

GBM Insiders

WINTER 2010

Transforming Vision Into Reality in 2010

By DONOVAN WOLF, PRESIDENT



As we close the books on another successful year and anxiously look forward to the new opportunities that will be available to each of us and GBM in the coming year, I have to wonder

if we each have a clear vision for our future and a process for transforming that vision into reality. What accomplishments do you want to realize in 2010? Do you have a defined and manageable set of incremental goals for realizing your desired outcome? Do you have a system for maintaining your priorities and measuring your success?

All of us have a vision for the accomplishments we would like to achieve, but are our visions truly serving as a motivational force for realizing desired success or are they simply dreams that will never be realized? To help each of you turn your vision into reality, please consider the following simple steps that might prove helpful towards realizing your dreams and success for GBM in 2010:

1. Know what you ultimately want to achieve in the long-term, and set your goals in motion through a systematic approach towards realizing achievement.
2. Develop a list of precise, achievable, and measurable accomplishments which will contribute towards the realization of your long-term objectives.
3. Setting forth precise goals should provide very definitive parameters for measuring success, against factors such as time, amount, and end result.
4. In developing your initial goals, don't set your sights too high and make them

“It is through the establishment of individual goals and an unwavering focus on realizing accomplishments in our respective areas of responsibility that will ultimately lead GBM to a realization of the vision that we all have.”

each attainable. Smaller, more easily attained goals will serve to provide more opportunity for accomplishment and satisfaction in the process.

5. Document your goals and review your success, often! As is often said, “If you can't measure it, you can't manage it!” Through a periodic review of measurable goals, you will be able to monitor your results for determining whether your approach and the goal are appropriate.

6. Enjoy the satisfaction of your accomplishments and use the improved self-confidence as motivation for setting and achieving additional goals.

7. Don't lose sight of the performance, for the sake of the outcome! Accomplishments do not come and can't

be maintained easily (no shortcuts!), so keep your focus on the actions that will realize your success and avoid dreaming about the results.

The vision that we all share for GBM in 2010 is for continued success in the areas of customer satisfaction, account retention, business development, marketplace position, and financial performance. It is through the establishment of individual goals and an unwavering focus on realizing accomplishments in our respective areas of responsibility that will ultimately lead GBM to a realization of the vision that we all have.

Thank you, in advance, for the great accomplishments that I know our team will accomplish in 2010!

Thanks to Our Troops Protecting Our Freedom!

The American soldier/paratrooper for 13 years in the picture is of Staff Sergeant Jerrad Bloom of the 173rd Airborne. Presently he is serving in Afghanistan on his fourth combat deployment to Afghanistan since 2003. In the photo, he is being honored by the German Army, receiving German Jump Wings (a parachutist badge). Jerrad was born in Bradenton Florida, and is the son of Michael Bloom, General Manager, GBM South Florida Branch.



Where There Is a Will There Is a Way

BY SUNNY K. PARK, CHIEF EXECUTIVE JANITOR



2010 is here for you! The love is in the air! Happy New Year to You!

Take a look at the picture on the right. What do you see? It is a tiny snail crossing



the gap in the wood of a picnic table top. To this snail, the gap must look like a deep gorge. Just think about how far this snail traveled, and how much further this snail has to go. I have deep respect for this snail's "vision," "will" and "persistence."

I want to thank to all of you – cleaners, day maids/porters, corporate office staff, supervisors, subcontractors, subcontractor staffs, QA managers, general managers, regional managers, William and

Donovan – for your efforts in making GBM the best team it can ever be. I am very excited to welcome two new leaders to the GBM team, Greg Harding in the Richmond branch and Randall Edwards as a senior leader.

I applaud all managers who sent in well written articles on the subject "New Year and the Goal." One of several articles I liked was written about the importance of practicing what you know. Human beings have muscles, and muscles have memory. This "muscle memory" remembers what you do most.

Do you have the will to be successful but you don't feel like you are getting close? Persistence is the key word, as Rome wasn't built in one day. **"Where there is a will, there is a way"** is an ancient proverb, but it still applies today in every success story.

