

Opening Doors

New Washington Regional Manager

We would like to welcome Robert Chess to the OpenWorks Management Team. Robert joins us as the Regional Director for the Washington Region.

Prior to joining OpenWorks, Robert was the Regional Director for 9 years with Coverall Cleaning Concepts for the Washington D.C. Metropolitan Area, including Virginia and Maryland. His many successes with Coverall include being honored as a member of the Million Dollar Club with the Outstanding Achievement Award in 2005 and 2006 and most franchise sales in 2006.

Originally from New York, Robert and his wife, Delia, of 27 years, have 3 grown children, 3 grandchildren and let's not forget Jade, the family dog (whom I'm told "adores Robert" and has already made the move to Washington State). Besides enjoying a good New York pizza when visiting family and friends in the Bronx; Robert's interests include reading, competing in and watching sports, and his true passion has been his volunteer work in coaching hockey and basketball. Welcome Robert! (The Capitals and Wizards welcome you as a new fan!!)



As OpenWorks continues its expansion, both geographically and through the attraction of regional and national accounts, we would like to announce the recent promotions of Michelle Dux, Rob Moore and David Cartwright.

All top performers in national sales and account management across the country, OpenWorks congratulates Michelle, Rob & David on their drive to expand OpenWorks into new metropolitan areas.

Michelle Dux

Michelle's career has spanned over a decade within the OpenWorks family, achieving many accomplishments and awards as her responsibilities increased from Account Executive to Franchise Licensing Manager to Regional Director for the Washington Region. As Director of National Sales, Michelle's focus will be on business development; developing new markets and providing national sales support. "Full Speed Ahead" has always been Michelle's motto and she welcomes the many opportunities ahead of her.

Rob Moore

Rob joined the Arizona OpenWorks team in September 2006 as an Account Executive and was quickly promoted to Director of Operations for the Arizona Region. With over 20 years experience in the commercial cleaning industry, spanning across the United States with many national accounts, Rob was a natural choice for the National Director of Operations position. Overseeing the OpenWorks National Account Program, Rob's overall industry knowledge and extensive customer service expertise will continue to ensure consistent and high-quality service to all OpenWorks accounts.

David Cartwright

An experienced national accounts professional, David joined the OpenWorks Arizona team as a Regional District Manager in February 2007. With David's extensive knowledge and experience in managing major national and regional accounts, his promotion to National Account Manager was a seamless transition. David will function in the capacity as the single point of contact and liaison for the regional supervisors assigned to national customers.

Congratulations again to Michelle, Rob and David in their new endeavors and responsibilities.

Special Recognition goes out to Jay Kelly, OpenWorks Field Service Trainer, for having successfully completed training through The Industrial Commission of Arizona, Division of Occupational Safety and Health, in OSHA in the Medical Office and Bloodborne Pathogens. Congratulations Jay!

FirstWorks™ TRAINING GRADUATES

Congratulations to the following graduates for successfully completing the intense 10 day FirstWorks™ training program:

Arizona

Paulette Acuna

John Currie

Espiridion Morales

Ignacio Ontiveros



OpenWorks®

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WELCOME
WELCOME

New 2007 Franchisees

Arizona

Paulette Acuna
Mark Banuelos
Robert Cannella
John Currie
Felicia Edwards
Otoniel Erazo
Miguel Figueroa
Karina Gonzalez
Louie Mejia
Espiridion Morales
Martha Morales
Charlie Nwabeke
Cristina Perez
George Ramos
Alfonso Ruvalcaba

California

Guillermo & Ali Delamora
Nannette Mercado
Louis Pagoulatos

Texas

Cloiseli Beausilien

Washington

Cloiseli Beausilien
Obasi Chidinma
Ramona & Yazmin Erazo
Blanca Guardardo
Murat Isik
Bolormaa Shonkhon
Tuguldur Tugsbileg
Wei Ben Zhang

Helping Our Franchisees



Bidding and Selling Accounts

Ever wonder what happens when OpenWorks' account executives hit the streets looking for new business for you to service? Ever thought to yourself, "I wonder if I could do that..."

The answer is yes, you can! And since you have developed strong relationships with your customers, you should be asking for referrals that can lead to new business and your continued growth. Here are a few pointers to get you on your way:

Monitor the Market Always pay attention to current market conditions – our industry is extremely competitive and, while the market does drive the price, OpenWorks always focuses on quality rather than cost. Superior service is what builds long-term customer relationships, not being known as "the cheapest."

The Initial Visit OpenWorks' top-selling account executives recommend discussing several things in your initial meeting with the prospect – the current provider, any service issues, and what he/she wants and needs in facility services. Ask probing questions to help you accurately identify the prospect's expectations.

