



## I am proud to be a janitor



**Sunny Park,  
Chairman / CEO**

Dear GBM Family:

Greetings! For the past six years since Don Kim took over the leadership of GBM, I did not have as much direct contact with you, although I was well informed of how everyone was doing through Don and his management team. All of your professional success and family

blessings are in my daily prayer. Whether our relationship is as a contractor and subcontractor, or an employer and employee, I believe that it is a true blessing from God that we fulfill our obligations every day together. I thank you for the good work you all perform daily.

Today, I am sending this message to share an important matter: my sincere wish that we had "professionalism" and "pride" of our work in our hearts.

Let us think about the profession of being a "janitor." It is not a well-perceived occupation because it is related to cleaning dirty floors. Also, janitors usually work with low wages and many immigrants are working in this industry. It does not have much of a positive or exciting perception.

However, I think there are not many other professions that I am as proud of as being a janitor. I am especially proud of GBM's ever-growing reputation as the leader of a systematic quality assurance program and the ownership that we bring into our accounts. This pride is possible in this country because the American society puts a higher value in professionalism and job performance of an individual rather than the value or perception of the profession itself. Many children of janitors become successful and contributing members

of society. Their success was possible because they witnessed and learned unique pride and reward in hard work from their parents.

I founded GBM in 1983 and I also own a real state investment/development business, but I am very proud to be a "janitor of GBM." Generally, I am usually introduced as a "real estate developer" when I meet new people in many occasions. Some think the "real estate developer" title is more appealing to be introduced as than "janitor." I always correct them by stating that my prime profession is a "janitor," and explain the importance of our profession in society.

I reiterate the importance by asking them to just imagine our environment if nobody cleans for one week. We would be unable to maintain our health and people's productivity will decline due to a dirty environment. People then will realize that there are not many other works in the world that is as important as cleaning. Somebody has to do this work. I am glad and proud that we are the ones who are doing this "God given" task. I usually get a lot of positive comments after my short explanation on a janitor's devotion. The surprising responses are that people do not look down on janitors. This lack of professional pride is self-generated and self-perceived.

We lose our pride with very simple facts. Many cleaners fail to present themselves as professionals by not wearing clean uniforms or lack of grooming. We must realize the importance of the work we perform for our society. By doing this, we should be able to build self-pride and true professionalism. How confident you would look holding a vacuum cleaner in a clean uniform with your chin held high! Not only would you be more productive for your effort, but you would also be more confident and no one would ever look down on you.

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Let us make another comparison: Most times, janitors are not compared to architects or auto mechanics on an equal level. I think it is because they have standards for their work to which every job is evaluated. In contrary, janitorial performances have no measurable standards. Perpetually, some janitors take advantage of the weak system and knowingly cut corners. It is natural for anyone who repetitively under-performs to lose pride and professionalism, which will make a distinct difference from the architects and auto mechanics.

What is more important is the perception of us by our own family members and people whom we care for.

Janitors will be more respected if we are equipped with professionalism by maintaining a good appearance and imposing a strict standard for our work.

By doing this, we become exemplary to our children and others.

These comments are to help you to succeed in your profession. I believe the success in our profession can be compared to winning a marathon, where we take consistent and persistent steps toward a finishing line. It is my sincere advice, as an experienced restroom cleaner for many years, and hope that you take my message to your hearts and make a good use in future.

May God bless you and God bless GBM.

Sincerely,

Sunny Park  
Chairman/CEO

## QA Corner

by Mike Scheid  
Washington, DC QA Manager

Back at the end of August 2004, GBM put on a Quality Assurance Manager's Training Seminar. The seminar lasted for two days and was taught by William Choi.

The training covered several areas, but the one area I think everyone can relate to is work order requests from customers. There were several options for performing specific types of work orders that were mentioned: carpet cleaning, window cleaning and stripping and waxing of floors.

The one thing I quickly realized is that just because we (GBM) don't normally perform a certain service, doesn't mean we can't subcontract to another quality company that can.

