

# GBM Insiders

SPRING 2009

## 2009: Bulls are Powerful and Consistent



Greetings to my fellow teammates at GBM at the first day of 2009

We started the new year off with sizeable new projects. It is even more exciting because one of them is a huge project we lost in 2008. I am proud of many of you, and especially Donovan Wolf and William Choi. With GBM Spirit E2Everything is Possible.

Throughout last year, I noticed most of you full of energy and enthusiasm for the future of yourself and GBM. I also delightfully

noticed some of you actually take action for the goals persistently. 2009 will be yours!

In Asian zodiac, 2009 is the year of bulls. Bulls don't talk much, but they are powerful and consistent. Good GBM teammates know what it takes to grow in GBM. We are like good milk delivery men, we will continue to grow as long as we deliver fresh milk each and every morning. You may agree that we are so fortunate to be in janitorial services — a business that requires no brainstorming

sessions or reading customers' minds to react.

You and I provide our customers with what they hired us for: delivering a clean and pleasant workspace every day. You and GBM will shine full of pride in 2009. This year will be yours!

Once again, I want to thank those who contributed to GBM's continued growth, and I pray for you and your family.

*Sunny K. Park,  
Chief Executive Janitor*

## Where Did the Day Go?

By DONOVAN WOLF



Do you find yourself asking this question at the end of most days? I know there are many days where I am wishing that there were a few more hours or as I'm reviewing the day on my drive home, I have to wonder whether I accomplished the goals that I set at the beginning of the day.



With the amazing and ever-changing developments in information and communication technology, it would be rational to think that the ability to quickly access information and communicate with our counterparts would provide us with the tools to make our lives a little more organized, efficient and stress free. Instead, it seems that in the age of the text-message, our society has quickly evolved into one that expects immediate responses to even the smallest and non-urgent matters. Unfortunately, it is those items that tend to occupy our minds and move our focus from achieving desirable results to wondering how we're going to get everything done.

While none of us can manage time to the point of making it stand still or adding more hours to each day, we are able to institute measures to more effectively manage ourselves and our workloads, so that we are better able to make more efficient use of the time that we do have. It is those of us that can take better control

of our workload that will prove to be the highest achievers and in turn, the most satisfied in our accomplishments and relieved of the stress that comes with uncompleted tasks.

There are many time management systems and tools available in the marketplace. But before spending unnecessary time and money on searching for the system that is best for you, acquiring it, and then subsequently learning and implementing it, I believe there are some basic tips to help get you started on a path to better time management and stress reduction:

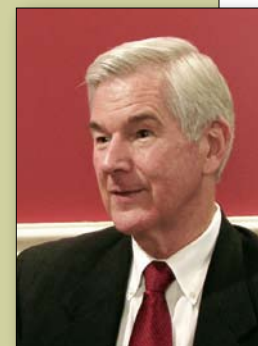
- At the beginning of each week and/or day, develop a "to-do" list. Prioritize those tasks and develop a plan for accomplishing each task.
- Set short and long-term goals and develop your plans for meeting those goals.
- Review your "to do" list and goals periodically to determine your progress, the need to re-prioritize, and opportunities for improvement.

*See Where Did the Day Go?, page 2*

## 26 Years Later, Lilly Realty Still Depends on GBM Zero Defects Services

**Ben E. Lilly**, CCIM, hired GBM in April 1983 to handle the janitorial service needs for an office property his company, Lilly Realty Associates, was managing. He was the first customer GBM served. GBM is proud to have been an integral part of Ben's team for 26 consecutive years. Ben retired last year, but his company still depends on GBM's Zero Defects services, so the team can relax as he did for 24 years.

Ben is former chairman of Atlanta Commercial Real Estate Board of Realtors and president of Lilly Realty Associates. A Georgia Tech Alumni Association volunteer, Ben has been involved in the \$400 million Campaign for Georgia Tech. He is a member of the Atlanta Board of Realtors Million Dollar Club and has received the organization's President's Award, Realtor of the Year Award and Young Realtor of the Year Award. He was named Lion of the Year by the Dunwoody Lions Club and is a member of First Baptist Church of Atlanta. Ben and his wife, Peggy, have three grown children: DeAnne Lilly Parks, Lisa D'Lynne Lilly Hedges and Ben E. Lilly Jr., and four grandchildren. Thank you Ben, and congratulations on your successful business career.