Walk and Measure the Facility Walk the facility and take measurements during your initial visit, so you can assure yourself a follow-up appointment to deliver a bid.

Prepare the Bid When you prepare the bid, be sure and evaluate all aspects of the job: square footage, cleaning difficulty/density, array of services needed, frequency, estimate of average hours needed, and the customer's expectations. Keep in mind that most facilities you'll visit will be unusually dirty – it's most likely the reason the prospect is looking to make a change in providers. Recommend an initial cleaning to bring the property up to OpenWorks' standards.

Deliver the Bid and Close the Deal Once you've put together the bid, it's time to deliver it to the prospect and close the deal. Sell the company – OpenWorks is a well-respected, established name in the industry, so use that strength to your advantage! In addition to our 24 years in business, our customer retention rate is 98% - the best in the industry! Continue to focus on quality and customer service over price and, if necessary, give examples of your own customers who have made the mistake of selecting a provider based on price alone.

Continue Your Education Most importantly, make it a point to attend your region's next basic and advanced "Bidding Practices" training classes. In "Bidding Practices", you will learn about work loading, which is a powerful tool that can be used to produce accurate bids, control your labor costs, and create a plan to efficiently clean any facility. In addition, you will identify effective ways to promote yourself and your business, generate additional revenue from current accounts, and acquire new customers.

OpenWorks' Calendar of Training Events

Arizona:

OpenWorks
4742 N. 24th Street, Suite 300
Phoenix, AZ 85016

New Franchisee Classes

FirstWorks™ Class

Dates: October 8 – 18, 2007
Time: 3:00 pm – 7:00 pm
Location: Saguro Conference Room

Washington:

OpenWorks
1750 112th Avenue N.E., Suite D151
Bellevue, WA 98004

Ongoing Educational & Training Classes

Dates: Wednesday, October 10, 2007
Time: 5:30 pm - 7:30 pm
Location: Saguro Conference Room
Topic: **Team Cleaning**

Team cleaning is well worth the effort. An in depth look in the concept of team cleaning and why it will improve productivity and proficiency.

Franchisee Business Meeting

Date: Friday, October 26, 2007
Time: 12:00 pm – 2:00 pm (Lunch served)
Location: Saguro Conference Room
Topic: **Review & Updates from Annual ISSA Convention**

Franchisee Business Meeting

Date: Friday, October 7, 2007
Time: 1:00 pm – 3:00 pm
Location: Conference Room

Achieve Their Dreams

Cleaning Tip



Jay Kelly
Field Service Trainer

With the growing popularity of tile flooring, customers are seeing the need for professional tile and grout cleaning. However, this yearly to semi-yearly cleaning process is one of the biggest challenges a commercial cleaner will come across.

Cleaning Procedures & Recommendations

General Cleaning Stone surfaces, such as slate and travertine marble, are beautiful flooring material and very popular in commercial buildings. Prevention is the key to keeping stone surfaces looking great!! So, first and foremost, advise your customers to clean up any spills as soon as possible to prevent staining and damage. To clean stone surfaces use a cleaner designated safe for natural stone. Use a clean mop on floors and a soft cloth for other surfaces for best results. Don't use more than the recommended amount of any cleaning product. Too much may leave a film, causing streaks. Change rinse water frequently. Never use lemon, vinegar, grout cleaners or cleaners containing acids on marble, travertine or limestone as these can etch the surface of the stone. Do not use scouring powders or creams; these products contain abrasives that may scratch the surface.

Floor Surfaces Dust mop interior floors frequently using a clean non-treated dry dust mop. Sand, dirt and grit do the most damage to natural stone surfaces due to their abrasiveness. Mats or area rugs inside and outside an entrance will help to minimize the sand, dirt and grit that can scratch a stone floor. Be sure that the underside of the mat or rug is a non-slip surface. Do not use vacuum cleaners that are worn, the metal or plastic attachments may scratch the surface.

Do's and Don'ts

- **First remove any dry soil** by vacuuming with a backpack vacuum that has a hard floor attachment. Avoid sweeping, because brooms and dust mops tend to leave dirt particles in the grout lines.
- **Wet mop** using a neutral pH floor cleaner. In healthcare facilities you may need to use a sanitizer.
- **Do not leave too much solution on the floor.** This will leave dirt particles in the grout lines, which can work their way down into the porous grout. One way to accomplish this is to use microfiber flat mops, as they leave less solution on the floor than traditional mops, and they're able to pick up more of the soil particles due to the nature of the microfiber.
- **Increase frequency of mopping.** The more frequently the floor is mopped, the less likely it is that the dirt will settle into the grout lines. If it's not possible for you to increase the frequency, it's time to educate your customer on the consequences of infrequent mopping.