Take window cleaning for instance. Our clients are going to need to hire a company to do this, so why not hire us? We save our customers time and money by providing a readily screened and trained workforce to perform this service. This can be used for just about anything. Even power washing. Here in DC, we even know someone who can repave parking lots! That's thinking outside the box!

The one area where I think the seminar can be improved upon

is hands on training and demonstrations. Different cleaning areas use different chemicals, so it would be nice to see these used to see if there is something better that can be used. We need to always be looking for ways to improve.

Overall, the training was very beneficial and it was good to meet everyone in the different areas who do the same job you are doing and hear how they do things. Everyone is different and I believe we all can learn from one another.

I look forward to the next one and thank William Choi and the corporate staff for their time and effort that went into this.

Big thanks to our employees for taking these great snapshots of our annual holiday dinners from around the country. Special thanks to our customers for joining us. The turn outs were fantastic and a good time was had by all.

## Jacksonville



## Raleigh



# Orlando



# Atlanta



janitorial services carpet cleaning/ restoration stone restoration construction clean-up handyman services cube configuration / moves window cleaning power washing

# FROM THE MAIL BAG...



March 07, 2005

Mr. Don Kim  
President  
General Building Maintenance, Inc.  
3835 Presidential Parkway, Suite #200  
Atlanta, Georgia 30340-3705

10151 Deerwood Park Boulevard  
Building 100, Suite 330  
Jacksonville, Florida 32256  
904.998.4380  
Fax 904.998.4358

RE: Deerwood North and Dupont Center  
Jacksonville, Florida

Dear Don,

Approximately one year ago, we conducted a meeting with you and Dave Harper in our offices at Deerwood South Office Park due to repetitive janitorial service complaints from our tenants. Believing that we were receiving the same typical 'lip-service' that many of your competitors provide; we made plans to begin bidding out janitorial service in the upcoming months for the properties that were under contract with your company.

Because of the fortitude and determination of Dave Harper, fortunately for all of us, that process never became necessary. Dave has shown his dedication and commitment to provide quality service that is to be expected in Class A Buildings. It has been abundantly apparent throughout the past year that Dave is willing to do whatever it takes to get the job done. On more than one occasion, Dave rolled up his sleeves and came to our rescue. Just to give you an idea of some of Dave's "above and beyond" actions this past year:

- ❖ Picked up "mounds" of trash & cleaned the entire fenced area surrounding the waste containers on numerous occasions when the waste removal company failed to show up
- ❖ Provided construction clean-up (due to failure of construction janitorial vendor)
- ❖ Performed day porter responsibilities himself, when employee quit the night before
- ❖ Prepped & cleaned shell space for tenant opening gala (with last minute notice)
- ❖ Prepped & cleaned shell space for Superbowl event (with last minute notice)
- ❖ Ensured our downtown buildings were staffed and cleaned during Superbowl week

Dave Harper is to be commended on his tenacity and his strong-willed desire to provide our tenants with First Class - Class A service. Our tenants are very happy and our janitorial complaints have dropped dramatically. If you have a designation for Employee of The Year, we strongly recommend and nominate Dave Harper. We are extremely pleased with the service Dave has been providing to us and look forward to continuing our partnership with GBM.

Thank you.  
  
Patricia Kinkopf  
Senior Property Manager



Have a GBM success story to share? We welcome your comments and suggestions. Send them to:

General Building Maintenance, Inc.  
Attn: Shelly Williams  
3835 Presidential Parkway, Suite 200  
Atlanta, GA 30340

or visit us on the web at [www.gbmweb.com](http://www.gbmweb.com) and click on "Contact Us"

# FROM THE MAIL BAG...


Sunny, I felt you needed to know what an "Outstanding" job, GBM has done for us. Recently my boss Linda Felthouse Sr. Vice President of Alter Asset Mgmt. came in for a Property Inspection, since Linda had not been here in over 3 months, Steve Higgins and I both expected to get picked apart, only because she had been gone so long. But instead, we received wonderful reviews from Linda. It is extremely important to us that our buildings look as good as they do and your "team" has been doing that for many years. But I want you to know that every ones "can do" attitude is exhibited by GBM everyday and because of that attitude we have been successful in making our tenants happy and comfortable. Please make sure that Don is aware of the hard work that his people Mark Thompson, Rick Davis, and Kerry Chi have been putting forth has directly contributed to our success, and for that we thank you .

