

GBM Insiders

Zero Defects is Our Goal

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William Choi Promoted to President

By SUNNY PARK, CHIEF EXECUTIVE JANITOR

I am excited to announce that William Choi, GBM's senior vice president, has been promoted to president of General Building Maintenance Inc., effective May 1, 2014.

William has been an integral part of GBM's success, and well prepared to lead GBM to further growth. He started with GBM in 2000, working his way up to quality assurance manager, operations manager, vice president of operations, and, in 2010, senior vice president, a position from which he ran GBM's nationwide operations.

An experienced and seasoned manager in satisfying clients' expectations, William supports employees and subcontractors with an always-open channel of communication. Most importantly, William understands the GBM way of operations, and he is a practitioner of show-and-tell management.

William Choi earned his BA degree from Duke University. He and his wife, Helena, have two sons: Phillip, an U.S. Army Reserve Officer and Patrick, a

recent college graduate.

"GBM is set to jump to the next level," William says. "We have built an excellent reputation by providing quality service for 31 years. Managers

built capacity by maintaining ownership-minded teammates and an I-will-do leadership philosophy. The most exciting years for GBM history are yet to come. Our direction 'Chicago' is in sight."

William Choi is in need of our assistance to be a successful president. I am committed to doing anything I can, and ask your support for his new leadership role, which controls the ship you and I are in.

Please join me in congratulating William and wishing him the best for his presidency and for this new chapter in GBM's history.



The Key to Goal Setting and Achievement

By MIKE NANCE, GM KISSIMMEE



I have a 16-year-old son who is a straight A student and a fine athlete. Every once in while I will ask him what he wants to do as a career. So far the answer is the same: "I don't know."

I'm not too worried about him now, but soon the answer is going to have to change. During the next couple of years, he is going to have to face the reality of life. If he wants to be successful, he must start setting goals for himself. Right now if you asked him what his goals are, he would probably say that finishing high school with at least a 4.0 average and going to college would be

number one. I don't think he has any other long term goals yet. I am sure that most people with kids have had the same experience. The problem is, a lot of adults are just like these kids, they never actually set goals. They simply go through life and take it as it comes with no clear vision of where they want to end up.

I once read an article on the Internet (so it must be true) about a study conducted back in 1975 on a group of new Harvard graduates. The

study asked the question "Have you set clear written goals for your future and made plans to accomplish

them?" Of those surveyed, 84 percent had set no goals at all, 13 percent had goals, but not in writing, and 3 percent had clear written goals

and plans to accomplish them. Ten years later, researchers interviewed the same group of people with the following results: The 13 percent who had goals earned twice as much as the 84 percent who did not have goals and the 3 percent with

The 13 percent who had goals earned twice as much as the 84 percent who did not have goals and the 3 percent with clearly written goals and plans made 10 times as much as the other 97 percent put together.

See **Goal Setting**, page 3

GBM's Core Value – Give 110 Percent Every Day

By WILLIAM CHOI, GBM PRESIDENT



GBM recently celebrated its 31st anniversary. As the new president of this great company, I was thinking about some of the core values that have made GBM a very strong and successful company. One of the most basic values that separates GBM from other companies in our industry is that we give 110 percent every day. It is the culture that exists in GBM not only in upper management, but also within our cleaners, supervisors, day porters, and other managers. I believe giving 110 percent translates into more than just working hard. To me it represents our genuine drive to consistently deliver the highest quality of service possible and our genuine desire to resolve any quality issues for our customers.

Am I asking all of us to work overly hard for my personal benefit and that of GBM? If any of the readers thinks this is my true intention, I can assure you that it is not.

I want everyone to develop a habit of consistently working hard. That will lead to enhance one's position within GBM for professional growth and advancement. And, we will all be proud of a more prosperous GBM.