Goal Setting and Time Management

BY BOBBY MOORE, DIRECTOR OF BUSINESS DEVELOPMENT, MID-ATLANTIC REGION



It is the time of year when we traditionally reflect on the last 12 months and look forward to the next. As I look back on 2009, the first thing that comes to my mind is how fast it went

by. This really has been a whirlwind of a year. If I take anything away from it, it would be that we have got to take advantage of every minute of every day. I am reminded of a paper that Mr. Park handed out at the General Manager's meeting in October. That paper chronicled the various things that we do in our lifetime and how much of our life it actually consumes. The paper assumed a time span of 60 years. During that 60-year span, the average person spends eight days tying their shoes, three months brushing their teeth, 10 years watching TV, 20 years sleeping, and only nine years earning a living. That is 40 hours per week, 50 weeks per year for 40 years.

What this means to me is that we all have a finite period of time to get things done. We cannot afford to wait for the right time; the right time is now. Time is our most valuable asset. You would not buy a home in a nice neighborhood and not take care of it and make repairs to maintain the property value, would you? Of course not. So why would anyone go into a week of work

without a plan and a schedule to maximize their most valuable asset?

I met with the Mid-Atlantic team in late November. In that meeting we discussed ways that we can all maximize our time. I broke the days of the week down by available appointments. We assumed that each GM could schedule two appointments every morning and two appointments every afternoon, allowing them 20 appointments each week. We talked about the need to ensure that we are all taking the steps necessary to fill as many of those slots as possible.

I have been in and around sales all of my professional life and there are many different types of successful sales people.

The one thing that they all have in common is good time management skills. They all recognize the importance and worth of their time. They do not waste their time and they do everything they can to keep others from wasting their time.

"I believe that if we think in terms of what our time is worth, we will all be better managers. We will all be more successful and as a result, GBM will be the leader in each of our markets."

We all have the goal of growing our revenue and managing our existing client base to both solidify it and gain references from them. My goal this year is to better manage my time and help the Mid-Atlantic team to be more productive. I believe that if we think in terms of what our time is worth, we will all be better managers. We will all be more successful and as a result, GBM will be the leader in each of our markets.

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What Do Our Customers Expect in 2010?

By WILLIAM CHOI, VICE PRESIDENT, OPERATIONS



As we are all amazed with how quickly 2009 has gone by, we are anxiously awaiting 2010. While we are cautiously optimistic about the general economic conditions in 2010, there is no doubt in my mind that 2010 will bring another set of challenges for all of us. As I am preparing for the New Year, I am wondering what our customers really want from GBM in 2010.

1. Consistency in Cleaning

I can clearly see that our customers don't have much time to walk their buildings these days. They are constantly working on "reports." Even I feel like I am working for a consulting firm to deal with all of requested "reports." Because GBM has been working diligently to define "how we clean" and "what we use to clean" based on the strict quality assurance program, we are equipped to provide more consistent cleaning to our customers. With consistent cleaning, we can avoid complaints from the tenants so that our customers can

concentrate on their "reports."

2. Cost Savings

"Cost Savings" and "Cost Reductions" were two of the most widely used expressions that we heard in 2009, and I think we will continue to hear the same two phrases in 2010. We will continue to review the cleaning specifications, upgrade our equipment and chemicals and improve our techniques to provide additional savings where they are possible. However, GBM is not going to jeopardize the well being of our tenants and our cleaners by accommodating unreasonable and unrealistic cost savings.

2009 was a great example of how professional GBM's preparation against H1N1 truly was in several instances. Cleaning has become a vital component of public health.

3. Attention to Details

Our customers are accustomed to detail-oriented cleaning and they will continue to expect that in 2010. This is carried out at all levels – from our cleaners, supervisors, Quality Assurance Managers, General Managers and corporate executives. This

attention to detail is one of the strengths that GBM has maintained over the years, and it will continue to differentiate us from our competitors.

4. Upgraded Supervision

Our customers will continue to expect our supervisors to check our cleaners' work every night. In addition, our supervisors will conduct the final inspection to make sure not only the building is clean, but also secured. We will soon be introducing a new training program for our cleaners and supervisors.