Dave Beverly  
Alter Asset Management

“  
...This is another area where GBM stands above the competition. The cost versus benefit value by General Building Maintenance, Inc. is also a consideration that cannot be denied.”



**Johnson & Wales University,  
Charlotte, NC**



JOHNSON & WALES  
UNIVERSITY

*America's Career University\**

October 14, 2004

To whom it may concern

Dear Sir or Madam:


I am pleased to have the opportunity to offer this letter of recommendation for General Building Maintenance, Inc. As Director of Facilities for the Johnson & Wales University Charlotte Campus I have had the opportunity to interact with other companies that offer similar services, but none that compare in pricing or commitment.

GBM has gone above and beyond in making certain that the university maintains the highest standards in cleanliness and sanitation. With a population of 1,200 "teenage" students this has at times been a daunting task, but one that the GBM staff and management have never backed away from.

While the university seeks high standards in cleanliness we also have budgetary considerations just like every other business. This is another area where GBM stands above the competition. The cost versus benefit value afforded by General Building Maintenance, Inc. is also a consideration that cannot be denied.

In conclusion I would highly recommend General Building Maintenance, Inc. as a custodial service. If you have any further questions please feel free to contact me.

Sincerely,



Eddie Ardanza  
Director of Facilities  
704.598.3991

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*news from our branches...*  
**General Building Maintenance**

Orlando has added several new customers over the past two months, their largest customers by cleanable square feet being Highwoods Properties' Capital Plaza I and II and Landmark I and II. Our Miami branch is quickly growing with their recent addition of Citrix Systems, Inc.'s world headquarters, totaling nearly 400,000 square feet of facility and office space.



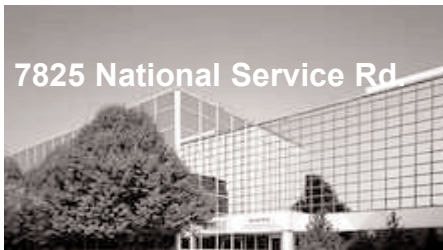
Capital Plaza I & II



Landmark I & II



In December, our team in North Carolina started 2005 with a newly awarded multi-site contract consisting of a portfolio of 12 Highwoods Properties and 3 manufacturing facilities of Proctor & Gamble in the Greensboro area.



7825 National Service Rd.



410 Gallimore Dairy Rd.



7025 Albert Pick Rd.



412 Gallimore Dairy Rd.



7031 Albert Pick Rd.

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# EMPLOYEE SPOTLIGHT



If you've ever called GBM's corporate office, you've probably spoken with Dorothy Marshall. Dorothy came on board in August of 2004 as a temporary receptionist. Her enthusiasm for the job and eagerness to learn was quickly noticed and she was officially made permanent in November. Her responsibilities include ordering office supplies and running the front office. Dorothy is a native of Chicago and is married with two children.



Donna Elrod is our newest member to the Atlanta branch. As Regional Marketing Manager, she will primarily be responsible for our marketing efforts in Atlanta and the Southeastern region of the United States. Donna comes to us from Riteway Cleaning Services. She is a mother of a 33 year old son and is an avid hiker.



Michael Smith is the new Marketing Manager for GBM's Nashville office. He comes to us with 30 years marketing and sales experience, including a number of years in contract cleaning services. Michael is married to wife Nina. He enjoys golf and travel.



**General Building Maintenance, Inc.**  
3835 Presidential Parkway, Suite 200  
Atlanta, GA 30340-3705

**www.gbmweb.com**