Cleaning Grout and Sealing

Dirty grout is one of the cleaning industry's most stubborn problems. Getting it clean – and keeping it that way – requires a process that is both effective and efficient. Many specialized products, some containing powerful chemical cleaning agents, are available but facility services professionals may find that some general-purpose cleaning solutions can do the job just as well with the proper technique. For small jobs, you can purchase the product and do it yourself. If the grout hasn't been sealed, there may not be much you can do because the dirt particles have probably penetrated the grout. If this is the case, you may need to call in a professional who can remove the top layer of grout with a grout saw, and then apply a skin coat of new grout. Then it can be sealed with a penetrating sealer after about 24 to 36 hours.

Is there mold in the grout? (Some refer to this as "mildew," but it's actually mold.) Get rid of it by using a hydrogen peroxide pre-cleaner followed by a hydrogen peroxide fungicide solution. Hydrogen peroxide products work well for this purpose while virtually eliminating environmental hazards that can come with more potent solutions. If a customer asks you to clean and seal the grout, here are the steps to follow:

- Mix the cleaning solution according to the label directions. Then apply a small amount of solution to the grout.
- Allow the chemical to stand for several minutes, and then agitate with a grout brush or stiff bristled brush. You can also use a 175rpm floor machine with the proper brush attachment....not a colored pad.
- Vacuum up the solution with a wet vacuum and then rinse the grout with clean water and allow to dry overnight.
- Once the grout is dry, protect it with a good penetrating sealer.

Providing top-notch customer service sets you apart from the rest of the competition. If you have any questions, please do not hesitate to contact your regional OpenWorks Operations Department .

ARIZONA

Ken Chaffee is to be congratulated for the successful start up at Sysco Corporation, a leader in food service, supplies, equipment and food product offerings, and for the seamless transition at Alteir Credit Union. OpenWorks can always rely on Ken to deliver quality service.

CALIFORNIA

Saul Ramirez is an outstanding example of the pride OpenWorks takes in our dedication to superior account management and customer service. Saul is very customer focused and his customers are extremely satisfied with the service Raul provides.....An OpenWorks' star franchisee!

WASHINGTON

Silvia Stoyanova is a great example of knowing how to be proactive when it comes to checking in and following-up with her customers. Silvia deals directly with her customers to ensure they are getting the service they need and is always suggesting additional services to maintain a high quality of service. OpenWorks thanks Silvia for her dedication.

Contact Us

Please forward your comments,
newsletter contributions,
or suggestions to:

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OpenWorks®

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Live Well, Work Well

With the Flu Season Lurking...

Facts about the flu

Most people experience several bouts with influenza, or the flu, several times in their lifetime. It can range from an annoyance that keeps us from work for a few days, to a serious condition that can be life threatening.

Influenza

The flu is an infection of the respiratory tract that is caused by the influenza virus. It is spread mainly through airborne transmission, unlike the common cold, which is spread by direct contact. This means that when a person who has the flu sneezes, coughs or even speaks, they are filling the air with microscopic droplets that are filled with flu particles. These droplets are small enough to remain in the air long enough to be inhaled by another person, and once they land in the new host they begin reproducing rapidly.

Why do we remain susceptible to the flu year after year? The influenza virus is coated with proteins that change constantly. This gradual change in the virus, called an antigenic drift, renders it unrecognizable to our immune systems, and makes it possible for us to be susceptible to influenza year after year. In addition, entirely new subtypes of the virus appear from time to time. An

antigenic shift occurs when a completely new subtype of the influenza virus suddenly emerges. New strains of influenza may result in a worldwide epidemic, and combined with the life threatening complications the flu can cause, make it a major public health concern.

Flu Symptoms

Flu symptoms are often confused with those of the common cold, when in reality the symptoms of the two conditions are quite different. Influenza is most often associated with the sudden onset of fever, headache, chills, muscle aches, cough and sore throat. If flu symptoms persist for more than three to four days, medical attention is recommended. Influenza can lead to pneumonia, a serious infection of the lungs.

Prevention

The flu vaccine, or the flu shot, is your best chance of preventing the illness, and it can help to lessen the severity of the flu if you do get it. Anyone who wants to lower their chances of acquiring the flu virus can and should get the

flu shot. In addition, people who have an increased risk of getting the flu and experiencing serious complications from it should be vaccinated each year, including:

- People over age sixty-five;
- Nursing home patients.
- People over six months old with health problems.
- Children and teenagers who take aspirin regularly.
- People who have close contact with the elderly or those with health problems.
- People with weakened or compromised immune systems.
- The best time to receive the flu vaccine is from October through mid-November. Influenza season runs from November until April, and peaks from December through March.



Did you know...?

During the last century three major flu epidemics occurred. These epidemics, during 1918, 1957 and 1968, resulted in over 600,000 deaths combined.