This is the three-leg stool principle of success. When my promotion became official, I had a very interesting conversation with my two young adult sons. I told them my advancement in GBM during the past 14 years should be viewed as an example of good things happening when you work hard and don't get overly concerned with factors that are beyond your control, and not necessarily viewed as you have to work overly hard to advance. They certainly understand the difference.

It is my first goal to revitalize our core value among everyone who wears the GBM uniform. We will be proud of our work. We have to feel that the toilets cleaned by GBM associates are cleaner than those cleaned by our competitors. We will be knowledgeable about our work.

We will continue to be industry leaders when it comes to new technology and new systems. And, we will work hard to be a beneficial partner for our customers. We want to be the difference makers for our customers.

We will continue to make improvements in our process, procedure and training to satisfy our customers in performance, perception and systematic document controls by giving 110 percent every single day.

That is the GBM culture that we want our customers to experience.

Setting Goals to Succeed

By CHRIS ISBELL - GM NASHVILLE



It has been said that most things in life worth having or achieving come with hard work, dedication, persistence and the tenacity to get it.

And without a plan, you will never succeed.

That's why setting goals is so important in accomplishing the things you want in life. It is particularly crucial in our line of work, because it can be very easy to get caught up in day to day tasks and lose sight of the big picture. Being proactive and establishing goals to work toward can help us anticipate and avoid problems and keep us on track to expand our business.

When I have a broad end goal in mind, it helps me to set small, specific goals to work toward the end result so that I can measure my progress as I go along. For me it is very important to have my goals written down in a place where I can read them each day. This helps me stay motivated to reach my goals in the time frame I set for completing each one. Whether it be attaining new business or keeping our current accounts running smoothly, having a plan of action and an end goal in mind is essential in the performance of my region and the success of GBM.

Persistence Will Get You There

By RALPH MARSTON

Every success story is a story of persistence. No matter where you start, with enough persistence you can reach the goal.

Persistence is not particularly glamorous or exciting. Yet the results of persistence can be truly amazing.

Persistence is not always easy, though it is always accessible. Once you've made the effort you can continue making the effort, and that's what will make the difference.

You may not get very many lucky breaks. Yet every single day you will get the opportunity to persist, so take that opportunity and run with it.

It's completely understandable that you will, from time to time, feel like giving up. It's also absolutely possible to let go of that dejected feeling, and to replace it with an even stronger desire to persist no matter what.

Every turn of events is an opportunity to keep going. Take that opportunity, and with persistence you'll get yourself all the way there.

Ralph Marston is the author of "The Daily Motivator" (<http://greatday.com>), a website that provides daily inspirational advice.

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Happy When I Know What I Do

SUNNY K. PARK, CHIEF EXECUTIVE JANITOR



Can you imagine a traveler who sets off on a journey, but has no clear idea where he/she is going?

The same thing can be said of those who don't have clear plan of what they are going to do in their career. Playing guessing games as it appears to their own life and daily job schedule is normal to many intelligent people. It can be a miserable life journey, and I can't let it happen to any of my GBM fellow janitors.

Like most people, I want to have a

happy life. I also want to enjoy working for it. The key word here is "enjoy." It doesn't take much time to make goals, but it can take a long time to achieve them. The process can be boring.

On the other hand, the enjoyment of achieving goals can be precious and rewarding. How can I enjoy what I do for living, and double the size of happiness? I found a fun way to make it happen. I set up a long-term goal first, and divide it to several short term goals, and enjoy and celebrate when I reach each short term goal. If my long-term goal is arriving safely Chicago; I plan to stop in cities

between Atlanta and Chicago, and celebrate each of my arrivals.

In hoping to grow GBM, I look for mega size contracts. But I also put my efforts into "farming" small size contracts as well. These are usually easy to sign, and many of the smaller contracts grow into larger contracts later on.

Bottom line, I am a happy man, and our potential customers like to receive calls from the happy janitor. Positive attracts positives, happiness brings happier people. Sound familiar? Your goals are there to be achieved, and your goals are to bring happiness to your life.