# 2009, Los Toros son poderosos y Consistententes

Saludos a mis compañeros de equipo de GBM en el primer día del 2009

Comenzamos el 2009 con Grandes nuevos proyectos. Es aun mejor porque uno de ellos es un proyecto muy grande que perdimos en el 2008. Estoy muy orgulloso de quienes hicieron de una tarea muy difícil en algo posible.

Estoy seguro que muchos de ustedes están orgullosos del liderazgo de GBM bajo la dirección de Donovan Wolf, Willam Choi y Bob Veasy por el gran desempeño. Durante la celebración de Navidad pude ver la energía y entusiasmo en nosotros. Ustedes son las personas que hacen que las metas que “alguna vez parecían abrumadoras,” se conviertan con nuestra habilidad de establecer objetivos diarios, semanales y mensuales en logros y metas cumplidas.

Quiero agradecer a todos ustedes por el gran trabajo, sin embargo estoy muy deseoso que mientras algunos de nosotros nos seguimos tratando como los “mismos Janitors mediocres de siempre” otros nos tratamos como lideres valiosos determinados a marcar la diferencia cada día.

Como es tradición de GBM, nosotros enfocamos la mayoría de nuestros esfuerzos en lo que hacemos mejor, Proveer Buena calidad de servicios de limpieza y estar en constante contacto con los clientes presentes, pasados y futuros.

Celebramos 25 años de nuestra historia el año pasado, ¿que significa esto para todos nosotros? Hacernos viejos no significa que podemos seguir crecien-

do como si estuviéramos siendo guiados por un piloto automático. Yo creo que aprendimos mucho de los errores que cometimos en el pasado, algunos fueron muy dolorosos, otros parecían tareas menores pero crecieron mucho en el transcurso de la noche y terminaron por hacernos perder el contrato. Muchas personas me preguntan ¿cuál es el secreto del éxito de GBM? Mi respuesta para la mayoría de ellos es; Nosotros tratamos nuestros clientes como ellos quieren ser tratados, nosotros usamos mas la grasa de los codos que la lengua, nunca olviden la razón por la que ellos nos contrataron y mantengan constante contacto con los clientes de Hoy, Mañana y Ayer.

Algunos de nuestros competidores trataran de copiar esta simple practica pero he visto a la mayoría de ellos fallar, la razón por la cual ellos fallan es porque no ven la palabra de oro “Persistencia.” Nosotros nos hemos convertido en uno de los más grandes jugadores de esta Industria, Yo se que cada uno de ustedes lo ha hecho posible y estoy aun más orgulloso de ustedes.

En el Zodiaco Oriental, 2009 es el año del Toro. Los Toros son poderosos y consistentes.

Oro todos los días para que ustedes tengan un Bendecido y productivo Año.

*Sunny K. Park, Chief Executive Janitor*

## Green Cleaning: Tip of the Month

By WILLIAM CHOI



As GBM continues to work with our customers who are going through the LEED certification and improving on Green Cleaning Programs, there are some new exciting ideas and comments to share.

### Eco-Strip Pads

We recently saw several companies introducing different technologies for stripping a floor without using stripper. All of them made sense in terms of cost savings (both labor and material) and a more environmentally friendly approach. However, we were recently introduced to Eco-Strip Pads

that can really top scrub floor finishes using only water. It is a very efficient way of maintaining hard surface floors. We do not need to use stripper and we only need one floor technician to do this task. There is a tangible savings in labor and materials.

For any account that has substantial VCT floors, such as schools and large cafeteria areas, we highly recommend requesting a demo to see how effective and how efficient this process is.

### APPA Certification

For those customers who are considering the LEED – EB certification, there is a section designated as “EQ Credits 3.2 – 3.3: Green Cleaning: Cus-

tomers on what products GBM is using to accomplish our Green Cleaning objectives. We have selected multiple products and manufacturers to give more options to our customers. We are constantly revising this catalogue to better serve our customers.

It is available in both hard and soft copy.

We are always available to answer any questions you may have with respect to Green Cleaning and LEED related issues.

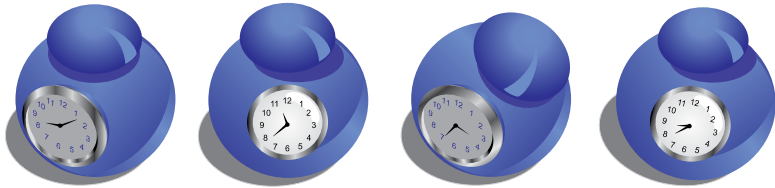
tomers on what products GBM is using to accomplish our Green Cleaning objectives. We have selected multiple products and manufacturers to give more options to our customers. We are constantly revising this catalogue to better serve our customers.

