

GBM Insiders

Zero Defects is Our Goal

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Attitudes are Contagious ... Is Yours Worth Catching?

By DONOVAN WOLF, PRESIDENT



With the many challenges each of us face in our personal and work lives, maintaining a positive attitude can sometimes be a difficult fight. The only way to effectively meet and overcome those challenges requires the need to develop a “never give up” attitude towards life. Developing such an attitude will allow us to embrace those challenges as an opportunity to prove ourselves and realize the life successes that each of us desire.

I was recently humbled when one of our customers questioned whether our service team and I truly cared about their business. I can't think of a worse conclusion that could be reached by a customer and hearing those words was definitely a cause for grave concern. GBM has always prided itself on exhibiting a degree of care and concern for our customer's facilities to rival or exceed their own expectations, so how could one of our invaluable customers reach such a conclusion? Was it simply because we were having some service challenges and the customer wasn't pleased with the timeliness of our progress?

After a great degree of personal soul-searching, the

conclusion I reached about myself was that I might have been allowing frustrations to build-up and negatively affect the attitude and level of commitment being portrayed to the customer. While I've never felt that I've taken a customer's business for granted, the challenges may have shaken my confidence and led to the customer's perception that I had either thrown in the towel or just didn't care.

While they weren't the words I ever expected or wanted to hear, I'm grateful that the customer shared their conclusions. It has provided me the opportunity for self-assessment and a renewed commitment towards accepting all challenges and breaking down the impossible into possibilities.

I have one simple wish for each of you . . . May today be better than yesterday, but not as good as each of your tomorrows!

Each of us desire the same outcome, but it doesn't come with wishful thinking. It all begins with approaching your personal and work life with a positive attitude, each and every day. You will see that your attitude is definitely contagious and will be evident in the relationships you maintain.

From Janitor to Harvard

"It's before sunrise, and the janitor at Burns High School has already been down the length of a hallway, cleaning and sweeping classrooms before the day begins. This particular janitor is painstakingly methodical, even as she administers a mental quiz on an upcoming test. Her name is Dawn Loggins, a straight-A senior at the very school she cleans.

On this day, she maneuvers a long-handled push broom between rows of desks. She stops to pick up a hardened, chewed piece of gum. "This annoys me, because there's a trash can right here," she says. The worst, she says, is snuff cans in urinals. "It's just rude and pointless."

This is the beginning of a story that appeared on CNN.com last year about a young girl who grew up with parents who were drug abusers, lived in a house with no running water or electricity, and was abandoned at the beginning of her

senior year when her parents up and moved to Tennessee.

This is also a success story.

After her parents left, the community of Lawndale, North Carolina (population: 650) and the Burns staff became



her family. And thanks to their generosity, Dawn was given clothes, medical and dental care and a place to live. She got the janitorial job through a school workforce assistance program.

Dawn's school year consisted of very long days. She woke up at 5:20 a.m. to get to school at 6 a.m. for two hours of janitorial work before starting

See **Connected**, page 8

Creating New Work

BY JOE RALABATE, ORLANDO GENERAL MANAGER



GBM cleans buildings. We all know that. However, I've found that some property managers and several building tenants think that GBM *only* does janitorial cleaning. It's understandable for them to think that way since they only see us doing tasks like emptying trash, dusting and vacuuming. Therefore, it is our responsibility to educate the property manager and the tenant on the wide variety of services we provide beyond janitorial cleaning. The more education we can present along this line, the more work we can create.

From time to time, we are asked to clean a carpet, some upholstery or something else beyond our regular service. That is great, but why wait until we are asked to do extra cleaning? Let's create the sales! How? By providing the property managers and their tenants information so they become educated on other areas we are trained to clean.

When we visit the tenant to get their feedback on our cleaning, we need to let them know that we also clean carpets, blinds, upholstery, ceramic tiled walls ... the list goes on and on. To assist the QA Managers in this regard, I created a one-page flyer to give to the property manager, and/or tenant as a reminder of our additional cleaning services. We offer free consultation and free comparison estimates. Simple and clear education! Tenants often tell me that they were not aware that we clean carpet, cubicle fabric dividers, marble and granite floors and countertops and the other services we offer.

