from you! The theme of the next issue is "Goals for 2012: Personal, Family and Professional Goals." Please send us pictures and stories by Tuesday, December 27, 2011.