### GBM's Green Product Catalogues

GBM introduced our own Green Products Catalogues to guide our cus-

## Where Did the Day Go?

*continued from page 1*



- Organize your workplace and files for greater efficiency in your daily tasks.
  - Eliminate distractions to your focus.
  - Identify bad habits and replace them with good ones.
  - Don't over-commit yourself to low priority tasks.
- Before dismissing the need to examine your work habits and develop a more efficient process for

tackling your workload, please consider your desired future role in an ever-changing world that requires each of us to wear more hats and exhibit a greater level of efficiency in our daily tasks. We must each take control of our workload and not be content to operate in the same manner that we always have, because without changing our approach, the results will remain the same.

## We Want to Hear From You!

The next issue of GBM Insiders will be coming out in late June.

If you would like to submit an article, news item and/or photos, please send them to Dorothy Marshall at [dmarshall@gbmweb.com](mailto:dmarshall@gbmweb.com) by May 15, 2009.

# Why a Positive Mental Attitude Matters During Recession

Recession. It's a word we can't escape from. It's on the minds of everyone. Turn on the nightly news or the 24-hour cable news, and you're treated to one dismal economic statistic after another.

I, for one, am not worried about the recession. To me, worrying about macro-economic issues is a waste of precious mental attention. Now if I thought it would fix the economy, then I would worry all day. But I refuse to waste one of the most valuable gifts of God — time — for anything I can't control. I would rather concentrate my efforts on what I can control, such as maintaining a high quality standard of cleaning and working hard to develop new business.

While the word recession might invoke emotions of fear and uncertainty, take comfort in the fact you have a job and a salary. It is important to maintain a positive attitude during this time. This will keep us out of the real recession.

We hear some managers use the "bad economy" as an excuse for poor results in their branch's performance. In my experience, that bad performance has nothing to do with the economic situation. GBM has been growing at a faster pace during recession time than during a booming economy.

We are in charge of the words that we speak and think. Will you be strong, or will you be weak? What you say each day is what comes to pass in your life. And, attitudes are contagious. Wouldn't you much rather be around a person who is happy and positive? Learn to be that person. Learn to be tough. Positive energy attracts positive energy. As you attract it, you can then maintain your own positive energy.

The bottom line is this: GBM is in the cleaning service business, not economy forecast business or a business of excuses. Every property owner/manager needs a good cleaning service. Everyone in GBM should focus each day on the quality of cleaning and making sure that we will be in the first in line when potential customers come looking for a good janitorial service contractor.

You can have a far greater impact on your branch's success by focusing on issues within your control, rather than by being a fatalist over gloomy news. Excuses won't save your job, but a positive attitude, quality assurance and new business will. I hope this message helps you to improve your focus on real things.

Sunny Park  
CEO  
January 25, 2009

## CLIENT PROFILE

### Percival McGuire Commercial Real Estate

Percival McGuire is a commercial real estate and investment brokerage firm headquartered in Charlotte. The company has more than 40 years of experience in the areas of commercial real estate brokerage and leasing, property management, commercial property development and Real estate investing. Percival McGuire is known for a progressive and sophisticated approach to commercial real estate that leverages market knowledge and experience to meet client needs and exceed their expectations.

And all the buildings and properties they manage must be cleaned.

"Having been in the property management industry for a number of years, I have found that janitorial services seems to be a hot topic with the tenants," says Brett Gray, Percival McGuire's vice president of property management. When looking for a janitorial services company, he says there are a few basic requirements he has, such

as checking references and making sure the company can accommodate employee absences.

"However, I find that tenants do not have overly high standards," says Gray, who works with directly with vendors, tenants and property owners on a daily basis. "They simply want their carpet vacuumed, their trash cans emptied, and their door locked. Yet it's amazing how tough it is to find a crew who can do this consistently." He says he's been very happy with GBM, which cleans 145,000 sq. ft. of the company's office space.

"Of course, it's the extras that separate janitorial companies from one another," Gray says. "Having a supervisor walk the building weekly and check in with the property manager regularly helps to be more proactive."