Don't wait to be called to clean something. Create sales! Educate our clients of the many other cleaning services GBM is trained to do. If you would like more information or a copy of the flyer, please feel free to email me at jralabate@gbmweb.com.

New Beginnings in the Mid-Atlantic Region

BY BOBBY MOORE – DIRECTOR, MID-ATLANTIC BUSINESS DEVELOPMENT



Greetings from the Mid-Atlantic region!

As the spring season seems to have finally come upon us and we put visions of white landscape in our rear-view mirror, we set our sights on new beginnings. Here in the Mid-Atlantic we are excited to announce the hiring of two new managers! Gayle Hoffee is our new General Manager for the North Carolina branch and Kirk Krantz has been brought on-board to manage the western portions of Virginia (*see page 6*).

In keeping with the theme of "New Beginnings," GBM has added HVAC to our service offering to compliment our growing facility maintenance department, and is now handling HVAC for two of our largest clients in the Mid-Atlantic. Our ultimate goal is to be able to provide all of our existing and new clients with a customized solution to fit their facility maintenance needs. Whether it is commercial cleaning, landscaping, or facility maintenance, we want to work with clients to develop the program that they need.

To illustrate how GBM is committed to bringing value to our clients, I want to talk a little bit about a project we undertook for a large multi-location client we have in Virginia. We are currently handling the commercial cleaning for over 400 of their sites across the state. They wanted to institute an annual strip and wax program across the entire footprint, but did not know how much vinyl composition tile they had. GBM realized that this information was critical to ensuring that the program was as cost effective as possible for the client, so we undertook the task of sending our managers out and measuring

all 400 sites across the entire state. Through the hard work of the entire Virginia team we were able to get every site measured in six weeks and saved the client almost \$200,000 over their previous floor care program by basing it on the actual square-footage instead of the gross square-footage (which was the only information they had previously).

I want to say great job to the GBM managers and supervisors involved in this task. Because of your hard work and dedication we were able to show yet another client why GBM is the facility services company that they can count on to be a true partner and help drive costs out of their operation.

Jacksonville Team Members Recognized

We would like to extend our appreciation for Hazima Brkic and Vasilija Puliug from our nighttime staff. Several of our associates have mentioned that they are very diligent in their work and that they always say "hi" and smile. For this to come from one associate is wonderful, but to have multiple comments from multiple associates is awesome! We would like to recognize them for their hard work and great attitudes.

Thank you Hazima and Vasilija for all that you do! Your hard work and friendly customer service is noticed and appreciated.



Jacksonville team members Vasilija Piljug (left) and Hazima Brkic (right) were recently recognized by the Deerwood North 400 tenants.

Age Grows But Responsibility Stays

By SUNNY PARK, CHIEF EXECUTIVE JANITOR



Rome was not built in a day. Each precious family and respectful organization is built on its history and legacies. GBM can proudly proclaim to the industry and its customers that its teammates contributed to society the last 30 years by creating clean work places every night with “elbow grease” and “sweat equity.” It is more than a legacy, and a valuable asset money can buy. “We have been cleaning billions of dirty toilets for

last 30 years,” I frequently comment from time to time. But it is a fact of our business, and I am proud. I want to share my emotional past in GBM history with my teammates.

I was filled with excitement for the bright future of GBM when I started the business in April 1983. To a 39-year-old young man, everything was positive, and a 24-hour day was way too short. In 1983, I was a single father, raising my four-year-old son along with his eight-year-old sister after the death of my

wife, who passed away when our new baby was less than 100 days old. I was also working several jobs. Just imagine how busy I was selling life insurance and new cars on weekends, starting a new business and taking care of my family. I wished for just five more hours in the day to get everything done! As I look back on those days, I think my youth was one of the major factors that supplied me the energy and ambitious vision.

After 20 years of serving GBM, I

See **Age Grows**, page 7

Natural Home Cleaning Solutions

By MIKE LLAMAS, SOUTH ORLANDO/TAMPA GENERAL MANAGER

We’re all busy, making a living, raising a family, pursuing a career. Who has time to clean the house? This is why manufacturers of cleaning products are actively rolling out countless industrial-strength degreasers, disinfectants, sprays, wipes, and assorted chemical mixtures for even the simplest housekeeping task. We crave quick and easy ways to clean, polish and spruce up our homes.