5. Green-er Cleaning Program

Although LEED – EB Certification is not on the top of every property manager's priority list due to budgetary constraints, GBM is in the process of converting our equipment, chemicals, and techniques to comply with our Green Cleaning and Sustainability Program. This is an ongoing process to make a healthier environment for our tenants, customers and cleaners.

We are all excited to provide better services to our customers in 2010!

NEW EXECUTIVES

Randall Edwards: Bringing a Wealth of Experience to GBM



GBM has hired **Randall Edwards** as Executive Vice President of GBM. Randall brings 23 years of experience in the janitorial services industry to the job, holding leadership positions in national and international companies. His most recent role was as Senior Regional Manager for GCA Services Group, one of the largest privately held cleaning companies in the U.S.

"Randall's sole responsibility will be developing new businesses for us, and we are looking forward to seeing his success at GBM," said Donovan Wolf, GBM president.

Throughout his career, he has worked in all aspects of the industry: sales/business development and management. For 13 years, he was owner and President of two companies, Elite Services and Alliance Companies, which he developed and later sold.

He will utilize his knowledge, skills, experience, and GBM's solid reputation, to expand GBM's business and customer base.

Randall says there are several things he likes about the janitorial services industry. "It is fairly recession proof – people need people to clean,"

he says. "Also, I have learned the peaks and valleys of this business, so for me, there are less surprises. At the end of the day, customers want the best service at the best price. I am confident that GBM has what it takes to deliver both."

He says he is looking forward to working with the team at GBM. "I enjoy motivating and inspiring others," he says. "I've had a few mentors along the way who helped me, and I always enjoy paying it forward."

For now, Randall will be based out of Ocala, Florida, where he currently lives with his wife of 21 years, Kimberly, and their two children, Cody, 14, and Courtlynn, 11.

Greg Harding: New Richmond GM



Greg Harding joined GBM last October as the General Manager of the Richmond Branch. In this position, he will oversee all aspects of business development and operations for the branch.

He comes to GBM with rich experiences in marketing, customer service and quality assurance practice. He

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NEW EXECUTIVES

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understands what customers expect, and knows how to deliver it on daily basis. Greg previously worked in property management at GVA Advantis in Richmond, where he was a commercial property manager. "Property managers and cleaning companies are on the same team," he says. "We share the same goal of keeping the building clean to attract and keep tenants."

Before GVA Advantis, Greg worked as Operations Manager for Cavalier Services, a commercial cleaning services company, and as a National Promotions Manager for Mizuno USA, a sports products company.

Greg is a "native Richmonder" and confident that GBM will expand its size of market share. "Richmond can be a tough place to crack," he observes, "but with the reputation GBM has built in the past twenty years and the loyal teammates, we are making good progress."

Greg lives outside Richmond in Mechanicsville, with his wife Stephanie and their children, Cole, 9, and Carlee, 6.

EMPLOYEE PROFILE

Dorothy Marshall: Making People Smile



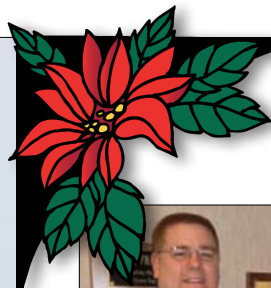
Dorothy Marshall is usually the first voice anyone hears when they call GBM. As the receptionist, Dorothy answers the phone, greets visitors, handles mail distribution and helps out wherever else she is needed.

Dorothy, who is originally from Chicago, came to visit relatives in Atlanta and liked it so much, she decided to move here with her family. She found work at a temporary agency and eventually was placed at GBM. She has been with the company for five years.

She says she can detect when customers or other callers are having a bad day, and does her best to make them smile. "I make small talk with them, ask questions, make a joke, whatever I can do to help," she says. "By the time we end the conversation, they are usually laughing. That is the best part of my job."