Brett Gray

## EMPLOYEE PROFILE

### Featured Employee: Aartee Kumar, Purchasing Manger

Hearing Aartee Kumar describe her job would make even the most energetic feel tired. Countless phone calls and emails. Assigning PO numbers. Faxing orders. Negotiating with vendors. Pulling and shipping uniforms. The list goes on.

As purchasing manager for GBM, Aartee is in charge of ordering all of the cleaning supplies for all of the branches nationwide. The GMs provide her with a list of all the supplies they need. She checks the orders against the budget, faxes the orders to the vendors, and then enters it all into the system. Before a branch can get so much as a paper towel, it must go through Aartee.

"It can be a challenging job," admits Aartee, who has been with GBM since September 2008. "Everybody wants their supplies *now*." But she has to keep them in check. For example, before anything is ordered, it must have a PO number. If it doesn't meet her approval, she won't assign it a PO number and it can't be purchased.

"It's not good if an invoice comes in without a PO number," she says. "Then we can't track it, and it could push a GM over budget."

Aside from cleaning supplies, Aartee also orders stationery, envelopes, business forms and uniforms.

Before GBM, Aartee spent 12 years in various administrative assistant positions. She gained experience in purchasing while working at Universal Studios in Orlando, where she had

to order all of the supplies for the entire park services department.

When Aartee and her fiancé moved to Atlanta last year to be closer to family, she heard about an opportunity at GBM.

"I thought it was an admin job, but in the interview, they told me it was a purchasing manager," recalls Aartee. "I was a little unsure about it, but I knew it was a good career move, and I was up to the challenge."

Aartee says the most challenging part of her job is keeping track everything and communicating with all the different GMs. The key to that has been learning which method is the best for each individual GM. "Some like a phone call, others like email," she says. "It was tough at first, but I'm learning the best way. I'm still trying to learn the job, and keep things organized."

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# Expressions of Appreciation and Holiday Cheer



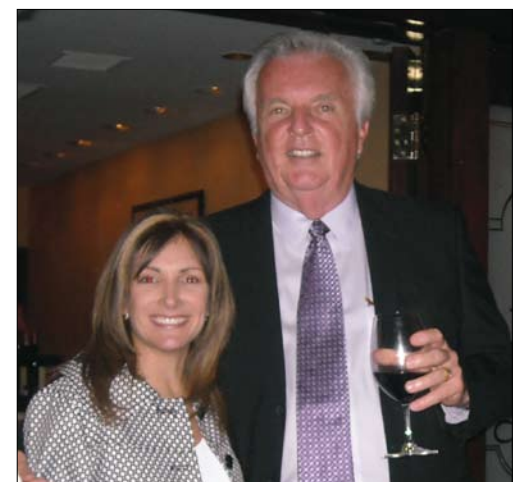
*Donovan Wolf, President of GBM, and Rhonda Veasey, Eola Capital, One Orlando Center*



*Ed Price, Lincoln Property, Lincoln Plaza, and wife, Nilda*



*Brenda Montgomery, Lincoln Property Company, Lincoln Plaza, with husband, David*



*Nancy Goldenberg, Liberty Property Trust, Charles Schwab Building, and Bob Veasey, Regional Vice President, Florida*



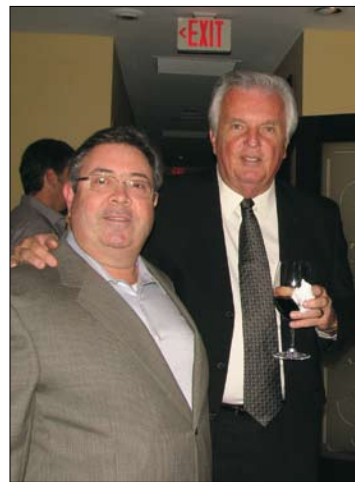
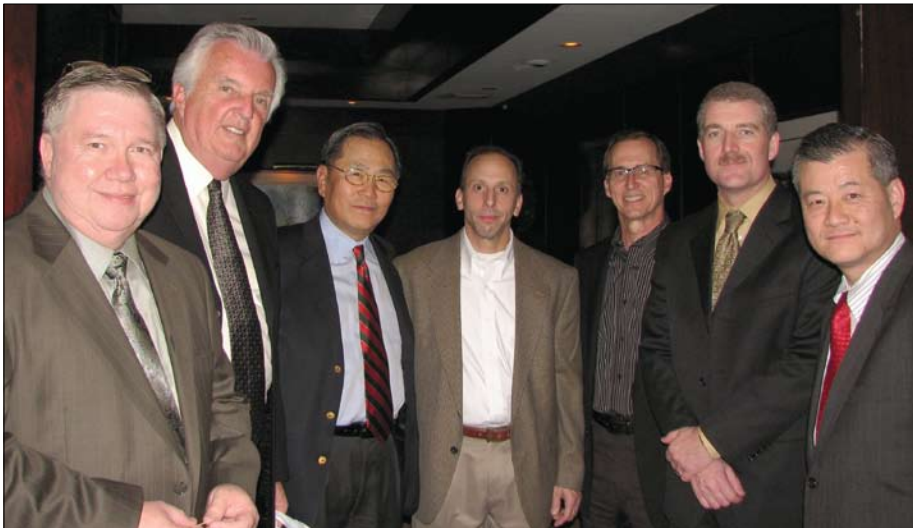
*Maria Davila, Montse Battista, Tracy Chacon and Carol Bonnie*