Fortunately, we really don’t have to walk down the long aisle of cleaning products at the grocery store and spend a fortune to get the quick and easy type of housecleaning we hope for. We also don’t have to worry if we paid attention to the danger warnings on the commercial products we chose.

Here are just a few of the natural home cleaning solutions that are handy, inexpensive and non-toxic:

1. Citrus and vinegar. Combine citrus peels and white vinegar in a jar and let it steep for several weeks (add fragrant herbs if desired). Strain the liquid and dilute 1:1 with water. Pour into a spray bottle and use to clean countertops, sinks, toilets and other surfaces. Discard the citrus peels in the garbage disposal to help clean and disinfect the machine.

2. Salt and vinegar. Mix equal amounts of table salt and white vinegar into a paste and use to clean and polish tarnished brass, copper and pewter.

3. Olive oil and lemon juice. Combine two parts olive oil and one part lemon juice. Dip a soft cloth into the mixture and rub onto wood furniture to polish. Works on shoes too.

4. Baking soda and water. Make a paste of baking soda and water and spread onto the inside of a dirty oven. Let it stand overnight then scrub off with a damp sponge. Pouring some baking

soda and hot water into the kitchen drain once a week helps prevent clogs.

5. Common household products. Use catsup to polish copper, toothpaste to clean ovens and glass top stoves, rubbing alcohol to remove permanent-marker stains, hydrogen peroxide on a cotton swab to disinfect keyboards, club soda to shine a stainless steel sink, and oatmeal paste to scrub heavy dirt off your hands.



Say Good-Bye to “MSDS” and Hello to “SDS”

By WILLIAM CHOI, VICE PRESIDENT, OPERATIONS



As many of you already know, there will be a drastic change in the MSDS (Material Safety Data Sheet). It will be simply called as SDS (Safety Data Sheet). The change is made in an effort to further increase employee safety by providing more consistent information on potential chemical hazards and how those hazards are communicated. OSHA modified the HAZCOM program to conform to the United Nations Globally Harmonized System of Classification and Labeling of Chemicals (GHS).

While maintaining the four fundamental objectives of the standard, the GHS modifications will change the look and order of information on your OSHA approved SDS and secondary labels. Additionally, the standard will require the necessary compliance training for employers and employees.

Here are some important dates for us to know:

- December 1, 2013 – All covered employees must be trained on the new label elements and safety data sheet format.
- June 1, 2015 – Chemical manufacturers, importers, distributors and employers shall be in compliance with all modified provisions.
- June 1, 2016 – All employers shall have updated alternative labels, their HAZCOM program, and provide

effective employee training for all employees at the time of their initial assignment and whenever a new chemical is introduced to the work area.

Here are 16 sections of information covered in the Safety Data Sheet:

1. Product and Company Identification
2. Hazards Identification
3. Composition / Information on Ingredients
4. First Aid Measures
5. Fire-Fighting Measures
6. Accidental Release Measures
7. Handling and Storage
8. Exposure Controls / Personal Protection
9. Physical and Chemical Properties
10. Stability and Reactivity
11. Toxicological Information
12. Ecological Information
13. Disposal Considerations
14. Transport Information
15. Regulatory Information
16. Other Information

If customers would like to obtain more information on this subject, please feel free to contact your General Manager or me (wchoi@gbmweb.com).

The Right Stuff

By JOHN FEAGIN, ATLANTA QUALITY ASSURANCE MANAGER



The commercial cleaning Industry in today's marketplace is experiencing tighter profit margins than ever before. Customers are becoming accustomed to paying less and demanding more: more coverage, more supervision, more support and the list goes on and on. Building services contractors (BSCs) are making as many adjustments as possible, but sometimes still finding themselves priced out of the market. The new model consists of low margins but huge volumes. This point is evident by the ever-increasing commercial cleaning franchising industry where margins are low but volume is key.

So what's the solution? You now have to invest in technology like never

before if you want to stay competitive in today's market. A veteran contractor told me years ago that, "if you shorten your steps, you shorten your time." That premise is what I stand on. Shortening your steps not only increases productivity, but mainstreams training, procedure and technology. With the right technology you will be more efficient, more marketable and more successful than your competitor. This translates into having the ability to complete a job at the highest level of quality and at the best possible production rate.