She is putting these interpersonal skills to work in her spare time, where she is currently in school, studying to be a Baptist minister. She will graduate in July. One day, she'd like to eventually own her own funeral home. She'll start taking classes in March on how to become a funeral director. "I think my ministerial skills as well as the grieving classes will help me deal with people at a time of loss."

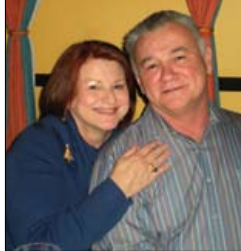
With a full time job and going to school at night, Dorothy doesn't have a lot of free time. In what few spare moments she does have, she enjoys reading romance novels, watching re-runs of her all time favorite TV show "Good Times," and spending time with her family – husband Dennis, and children Henry and Paris.



Expressions of



Appreciation and Holiday Cheer



"We deliver quality services and our clients give us happy faces."



Taking Advantage of Opportunities in the Sunshine Region

By ROBERT O. VEASEY, REGIONAL VICE PRESIDENT



It gives me great pleasure to tell everyone that because of their hard work and dedication, we were able to continue to increase our customer base during the last six months of 2009. Coupling that strong finish with the results from the first half of the year enables us to go into the New Year with lots of momentum. I feel extremely confident that by continuing to deliver the top quality services to current customers, along with the strong probability of obtaining additional business, 2010 will prove to be a very successful year for GBM in the Florida Region. In order to accomplish this, we must continue to provide high-level quality service to both our existing and new customers. I would like to thank everyone on the GBM team in the corporate office and the Florida Region for their hard work, dedication and efforts in helping GBM achieve 100 percent retention in 2009. This has been a very rewarding team effort, and we will make the year 2010 a historical year.

Nashville Preparation for the Year 2010

By CHRIS ISBELL, GENERAL MANAGER

The credit for our branch growth belongs to the hard work and dedication of the Nashville team members, managers and subcontractors who did a great job again in 2009! Special recognition goes to DJ Min and his staff for quality work. I am extremely proud of our account retention; it's how we build our reputation. While we have had some success in acquisitions in the past year, I would've liked to have had more success in attaining new business in the Nashville area. It is an area I plan to improve upon in the coming year, and we plan to bring more good news in the months to come. For 2010, I will continue to cultivate the relationships

I have been able to build with many of the property managers in my area. Our level of service to our clients makes it possible to build a positive reputation where property managers recommend our services to other property managers. I will continue to capitalize on that fact. On a personal note, my wife Shari and I are blessed with two wonderful sons. Matthew, who is 12, plays travel ice hockey and baseball. Alex, who is 8, is musically gifted and very creative. Both are excellent students. One last note, I want to thank everyone at the corporate office for the support that they have given me since I have been employed with GBM. I am grateful to work for a company that is dedicated to the success of its employees.

Atlanta You Just Don't Know

TERRY COLLINS, GENERAL MANAGER

How many times has it happened that in the midst of a cold call you have asked yourself, "What's the point, no one ever reads this stuff, wants to see or talk to me and hardly ever schedules an appointment! Why keep leaving brochures, sending emails or mailing cards when the only thing that seems to work, albeit slowly, is word of mouth?"

Sometimes you get the answer to that question in peculiar ways. Take for example the strange set of circumstances the Atlanta Branch found itself in back in late September 2009. Normal marketing attempts to break into the world of this national real estate management company appeared to be going nowhere fast when suddenly one Monday the phone rang and on the other end a lady's voice asked "would you be interested in submitting a bid on one of my buildings?" Sure, I said, when do you need it by? "Tomorrow" she said! It's about a 150,000 sq. ft. building located in Doraville and she wanted have the price rushed. She must have learned about our reputation on quality, and she sounded ready to award us the contract. We delivered the proposal in a few hours that same afternoon, and she

awarded us the contract that evening. She then asked if we could start the service two days later. I realized this story was born from leaving brochures on cold calls, as well as the reputation we have built in the industry. And the story gets better: Two weeks later, they awarded us another 150,000 sq. ft. building.

While the credit goes to other GBM teammates, the truth which surfaced later was that GBM was the only company that hand delivered our bid by appointment and made ourselves available to stay and answer questions rather than do a standard drop and run. That, in this firm's eye, was the difference maker! I learned a valuable lesson from this, and I will repeat it for more new accounts in the New Year!