*William Choi enjoys the award ceremony with Sunny Park.*



# To Our Invaluable Staff and Clients





# A Military General’s Leadership Lessons

NOTE: The following article appeared in the January 8, 2009, issue of *The Gallup Management Journal*.

Lieutenant General Russel L. Honoré offers subtle and surprising insights into the art of leading in organizations

A GMJ Q&A with Lieutenant General Russel Honoré (retired), former commander of Joint Task Force — Katrina, who oversaw the military relief efforts after Hurricanes Katrina and Rita.

You can’t blame executives for thinking that leadership must be simpler in the military. In regimented, highly disciplined organizations such as the Army, a leader gives an order, and it’s carried out — no dissension, no complaints, no lollygagging. How simple leadership must be for an Army general. Well, let that dream die. People are people in uniform or not,

“Leaders should understand the difference between leadership and management so they don’t get caught up doing what they’re not there to do. ”

and a leader’s job is to get them on track, not simply to bark orders. So says a reliable source, retired three-star Lieutenant General Russel L. Honoré.

General Honoré has served all over the world in a variety of capacities: in South Korea as commanding

general, 2nd Infantry Division; in Washington, D.C., as the vice director for operations, J-3, The Joint Staff; as the deputy commanding general and assistant commandant at the U.S. Army Infantry Center and U.S. Army Infantry School in Fort Benning, Georgia; and as the commander of the Standing Joint Force Headquarters — Homeland Security, U.S. Northern Command; among many others.

You may remember General Honoré as the man who coordinated the U.S. military’s relief efforts after Hurricanes Katrina and Rita ravaged the Gulf Coast. His book, *Survival: How a Culture of Preparedness Can Save You and Your Family from Disasters*, will be published by Simon & Schuster in June.

General Honoré knows quite a lot about bossing people. And he stresses that above all, you shouldn’t boss people. A leader’s job is strategic: to set people on the right path and “to do the planning and then to motivate the execution,” as he says.

As General Honoré relates in this interview, leaders should keep dissenters close because they’ll provide a valuable perspective. Leaders should understand the difference between leadership and management so they don’t get caught up doing what they’re not there to do. And if leaders forget any of this, consider geese. Oddly enough, geese offer a valuable lesson about leadership in the real world.

**GMJ:** In the military, people do things because they’re ordered to — they can’t refuse or negotiate. Yet you’ve said that human nature and behavior affects the accomplishment of missions. So what

role does leadership play when people must do what they’re told?

Gen. Honoré: Leadership means forming a team and working toward common objectives that are tied to time, metrics, and resources. The purpose of the commander and the staff is to do the planning and then to motivate the execution. Now, many times you hear leaders say, “This is what we’re going to do,” but the plans fail if they don’t track the execution.

Execution is the real game. The hierarchy starts with the leadership, which provides vision, wisdom, and motivation. Then there’s management. That’s turning time, task, and purpose into action. Leadership is working with goals and vision; management is working with objectives. Objectives, as you know, are specific, and they’re tied to time, coordination, and resources.

But management is not the same thing as administration; people who do administration work off of checklists. Management works in collaboration with leadership and administration to ensure all

the functions of the organization — from personnel to logistics to finance to human resources — are tied together to execute that vision and the goals. Administrators are the people who say, “You gotta fill out a form if you want to get these assets.” Administration ensures compliance. The leader’s role is to provide the strategic vision for the organization.