For example, with the proper training, microfiber technology gives you the ability of always having a clean mop on the floor devoid of cross-contamination and also the elimination of the time consuming task of constantly changing

mop water.

Damp Mopping	Minutes to clean 1,000 sq. ft.	Sq. Ft. per Hour
18" Microfiber Flat Mop	4	10,000
24 oz. Mop head w/bucket	12	5,000
32 oz. Mop head w/bucket	10	6,000

The numbers simply tell the story. As you can see, by using microfiber technology you can cut the time of a task nearly in half. In addition, I suggest studying production rates, attending vendor shows and researching the use of smart phones, laptops, iPads and tablets. All of these items can increase productivity and efficiency as well as impress potential customers. And at the end of the day you will see an increase in your bottom line.

Nashville Acquires Two New Properties

By CHRIS ISBELL, NASHVILLE GENERAL MANAGER



I am excited to report that the Tennessee region is still growing. Since January, We have gained two more medical office facilities: Ellis Memorial Medical Plaza in Hendersonville, Tenn., and Portland Medical Plaza in Portland, Tenn. Between the two complexes, this is a great addition to the existing medical buildings we maintain every day.

As we know, maintaining medical office facilities takes a different approach. But we are now experts in medical building maintenance services. I must acknowledge our teammate Cynthia Barnes, day porter at Ellis Memorial Medical Plaza, for working hard to meet every need. She has been an integral part of a smooth transition into this facility. She has taken ownership of her position, and, in a short amount of time, has earned the trust of the tenants.

I would also like to recognize Michelle Carter, our teammate at Park Ridge Medical Center in Chattanooga. Michelle has been with us approximately two years. We continually receive compliments from the tenants at the building on how she goes above and beyond each day to satisfy their needs. I have complete faith and confidence in her ability to perform her job at the highest standard and handle any challenge that comes her way.

I would like to thank all of our Tennessee team, especially Cynthia Barnes and Michelle Carter, for representing GBM at the highest level.



Moving and Shaking in Virginia

By BENNY SPILLER, RBSM, VIRGINIA GENERAL MANAGER



Spring is in the air and there's nothing like warm weather to get everyone up and moving. A lot of that is happening here in Virginia!

We've had two promotions that we are excited about and it's always nice to see employees move up the ladder. Jessica Hall has been promoted from project manager to area manager for the Tidewater Market, and Nick Bohannon, previously a QA manager, has been tasked with managing one of our large municipal clients. Congratulations to both Nick and Jessica for a job well done.

The excitement continues as we move to the western part of the state. We are pleased to announce a new account in Virginia! A national property management firm has hired GBM to service a new account in Roanoke, but it's not just any account. The facility is LEED certified and poses many challenges such as day cleaning and strict management of the LEED certification requirements. We are very excited about this new opportunity in the Roanoke market and know that there are many more to come.

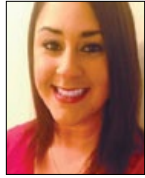
We are also happy to announce the hiring of Kirk Krantz. Kirk will manage the entire western region of Virginia and will help continue our growth in that region of the state. Welcome aboard Kirk!

The warm weather has energized us to take on the rest of the year. Thanks to the entire Virginia team for all that you are doing to make GBM the #1 service provider for our clients across the state.



Three Cheers for Tidewater!

BY JESSICA HALL, TIDEWATER AREA MANAGER



A pat on the back is not something we expect, but when our customers take the time out of their hectic schedules to recognize the good work of our staff members, it is very much appreciated and a cause for celebration!

We are fortunate to have an exceptional staff in Tidewater and I'm very pleased that one of them received not only one compliment, but TWO over the course of the past month! Virginia Donnell serves as a day porter for one of our valuable customers and consistently goes above and beyond in the performance of her duties. One customer representative let us know that they love having her in the building and find that Virginia is very accommodating, always willing to assist, and takes care of them in a sweet and polite manner, with a smile on her face. If that isn't enough, another customer representative says that Virginia is pleasant, helpful and respectful. She is always on top of things and they believe they are lucky to have her every day. Great job, Virginia!!

I would also like to express my appreciation for everyone involved in the recently completed floor finishing project! GBM is feeling victorious, as completing the multi-site project in a short amount of time was no small feat! Thanks to everyone for your exceptional efforts and results!