GBM Jacksonville Teammate Clarence Bolden: Friendly and Reliable

Spend a minute with GBM porter Clarence Bolden at the Wells Fargo Center in Jacksonville, and you'll get a quick sense of who he is. "Clarence is always respectful, courteous, polite, friendly and helpful," says Dave Harper, Jacksonville GM. "I believe these qualities are a result of his faith that he lives out every day. He has been a great representative of GBM at the Wells Fargo Center during the past year and we are thankful and appreciative of all that he does."

Goal Setting

Continued from page 1

clearly written goals and plans made 10 times as much as the other 97 percent put together. Now, maybe this isn't true. Maybe this study never happened. After all, I did read it on the Internet. However, I can tell you from personal experience that to get where you want to be, you must have goals. For these goals to be effective, you must write them down and have a clear plan on how to get there.

Easy, right? Not so fast. Having goals, writing them down and having a plan are a great start, but what happens when things don't quite go as you planned? You must continually monitor your progress toward the goals you set. In your clearly defined plans, you should have "checkpoints" that you can refer to along the way. These "checkpoints" do a couple of things for you. Number one, they provide a way to check on your progress, and number two, it forces you to be active in pursuing your goals. Simply setting goals and writing them down does no good unless you continually monitor progress. Life changes, environments change, economies change,

and therefore, your goal plan will have to change. Be ready for it and adapt.

Another key to achieving goals is to set a specific time table for achievement. Where do you want to be in one year? Two years? Five years? Let's say your goal was to sail around the world. This is a great goal (if you like to sail), but how much more specific and executable would it be to completely sail around the world by December 31, 2015? Now you have to make specific plans and measurable "checkpoints."

We have all heard of the SMART system of goal setting. It stands for Specific, Measurable, Achievable, Relevant and Time Bound. Following these five simple steps will help you set and achieve your goals. Jack Welch, the former chairman and CEO of General Electric, once wrote book entitled "Control Your Destiny or Someone Else Will." Just think about that for a second. Don't let someone else control your destiny. Set your own goals and make them happen!

You Have to Believe to Achieve

By JOE HARDIN, QA MANAGER, NASHVILLE



My time with GBM has been brief. However all of my life, goals have been important. When I took on the challenge to step into a new industry and tackle “the state,” I had no idea what I was in for. I had goals necessary for me to take the leap, but they were not enough to succeed in my role. I had to quickly adjust, as we often need to in life.

As with any new career, my goal was to succeed. What I had to discover were the goals that needed to be set in order to achieve success. I quickly realized it takes time to develop a smart plan.

I fell back on something I remembered my father telling me as a teen: “Goals need to be set at multiple levels.” He was right and what he said next stuck in my head forever. “You have to believe in your goals. We cannot let our past or present control setting goals. This is a common mistake that can hold us back.”

I believe goals have two separate yet equally important parts, setting and achieving. Setting goals is the easy part. Seeing them through is the hard part.

Achieving goals take discipline and focus. You have to

THINK about your goals daily. This helps to keep your focus. Writing goals down helps lock them into our brains. I have found sharing goals with those close to us helps to have extra motivation. But, none of this matters if we don’t believe in our goals first.

We can’t just *hope* to achieve our goals. It is important to understand that in order to achieve our goals it takes commitment, hard work, and strategy. First, be clear about the goal. Be specific. Ask yourself: “What do I want and when do I want it?” We have to study, learn, rehearse, and practice what it will take to make it a reality. If we can focus clearly on a goal, our minds will make it happen.

I think that setting and making goals challenges us. It helps to exercise our minds. My dry erase board has three categories: Future, Present and Don’t Forget. Seeing my goals on the board helps me to visualize them daily and keep them fresh. Goals drive us. Having goals for today, tomorrow, and the future is key. Today’s goals should be easy due to the fact that they should have been in yesterday’s goals. Tomorrow’s goals require work today and future goals take discipline.