**GMJ:** “Strategic vision” sounds a bit vague.

Gen. Honoré: In the civilian world, the word strategy often means “big things that might happen.” In the military world, it means “the purpose of what we’re doing, the task to be accomplished, when it will be done, and how and by whom.” The purpose is what counts, followed by the tasks and who will do them, how they’re going to get done, and when. That’s grand strategy that has been documented over hundreds of years of military operation.

Now what continues to change over time is the advantage technology gives us in executing vision. But technology does not replace the core elements: the role of the leader, the role of management, and the role of administrators.

## How to Provide Excellent Service in Difficult Times

By TERRY COLLINS, GENERAL MANAGER, ATLANTA

As we are all aware of by now, the outlook for 2009 seems to be fairly bleak. Since these circumstances have occurred as a result of forces outside our control, what can we do to improve our chances to not only survive but to thrive? I hope the following suggestions will help:

- **Don’t work from a position of fear**

Take some comfort in knowing you are working within an industry that is as recession proof as any out there. Buildings have to be cleaned for others to work in. Know that what is happening is temporary.

- **Stay informed**

You need to know what outside situations are affecting your customer and be in tune. Client conversations as well as articles in business and trade journals can provide perspective from all points of view.

- **Be aware what is expected of you**

Your clients may be experiencing budget cuts, energy cuts and even service cuts. Be prepared for this and, in some cases, to be asked to “share in the pain.” If this occurs, decide how much is reasonable while letting those in charge know you and GBM are team players (within reason) and hope that this cooperative conduct will be rewarded down the road when things return to normal.

- **Be armed with the facts**

Don’t be afraid to get customer survey results before and during any major proposed changes.

This lets management know that you are on top of tenant concerns and are measuring them to not only address them as best you can but to show management the results of their decisions. Not every decision made is a good one and knowing this in transition may help mitigate detrimental effects before it is too late. It also indicates to the tenants that you “have their back” and that could be helpful to your contract down the road.

- **Be flexible**

Changes in hours or working conditions can sometimes seem insurmountable as they pertain to your work. Be honest with management but have alternative approaches ready. In most cases, how the work gets done is less important than getting the work done. New diversions can disrupt or alter but should never stop or be reason for avoiding what you were hired to do.

In summary, maintain your usual high standards while adapting to the conditions. A little effort now will make the same work flow seem easier when conditions return to normal.

# 10 Things a Janitor Can Teach You About Leadership

By COL. JAMES MOSCHGAT, 12TH OPERATIONS GROUP COMMANDER  
GRADUATE UNITED STATES AIR FORCE ACADEMY - CLASS OF 1977

William “Bill” Crawford certainly was an unimpressive figure, one you could easily overlook during a hectic day at the U.S. Air Force Academy. Mr. Crawford, as most of us referred to him back in the late 1970s, was our squadron janitor.

While we cadets busied ourselves preparing for academic exams, athletic events, Saturday morning parades and room inspections, or never-ending leadership classes, Bill quietly moved about the squadron mopping and buffing floors, emptying trash cans, cleaning toilets, or just tidying up the mess 100 college-age kids can leave in a dormitory.

Sadly, and for many years, few of us gave him much notice, rendering little more than a passing nod or throwing a curt, “G’morning!” in his direction as we hurried off to our daily duties. Why? Perhaps it was because of the way he did his job—he always kept the squadron area spotlessly clean, even the toilets and showers gleamed. Frankly, he did his job so well, none of us had to notice or get involved. After all, cleaning toilets was his job, not ours.

Maybe it was his physical appearance that made him disappear into the background. Bill didn’t move very quickly and, in fact, you could say he even shuffled a bit, as if he suffered from some sort of injury. His gray hair and wrinkled face made him appear ancient to a group of young cadets. And his crooked smile, well, it looked a little funny.

Face it, Bill was an old man working in a young person’s world. What did he have to offer us on a personal level?

Finally, maybe it was Mr. Crawford’s personality that rendered him almost invisible to the young people around him. Bill was shy, almost painfully so. He seldom spoke to a cadet unless they addressed him first, and that didn’t happen very often. Our

janitor always buried himself in his work, moving about with stooped shoulders, a quiet gait, and an averted gaze. If he noticed the hustle and bustle of cadet life around him, it was hard to tell. So, for whatever reason, Bill blended into the woodwork and became just another fixture around the squadron. The Academy, one of our nation’s premier leadership laboratories, kept us busy from dawn till dusk. And Mr. Crawford...well, he was just a janitor.