Last but certainly not least, we introduce to you and say farewell to Phyllis Artis. Phyllis has served the interests of the customer to the fullest and we will miss her and her contributions upon her upcoming June retirement. We wish Phyllis a joyous retirement and best of luck in her future endeavors!

I look forward to seeing what other great accomplishments our exceptional staff realizes over the summer. I have no doubt that there will be many more opportunities to celebrate!

New Team – New Opportunity – Same Philosophy

BY GAYLE HOFFEE, NORTH CAROLINA GENERAL MANAGER



I am so excited to have joined the GBM Team as the new General Manager for North Carolina. When I was interviewing for the position, I did what everyone does, I researched the company online. I read the mission statement and learned about the employees. I read the client comments and the previous newsletters. I found some common threads everywhere I looked. The one that stood out to me was that everyone works as a team that is dedicated to providing the best service to the customer and is always looking for improvement.

Being a general manager is a new opportunity for me. I have been a property manager for the past 12 plus years, and prior to that, I was a server, a retail sales manager, a nanny and I also worked in the hotel industry. Each of my new jobs and new positions provided new opportunities, but I always introduced myself the same way: "Hi, I'm Gayle – I'm here to help." All of these jobs are in customer service, which relies on a great team and continual improvement. Having the experience as a property manager, I understand the typical crazy workday of managing dozens of tasks. With my knowledge and experience and an outstanding GBM team, I know we can help manage those tasks and make the typical workday a little less crazy.

So if you hear "Hi, I'm Gayle, I'm here to help" – it's me. Open the door and let me in; you won't be disappointed.

GBM Welcomes New Employees



*GBM's Atlanta Branch is pleased to announce the addition of **John Feagin** in January as Quality*

Assurance Manager. John brings with him a wealth of commercial cleaning experience and we look forward to achieving further advancements under John's leadership. Welcome to the GBM Team, John!



***Kirk Krantz** joined the GBM Family in May as Quality Assurance Manager for our operations in the western*

section of Virginia. We have no doubt that Kirk's extensive project management experience will be instrumental in maintaining our recent success and realizing future opportunities. Welcome to the GBM Team, Kirk!



***Karen Moncrief** has joined the corporate staff and will be in charge of purchasing, which includes*

processing and approving all supply and uniform orders for GBM. Karen was born and raised in the Atlanta area and has two adult sons and a grandchild. She brings over 30 years of experience in the business world to her new job. Her hobbies include NASCAR, swimming, Frisbee and roller-skating. Karen is excited to be a part of the GBM team and looks forward to meeting and working with everyone. Welcome, Karen!

Meaningful New Additions – In a World of Gadgets!

By TERRY COLLINS, ATLANTA GENERAL MANAGER



I have always heard that if you live long enough a lot of life's experiences come full circle. Such was the case when my daughter Jennifer gave birth to our first granddaughter, Myra, just after Christmas 2011. Now 16 months old, Myra transforms before me daily and is a total joy to be around.

It's funny watching from the front row as children develop right in front of you. The initial reaction is to flashback to your own children and all of the many "early childhood rearing" experiences you had along the way.

Of course comparisons are inevitable, but in all candor, some of the comparisons are hard to draw in a world that moves at warp speed! Just last week, this beautiful piece of curiosity wrapped in non-stop energy turned on my wife's iPhone, dialed me up and started carrying on an imaginary conversation with me on the line – at 16 months old! I know kids are more technologically advanced today than I was,

but is learning the phone this early really a good thing?

I'm not exactly sure a child's technological savvy (or is it just childhood curiosity?) should be a part of their developmental maturity. How does the exploring and/or eventually "solving" the use of remote controls, cell phones, TVs and computers at such a tender age sound to you?. Whatever happened to big fuzzy pop-up books? For me, the technology phase will come in due course.



As part of the big picture, do you think it's better for a child's development to start from the blank slate stage and then move into the world of technology? Or is it beneficial to introduce technology in the early stage, only to come full circle at some other point of life's cycle (wherever that is)?

If you choose the latter, doesn't life just become a big exercise in gadgetry, not necessarily relishing in the experiences of real life since the amount of time spent in the gadget sphere is so substantial?

Add my name to the former – what's the rush?