Goals: A Tale of Two Types

By STEVEN HOLLAND, GM RICHMOND



Goals can be lofty and grand, such as “I will fly to the moon!” Or goals can be a little more achievable and attainable, like “I will get my degree in Business Administration in two years. Both serve very important purposes. A lofty grand goal is a dreamer’s goal. This type of goal continually gives a person something to strive for. Achievable, attainable goals allow a person to give structure and direction to their lives. Each are useful, but from a management standpoint, achievable and also attainable goals are a useful tool to reach larger corporate goals and to support business initiatives.

It is critical to first identify what needs to be achieved. Once that has been determined, a long-term goal that supports that objective can then be set. The long term goal can be difficult, and should be set for a lengthy period of time. For instance, in our business, we could set a market saturation goal of a given percentage for a general manager’s area (e.g. 40 percent saturation for a city area).

Incremental goals can then be built backward from the long-term goal. They support the long-term goal and can run concurrently with each other, meaning they do not have to be achieved in a lineal fashion. An example of a few incremental

goals that would support the saturation goal may be; stepped increases of saturation, increase positive business reputation, great customer service reviews, increased steps of cold calls or building a pipeline.

Each of these incremental goals can be broken down into tasks necessary to accomplish them. For example, the incremental goal of great customer service reviews might involve the following tasks: work with the janitorial staff to ensure that standards are understood and achievable within the budget set by the contract, ensure the janitorial staff is well trained and properly motivated to do the task, and establish a liaison with the customer to ensure the customers concerns are met.

What this process does is it takes something long and difficult, and breaks it down into smaller, more achievable steps that will allow a person to drive towards the ultimate goal.

My team here in Virginia is working diligently towards several incremental goals. We are improving customer satisfaction, working to exceed contract expectations, working with our janitorial staff to ensure everyone is trained and competent, learning new techniques from our staff, learning new things from our vendors, tracking and studying trends within our larger customers – all with the long term goal of increasing market saturation.

Chicago Is My Goal

By DAVE HARPER, GM JACKSONVILLE



What does that mean, Dave? Your goal is Chicago? Want to visit Chicago? Live in Chicago? Work in Chicago?

Open a GBM branch in Chicago?

Not exactly!

If you've been around GBM CEO Sunny Park for any length of time, you've heard him talk about going to Chicago. After nearly 17 years with GBM, I've heard it a few (dozen) times. The idea of going to Chicago is all about having a goal and achieving it. Mr. Park uses the example of Chicago and a road map. If you live in Jacksonville and want to go to Chicago, you'd take a look at a map first and find the straightest, quickest route to get there. I'd take Interstate 10 to 75 to 24 to 64. Any other route or detour would waste time, energy, money, and even possibly not get me there.

Motivational speaker Dave Ramsey breaks down and simplifies goal setting by saying "Real goals are specific and measurable. A goal that is too vague is still just a dream." In my simple example, getting to Chicago is my specific goal. How is getting there measured? I'd measure in steps. First step, get to Interstate 75. Second step, get to Interstate 24 and so on. Mr. Park calls this "Think small, take action."

Getting to Chicago is a long trip. Break it up (think small), one step at a time (take action), and stay on course. It might not always be a smooth or easy trip. There may be rain and thunder storms, road construction slow downs, vehicle breakdowns, or crazy drivers along the way. But having a specific goal, Chicago, and small measurable steps, will get me there. Most of all, the traveler wouldn't be so bored but happy to realize Chicago is getting closer each and every day. Let's enjoy the trip!

If You Want To Be A Leader, Start Acting Like One

By JOSH LINKER, FORBES MAGAZINE

People are always looking for ways to get promoted. They want to move up the ranks at their company, take on more leadership work, and be held responsible for more moving parts. While the notion of being a leader seems nice (but far off), you've got it backward. It's not suddenly that you're anointed as a leader and with that, you're bestowed responsibility – quite the opposite, actually. If you want to become a leader, start acting like one.