That changed one fall Saturday afternoon in 1976. I was reading a book about World War II and the tough Allied ground campaign in Italy, when I stumbled across an incredible story. On Sept. 13, 1943, a Private William Crawford from Colorado, assigned to the 36th Infantry Division, had been involved in some bloody fighting on Hill 424 near Altavilla, Italy. The words on the page leapt out at me: “in the face of intense and overwhelming hostile fire...with no regard for personal safety on his own initiative, Private Crawford single-handedly attacked fortified enemy positions.” It continued, “for conspicuous gallantry and intrepidity at risk of life above and beyond the call of duty, the President of the United States...” “Holy cow,” I said to my roommate, “you’re not going to believe this, but I think our janitor is a Medal of Honor winner.”

We all knew Mr. Crawford was a WWII Army vet, but that didn’t keep my friend from looking at me as if I was some sort of alien being. Nonetheless, we couldn’t wait to ask Bill about the story on Monday. We met Mr. Crawford bright and early Monday and showed him the page in question from the book, anticipation and doubt on our faces.

He stared at it for a few silent moments and then quietly uttered something like, “Yep, that’s me.” Mouths agape, my roommate and I looked at

**“in the face of intense and overwhelming hostile fire...with no regard for personal safety on his own initiative, Private Crawford single-handedly attacked fortified enemy positions.”**

one another, then at the book, and quickly back at our janitor. Almost at once we both stuttered, “Why didn’t you ever tell us about it?” He slowly replied after some thought, “That was one day in my life and it happened a long time ago.” I guess we were all at a loss for words after that. We had to hurry off to class and Bill, well, he had chores to attend to.

However, after that brief exchange, things were never again the same around our squadron. Word spread like wildfire among the cadets that we had a hero in our midst - Mr. Crawford, our janitor, had won the Medal! Cadets who had once passed by Bill with hardly a glance, now greeted him with a smile and a respectful, “Good morning, Mr. Crawford.”

Those who had before left a mess for the “janitor” to clean up started taking it upon themselves to put things in order. Most cadets routinely stopped to talk to Bill throughout the day and we even began inviting him to our formal squadron functions. He’d show up dressed in a conservative dark suit and quietly talk to those who approached him, the only sign of his heroics being a simple blue, star-spangled lapel pin. *(To be continued in next issue)*

You can read his story at: [www.homeofheros.com/profiles](http://www.homeofheros.com/profiles).



Panasonic proudly receives Clean Zone Certification by converting their cleaning chemicals, paper products, and equipment to go Green with GBM.



Cleaners and day porters are backbone of GBM. We are very proud of our dedicated janitorial staff delivers quality services everyday.





*Sunny Park addresses cadets at the National Guard's Youth Challenge Program.*

## Help America by Helping Students Graduate from High School

In 2008, General Building Maintenance continued its work of supporting organizations focused on the empowerment of needy young Americans, and advancing the lives of underprivileged high school dropouts through mentoring and education. Unfortunately, one third of American students do not graduate from high school. This is a known problem for every Americans.

GBM is trying to help. Since 1998, the company has been involved in the National Guard's Youth Challenge Program, which is a boot camp style program for high school dropouts. Programs are located in New York, New Jersey, Virginia, Arizona, Louisiana and two locations in Georgia.

GBM is also a sustaining supporter of the USO, UNICEF, the Shepherd Center, the National Youth Foundation, and several other nonprofit organizations.



*Justin Harper, son of Jacksonville General Manager Dave Harper, married Jenny Toole on May 24, 2008 in Jacksonville, Fla.*

### Jacksonville

**Dave Harper** – General Manager

The Jacksonville branch had a great year in 2008! While striving to provide quality service to our existing clients, we added seven new buildings with a total of 600,000 square feet. The latest addition was the prestigious duPont Testamentary Trust Building located on the St. Johns River in downtown Jacksonville for GVA Advantis!

Building on the momentum from 2008, we are off to a great start in 2009, with the addition of Lakeside 4, a 110,000 square foot building for Flagler Development Company. Flagler continues to be our largest client in Jacksonville as we service 12 buildings totaling 1.1 million square feet!

Our commitment in 2009 is to continue providing quality service to our clients, to be the best part of our team, and to meet our revenue goals!!