North Carolina Goals Require Practice

By BRUCE JONES, GENERAL MANAGER

As 2009 comes to an end, I look back over the year and think about the events that have transpired and wonder, what were the successes and what could have been changed to prevent the failures?

I also have to ask myself, was I happy with my efforts? In all honesty, I must say no. Were there successes? Were there failures? Of course, there were both. The overall question should be, could I have done better? Absolutely. I can always do better. I know the mistakes I made and I must take steps not to repeat them.

Our clients always recognize when we work hard. On many occasions, our clients are impressed and pleased when they receive our response or correctional action in time, sometimes as early as 5 a.m. Our clients know that GBM team members take on whatever the job demands of us in order to be satisfactory. We will continue to provide the quality services our clients expect.

Good baseball players develop patterns or rituals before they pitch or go to bat. These may seem silly at times, but these acts were actually something they did that

NEWS

preceded a particularly good hit or play. In reality they are attempting to re-create the same conditions that accompanied a homerun or strikeout. This follows by hours and hours of practice and exercises to boost their ability to the utmost. Understanding what works the best for me means nothing until I take action, practice and swing more bats. How do these things figure into goals? The targets we set are useless without action to achieve them. Once again, practice is key to what is going to happen that day.

My New Year's resolution for GBM Raleigh Durham will be not only to work hard, but also be smarter in my efforts; thus we will be the Champion in the year 2010!

Orlando The Best Time Is Now

By JOE L. RALABATE, GENERAL MANAGER

The economy crunch affected all types of businesses throughout the country. However, at GBM, we will say *"no matter, every building needs their spaces cleaned, and we are there!"*

In fact, everyone at the Orlando Branch will make every effort to make the year 2010 the best year ever by doing a few unique things.

1) Better time management! GBM Orlando is still accomplishing the quality cleaning our clients want and expect from us. We are better than our competition, so we have to show this with our ability to still perform quality cleaning with effective time management. After all, the customer doesn't want to pay more while the demand is getting higher.

2) Maximize the relationship with suppliers! We will continue to work with our suppliers in a team effort to adopt improved and updated technologies, green cleaning initiatives and cost-cutting measures. A Special thanks to Jan Pak and GP for the cooperation in our bold efforts. We will be the Champion!

3) Expand the market! We successfully trained some of our crews on marble

and stone floor care/maintenance, and we plan to aggressively market this new service. Our project managers will be able to perform the marble/stone restoration and care at a reduced cost, so our job work orders should increase. I am also looking to double my efforts to create more accounts for our branch by contacting resorts and office buildings. I will also contact construction companies for construction clean up. More income!

My goals for the branch are to increase the profits and cut costs and waste. We will look for more new business opportunities and more extra work orders. Every little action to save money will help us to improve the bottom line.

Richmond The Sun Is Shining in Richmond

By GREG HARDING, GENERAL MANAGER

As we ended 2009 and started 2010 here in Richmond, we are very excited at the potential that this market holds for us. While we understand that the real estate market is somewhat flat at this time, we see our potential for growth in market share percentage and current services/new square footage with existing customers.

As we seek to deepen and strengthen our relationships with our current customer base, we will need to keep several things in mind. First and foremost, our quality has to be first class so that we can help our clients attract and maintain tenants. Next, we need to ensure that we are proactively notifying customers of building issues when doing our QA inspections, thus partnering with them in helping to keep the buildings looking their best. Additionally, by assisting our customers in their green initiatives, we can do our part to help them get the maximum points available from janitorial towards their LEED certification. In this way we can further endear ourselves to our clients and strengthen relationships while helping them look good to their building owners.

With the potential for new business

via market share from new customers and square footage increases and across the board retention from existing customers, we are looking for the Richmond office to grow considerably in 2010.