Leadership isn't about your title, nor is it about bossing others around. Being a strong leader means thinking about the teams' needs before your own, helping other people to grow and maximize their own full potential, and sharing credit when it's due (and shouldering blame as needed, too).

Why do you need to wait to get a promotion to start doing any of this?

You don't – that's the good news, so start today. The more you begin to exhibit the qualities of a leader, the more obvious a choice you'll be for the actual promotion down the road. By positioning yourself as someone who's ready to take on more (after having proven yourself over a longer period of time), you'll be hard to ignore. Plus, over time, you'll have benefited your overall team with your efforts – making it a personal and collective win.

Let's say you're a salesperson striving to one day be a sales manager. While

it'd be inappropriate to ask your peer-level colleagues for their numbers or hold them accountable to a certain quota, it doesn't mean you shouldn't start doing other things that a leader would typically start. For example, if a teammate struggled with his last demo, ask if he wants to shadow your next couple of them and have a discussion over lunch about what went well on those calls and what didn't, so you can help him improve his game.

If it's the end of the month and you know the crew will be there working late each day, be the one to show up with snacks and some music – by boosting morale and encouraging others to give all they have, you've helped the greater good. If you lose a big client and your current manager asks the group what went wrong, be the first person to vocalize how you personally could have done better – without casting any fault toward anyone else. Vice versa, if something is a big win, be the first to talk about what an awesome job that someone else did on a particular project – by giving praise to a teammate, or shouldering a difficult burden, you're positioning yourself as a true team player.

If you start acting like one, you're already a leader, with or without the title.

*This article appeared on the Forbes website:
<http://www.forbes.com/sites/joshlinkner/2014/04/30/if-you-want-to-be-a-leader-start-acting-like-one/>*



The Perfetta Building in Atlanta, a new, soon to be 7-day a week telecommunications call center that will be home to multiple shifts of 80-100 full-time employees.

From Skid Row to Harvard

Published on Oprah.com on 10/5/09

For more than 100 years, Los Angeles' Union Rescue Mission has been a refuge for homeless families. At night, women and children fill the bunk beds on the shelter's fourth floor, a safe place for those who don't have a home of their own. Khadijah, a young woman from California, spent many nights doing her homework in one of these beds. She wrote English essays, practiced math problems and studied for exams until the lights went out at 10 p.m.

Khadijah began moving from shelter to shelter with her mother and younger sister when she was 6 years old. When there were no shelters available, Khadijah says she and her family slept in bus stations or on the street.

Despite their circumstances, Khadijah says her mother always held her and her sister to a higher standard. "No matter where we lived, no matter how bad our circumstances

may have been, my mom was always positive," she says.

In 12 years, Khadijah attended 12 different schools, but she kept up with her peers by spending day after day at the Los Angeles Public Library. "It changed my life," she says. "The library gave me some control over some aspect of my life. Even though I couldn't really control where I would live or anything, I could control how much I wanted to learn."

During Khadijah's sophomore year in high school, she decided to do whatever it took to stay in one place. From that point on, she woke up every morning at 4:30 a.m. to catch a bus from Los Angeles' Skid Row to Jefferson High, which was two hours away. "Who wouldn't want to escape that kind of life in Skid Row or in the shelters to come to this?" she says. "That's what I focused on."

Khadijah never stopped believing education was her ticket to happiness. Last May, she graduated from Jefferson High with honors. She's now a freshman at the prestigious Harvard University.

Far from the pimps and prostitutes of Skid Row, Khadijah is embracing her new community, Cambridge, Massachusetts.

"It's just so different from what I'm used to. [In] Skid Row, you kind of feel stuck because everything's just so squished together," she says. "Here, everything's so open. The air is so fresh and clean and clear."

If other children growing up in shelters knew what was out there and what was possible, Khadijah says their perspective would change.

"To any person, homeless or otherwise, who feels like they don't like the situation they're in and feels like they can't do anything about it, they can," she says. "For a while, that's all I had – the belief that I could do it. All you need is that belief because you can. I did it."