A special thanks goes to Connie Kim, Project Manager, and Mersid Zigic, Day Supervisor for their loyalty to GBM, dedication to quality, and pursuit of excellence!

### Orlando

**Lou Ralabate**, General Manager

We had our best Customer Appreciation Dinner yet in 2008, with our largest group of clients in attendance, including those who had never attended before. I credit the hard work of the QAs and subs we have in our branch. They spent much time in their clients' buildings to keep them in top notch condition and had excellent communication with the property managers. They also followed through in a timely fashion to make sure all issues were taken care of, for which the property managers have expressed deep appreciation.

We added several new accounts to the Orlando Branch in 2008: three new buildings with Eola Capital and two new buildings with Avalon Park Group (with opportunities for potential growth), two new buildings with Lincoln Properties, one new account with Panama Jack Inc., and one new building with Highwoods Properties.

January 2009 has seen the start of a new building with Liberty Properties and three new buildings with Community Education Partners.

And we are just beginning! We look forward to continued growth in 2009. The QAs, the subs and myself are very excited about 2009 and we feel this excitement will be felt with our existing property managers, and through referrals, future clients.

### Raleigh/Durham

**Bobby Moore**, General Manager

Greetings from the Raleigh/Durham/Greensboro branch. We have had a busy time since the last newsletter was published. We would like to welcome our new QA Manager, Bruce Jones, to the fold. Bruce comes to us from NAI Carolantic where he was Assistant Property Manager at Crossroads Corporate Park. Bruce has been a great addition to the team.

Our team has also started several new projects in the last couple of months (see photos at right). We started the Edgecombe and Chatham Youth Development Centers. Edgecombe is located in Rocky Mount, NC and Chatham is located in Siler City and they are both approx 25,000 sq. ft. We started the Art Institute of Raleigh/Durham in August. It is located in the American Tobacco district of Durham and totals 35,000s sq. ft. Micro-Tech is a new flex space in Greensboro that is approx 15,000 sq ft.. The Cary Church of God is a 60,000 sq. ft. church we started in late October. We are currently cleaning 40,000 sq. ft of the bulding and expect to add the additional 20,000 sq. ft. soon. Mainline Contracting is located in Durham and is a little less than 20,000sf. These projects total more than 160,000 sq. ft. We are actively working on a new venture for Procter and Gamble that we hope to report good news on in the next newsletter.

From all of us in the Raleigh/Durham/Greensboro market, Happy New Year!

### Richmond

**Eric Morton**, General Manager

We are proud to announce that we are now cleaning two nonprofit organizations in Richmond: the William Byrd Community House, and St. Andrews Episcopal School. Helping these nonprofit organizations in tough economic times is a must. Our supplier Rutherford Janitorial Supply has also stepped in to help with some supply donations, thanks to George Bernard.

### Washington, D.C.

**Paul Vineyard**, General Manager

Change has come to Washington D.C. The start of the new year brings not only a new president and new Congress for our country but also a new client for General Building Maintenance. We have formed a new partnership with Kaiser Permanente to clean four of their facilities along the I-270 technology corridor.

Kaiser Permanente is a nationwide health care provider with over eight million members and has a rich company history that began in the days of the Great Depression. We are excited about the partnership between our two companies and look forward to the possibilities that lie before us in the near future.

The annual Christmas luncheon was held on Friday, December 12th at the McCormick and Schmick's Seafood Restaurant in McLean, Va. It was enjoyable having Donovan Wolf and William Choi visiting here in Washington D.C. and representing GBM headquarters. We are grateful the following clients attended: Jesette McCain, Ana Fannon and Michael Doughty, all property managers with Washington Real Estate Investment Trust; Sharon Guyton, Tenant Coordinator with W.R.I.T.; and Deborah Johnson and Ron Smith of Pentagon Federal Credit Union. The local GBM representatives were Mike Scheid, James Han and Paul Vineyard.



*The Art Institute of Raleigh/Durham*



*Micro Tech*



*Cary Church of God*



*Mainline Contracting*

## Just for Laughs

It was the day of the big sale. Rumors of the sale (and some advertising in the local paper) were the main reason for the long line that formed by 9:00, the store's opening time, in front of the store.

A elderly man pushed his way to the front of the line, only to be pushed back, amid loud and colorful curse. On the man's second attempt, he was punched square in the jaw, and knocked around a bit, and then thrown at the end of the line again.

As he got up, he said to the person at the end of the line, "That does it! If they hit me one more time, I won't open the store!"