Washington, D.C. Ownership Mind Is the Key to Assuring Quality

By MIKE SCHEID, GENERAL MANAGER

We all use the phrase "Quality Assurance," but what does this mean to us? For me, it means "Peace of Mind" for our clients and tenants. Property Managers can walk into their buildings in the morning and know that they won't be getting any cleaning complaints. But how do we achieve this? We have to look at it as if we owned the building. Sometimes we might see small issues as we walk and not think much of it, but we wouldn't treat the building same way if we owned it. To me, ownership is the key to Quality Assurance. It's taking pride and ownership in the job we do as managers and passing that on to our cleaners as well so they take pride in what they do. I've noticed that the buildings where the cleaners truly take this approach are the ones where I never get customer complaint calls. How do we achieve this? For me, I found that by doing night inspections from time to time and letting the cleaners see me and talking to them is the best way. While I am doing those inspections, I'll jump in and help a few of them, whether it's emptying trash or mopping bathroom floors. When the cleaners see a manager jump in and help, I believe they take more pride in what they do.

And Quality Assurance isn't just noticed by the manager and tenants of that building. You never know who may walk into a particular building, notice how clean it is and ask the property manager who cleans it. I even had one potential client want to go look at some of the buildings we clean and talk to our clients to assist him in making a decision. Quality Assurance is not just a routine job – it is a Proudful Adventure!



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GBM Helps YCP Who Helps the USA

Sadly, the U.S. is a drop-out nation. Every school day, almost 7,000 high school students drop out of school and fail to graduate with their class. Perhaps more staggering than the number of students dropping out of American high schools is the silence that surrounds this growing problem. Thousands of troubled youth are looking for a way to avoid the risk of drug use, gang violence and abusive relationships, all unfortunate alternatives to life in the classroom. The consequences of leaving school without a diploma are very often dire and considerable.

The National Guard Youth Foundation (NGYF) is a non-profit 501(c)(3) organization formed to support the National Guard Youth Challenge Program, an intervention program for at-risk

youth consisting of a 22-week Residential Phase followed by a 12-month Post-Residential Mentoring Phase. The Residential Phase, set in a quasi-military environment, focuses on basic lifestyle changes approached through a rigorous program of education, training and service to the community.

GBM has been involved in the organization since 1998 to help in the effort to restore the education of our youth. Sunny K. Park received the distinguished Lifetime Achievement Award in 2007 from the National Guard's Youth Foundation for the "If Sunny Can, I Can" motivational program. Sunny also serves the Foundation as a board member.

Former High School Dropout Kevin Dinnel Learns to Fly

Before I joined the Youth Challenge Program I was a total screw-up. I couldn't get anything done right if I tried. I finally gave up because nothing was good for me anymore. I was always getting into arguments with my mom, and the fighting soon spread to school and elsewhere. I started doing drugs – only a little bit at first, but then it got bad, especially when I moved to California. For most of my life I have been in and out of juvenile halls. I figured that if there was something I wanted to do it would have come to me already. My parents always suggested the army and my first thought was "hell no!" When they first mentioned YCP, I turned around and walked away. Then I changed my mind. I'm about to be deployed to Korea for a year. When I get back I'm



going straight to Warrant Officer Training and then to flight school to fly helicopters. YCP taught me how to set and achieve realistic goals. If it wasn't for YCP, I would still be sitting at home or working at McDonald's, but now I'm going overseas, and I get to see the world. I don't think I've ever been happier than I am right now... and for that I have to thank YCP. Now I get to live my life-long dream to fly. What more could you ask for?

Cadet Kevin Dinnel - 1st PLT Ruffryders

GBM Reaches Out to Haiti

GBM is starting a fundraising campaign for Haiti earthquake victims for its employees, subcontractors and suppliers through UNICEF.

GBM Corporation is committed to donating a minimum of \$5,000, but will match any amount of money raised through this campaign. Employees and subcontractors can send checks payable to UNICEF-US FUND for Haiti Earthquake victims to GBM's headquarters, or fax or email an authorization with the amount to deduct from your paycheck to the GBM office.

The deadline is Friday March 5, 2010.

We want to hear from you!

The theme of the next issue is "happy family stories." Please send us pictures and success stories of family members by March 15.