Janitor Wins the Lottery and Goes Back to Work

We've all fantasized about what we would do if we won the lottery. Buy a house. Buy a car. Pay off bills. Travel. Quit our jobs.

In 2006, Tyrone Curry did win the lottery – \$3.4 million to be exact – but he didn't quit his job as a custodian at Evergreen High School after he won the Washington State Lottery's Quinto game.

To celebrate, Tyrone went bowling, like he's done every week for 25 years. His friends say he hasn't changed at all.

"I'm just Joe Citizen," the custodian told "The Today Show" in 2011. He still lives in a tiny house in Seattle with his wife and various family members.

"My mom was the mother of the neighborhood," Tyrone said in his interview. "All the kids came to our house, so that's why my home is open, too. People come, they eat, and they have fun. Before I won the money, I struggled. Sometimes I fell behind, but I always remember my mom's words: 'You can have somethin', but that person next to you might not have anything. If you look out for that someone, they'll look out for you.'"

That big check brought the Curry's, who were on the verge of bankruptcy, out of debt. They also made some improvements to their house.

According to "The Today Show," most folks figured he'd quit his job. At 4 in the morning, he could be sleeping instead of raising the American flag outside Evergreen High. But he ducks his head and smiles. "Nah. You need to be doing stuff: That's my philosophy."

The entire "Today Show" story can be found on this link:
http://www.today.com/id/43465344/ns/today-today_news/t/he-won-million-then-went-back-work-janitor/#.U5tOXihNaHd

The restaurant pictured below is a favorite among tourists in a large food court in Kissimmee, Fla., that GBM recently started cleaning. GBM temporarily lost this contract due to pricing, but the customer realized the value GBM brings. The year-long contract includes full kitchen cleaning and GBM has added services to provide dish washers and prep chefs.



The Jacksonville Branch is pleased to announce that they will start cleaning Freedom Commerce Center for Crocker Partners on June 27. These five properties total 242,000 square feet. Crocker Partners is currently investing \$10 million in renovations.



What Makes a Winner?

Author Unknown

The Winner is always part of the answer;
The Loser is always part of the problem.

The Winner is always has a program;
The Loser always has an excuse.

The Winner says, "Let me do it for you;
The Loser says," That is not my job."

The Winner sees an answer for every problem;
The Loser sees a problem for every answer.

The Winner says, " It may be difficult but it is possible";
The Loser says, "It may be possible but it is too difficult."

When a Winner makes a mistake, he says, " I was wrong";
When a Loser makes a mistake, he says, " It wasn't my fault."

A Winner makes commitments;
A Loser makes promises.

Winners have dreams;
Loser have schemes.

Winners say, " I must do something";
Losers say, "Something must be done."

Winners are a part of the team;
Losers are apart from the team.

Winners see the gain;
Losers see the pain.

Winners see possibilities;
Losers see problems.

Winners believe in win/win;
Losers believe for them to win someone has to lose.

Winners see the potential;
Losers see the past.

Winners are like a thermostat;
Losers are like thermometers.

Winners choose what they say;
Losers say what they choose.

Winners use hard arguments but soft words;
Losers use soft arguments but hard words.

Winners stand firm on values but compromise on petty things;
Losers stand firm on petty things but compromise on values.

Winners follow the philosophy of empathy: "Don't do to others what you would, not want them to do to you"
Losers follow the philosophy, "Do it to others before they do it to you."

Winners make it happen;
Losers let it happen.



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Pictured above, the Tennessee Tower Building in the background through the State Capitol complex. GBM started this multi-phase start-up in February, 2014.



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| <input type="checkbox"/> HVAC Filters | <input type="checkbox"/> Electrical |

ASK YOUR GBM REPRESENTATIVE FOR A SITE NEEDS ANALYSIS AND ENJOY THE SAVINGS!



***The theme for the next issue will be "Secret Cleaning Techniques to Share."
Please submit articles to Sunny Park by July 30, 2014.***