Age Grows

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realized as I approached 60, my motivation was not as strong as 20 years ago. I wanted to relax. I became hesitant to make brave decisions, and tried to find reasons not to push myself. This new attitude was very new to me and it disappointed me. I had to consider if I was the right person to lead GBM into the future. I was pretty sure that I was a competent leader, since I had been doing it for over 20 years.

But I felt something was missing, like one leg missing from a three-legged stool. I had the experience, but I became less than a devoted manager for GBM, and its employees and customers whom deserved better care. I made the difficult decision to step aside from the front line of GBM management, and make room for executives with strong vision, energy and willingness to run GBM and make it the best in the industry. It turned out to be the right decision. This is my story

based on the old Greek phrase "God helps those who help themselves!"

With help from God as usual, I found good leaders who helped GBM move up to the next level. With a few "hiccups," GBM, with strong leaders and teammates, always stood strong and built the reputation not many others in the industry can follow.

Several factors can challenge individuals when trying to maintain the passion for what they do: finances, age, family

matters or something else. I am grateful to all GBM leaders and teammates who devote themselves to achieving daily goals with positive attitudes and energy, regardless of their personal challenges. GBM personnel, young and old, are equipped with energy and willingness to make things happen every day. I am proud!

I am an old man compared to younger men, but my commitment and responsibility to GBM and the world stays the same.

"GBM, with strong leaders and teammates, always stood strong and built the reputation not many others in the industry can follow."

General Building Maintenance, Incorporated

Corporate Headquarters: 3835 Presidential Pkwy, Ste 200 • Atlanta, GA 30340
www.GBMweb.com Tel: 800-445-6789 • Email: Operations@GBMweb.com

ALABAMA, CALIFORNIA, COLORADO, FLORIDA, GEORGIA, MARYLAND, SOUTH CAROLINA, TENNESSEE, TEXAS, NORTH CAROLINA, VIRGINIA, WASHINGTON, DC.

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General Building Maintenance, Incorporated

3835 Presidential Parkway, Ste 200, Atlanta, GA 30340

www.GBMweb.com

800.445.6789

Janitor to Harvard

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her rigorous academic schedule, which included three advanced placement classes, honors English, and various school clubs and honor societies. After school and two more hours of cleaning work, she'd still have hours of homework, sometimes keeping her up very late at night.

Despite her rough upbringing, Dawn – who tells stories of doing homework by candlelight and going without bathing for months when she was living with her parents – set her sights on college. She knew she wanted a different path than her parents.

“When I was younger, I was able to look at all the bad choices – at the neglect, the drug abuse, and everything that was happening – and make a decision for myself that I was not going to end up like my parents, living from pay-

check to paycheck,” she told CNN.com.

She applied to four colleges in North Carolina: the University of North Carolina at Chapel Hill; North Carolina State University; Davidson College; and Warren Wilson College. She also sent an application to her reach-for-the-stars choice: Harvard.

She was accepted to the four schools in North Carolina, but it took awhile to hear from Harvard. When the letter finally came, it was a thin envelope, unlike the big acceptance packets she'd received from the other colleges. She didn't have a good feeling. She was shocked when she read the letter welcoming her to the class of 2016.

Not only was Dawn accepted to Harvard, she was offered tuition, room and board, as well as assistance finding an on-campus job. Then the tiny community that had become her family came through for her again, raising money to get Dawn to Boston so she

could see the school in person before she started in the fall.

“We in a sense had a collective responsibility to get her to Harvard,” Aaron Allen, Burns High principal told CNN.com. “Even though Harvard was going to pay for Dawn to go on her own, this is a girl who's had multiple moves, never flown, never ridden a subway, never really been outside small town USA, North Carolina foothills, and you're expecting her to go to Cambridge all by herself?”

Dawn enrolled at Harvard University in fall 2012 planning to major in biology. She has started a foundation to help other homeless kids. And she credits her situation for helping her learn lessons not taught in books or the classroom.

“If I had not had those experiences, I wouldn't be such a strong-willed or determined person,” she was quoted as saying.

To read the full story, please go to <http://www.cnn.com/2012/06/07/us/from-janitor-to-harvard>

We want to hear from you! If you have any news or a photo you'd like to share for the next GBM Insiders, please send it to Sunny Park no later than July 25.