

Opening Doors

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SPRING MEANS TIME TO



Spruce Up... Refresh & Re-New

BY CHRISTINA ARNER (WA REGIONAL DIRECTOR),
GRANT GIFFORD (TX REGIONAL DIRECTOR) AND
DAVID ABDEEN(CA REGIONAL DIRECTOR)

Rejuvenate Your Business Plan!

Do you have a business plan? If you are any owner of any company, you should! A plan is an essential item for any business. There are many benefits that a properly developed plan can bring to your business.



What is a Business Plan?

A plan is a statement of a business' goals. It also contains information regarding how the company will attain these goals. A proper business plan will integrate the corporations' financial statements and projections as well as state the strengths and weaknesses of the corporation.

Getting Help Writing a Business Plan!

Chances are that you have little experience writing a plan. Fortunately, there are many resources here at OpenWorks to help you prepare an effective plan. We have seen many business plans and have helped many business owners write plans. It is worth asking your attorney if they could provide assistance. Other resources could include a business partner, financial planners or an accountant or a corporation consultant may be able to assist you in the process.

Since a janitorial business is a unique company, it would be wise to seek professionals that have experience writing a plan.

When to Create a Business Plan!

The best time to create a plan is when you are first forming your business or when you are looking at expansion. However, even if your business has been around for years, it is still beneficial to create a plan. Your company should always have goals and you should have a plan for achieving those goals, no matter what age your Company is.

Also, it is important to remember that your company is always changing. As such, you may find that you have to change your plan. Your goals may change as other circumstances change. It is advisable that you review your plan each year and update it if necessary. Also, as you meet certain goals, you will want to create new goals to stretch your company and to help it grow.



Benefits of a Business Plan!

Of course, what is the point of creating a business plan if it does not provide any benefits? One of the main benefits is that a plan will memorialize your business goals. This will allow you to focus on your goals, which will help your company grow.

Another benefit is if your company needs financing. Often, when a small company needs financing, the lending institution will want to see the business plan. If the plan is effectively written, it is more likely that your company will receive the financing it needs. However, if your plan is poorly written, you may be denied, even if you have a good corporation.

Make a Plan Today!



**"For each petal on
the shamrock
This brings a wish
your way -
Good health, good
luck, and happiness
For today and
every day."**

AUTHOR UNKNOWN

**"May your pockets
be heavy and
your heart be light,
May good luck pursue
you each morning
and night."**

IRISH BLESSING

**"Never iron a four-leaf
clover, because you
don't want to press
your luck."**

AUTHOR UNKNOWN

**"Many an opportunity
is lost because a
man is out looking for
four-leaf clovers."**

AUTHOR UNKNOWN

Going The Extra Mile...

Here at OpenWorks we are often amazed by the dedication and hard work of our business owner's and their teams. However, it is an especially proud moment when the customer recognizes and celebrates the extra work these service teams provide:

Hi All,

I just wanted to let you know how pleased we are with Javier Pena's

crew. Three of his team were recognized by Navos (a Seattle based Hospital) as having gone above and beyond the call of duty during our recent snow storm. They were here each and every day, ensuring our patients had clean living spaces, and didn't run out of the essentials. Javier personally made sure anyone willing to brave the elements had a ride (go so far as to make sure I had transportation as well).

Thanks Again to All!

Jill Stewart, *Director of Housekeeping*



Left to right:
Carlos Pena,
Mary Lopez,
Jill Stewart and
Victor Garcia

FROM THE  MAIL BAG
OpenWorks®

We have had Open Works cleaning our facility for the last year or so and even though we might of had a rough start, I would like to mention the dedication your representatives have to pleasing the customer. Our facility runs almost 24/7 and this makes it more difficult to please everyone. Our Account Manager, Brian and our Service Provider, Elisa meet with us on a regular basis to find out what our complaints might be and then speak with their employees about any issues that may arise and correct them right away.

I do have other company's calling wanting to quote and bid the business and I have had several companies over a 7 year period, but I am glad to tell them NO. If my vendor does not need fixed, I will not replace. Open Works makes my job easier and also makes me look good as a Supervisor on getting my job done without continuing problems.

Thank You and looking forward to a long relationship with your company.
Congratulations to your Team Players - Brian Robinson and Elisa Gonzales on a job well done.

Bruce T. Asterino

Bruce T. Asterino, Sanitation Supervisor
ADVANTAGE LOGISTICS SOUTHWEST

Helping Our Franchisees





Congratulations!

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

- Arizona** Hector Mota
- California** Adam Linares
- Washington** Kwang Kim
- Irina Klyavkova
- Oggie Regzen



Don't forget to turn your clocks forward one hour

In 2009, daylight savings time starts on the second Sunday in March – MARCH 8th and will end on the first Sunday in November... November 1st. This will

move an hour of daylight from the morning to the evening. Intended to promote energy conservation, daylight savings time was increased by a month starting in 2007, the change was part of the Energy Policy Act of 2005.

Daylight saving time is NOT observed in Hawaii, Arizona, Puerto Rico, Virgin Islands, Guam, American Samoa, and Saskatchewan.



CALENDAR OF ADVANCED TRAINING

CLASSES

* Arizona OpenWorks

4742 N. 24th Street, Ste. 300
Phoenix, AZ 85016

MONTHLY FRANCHISEE BUSINESS MEETING

Date Friday, March 27th
 Time 12:00pm – 2:00pm
 Location Saguaro Conference Room
 Lunch will be served.
 Topic Cleaning for Health: A Step by Step Method for Improving Service Delivery

* Washington OpenWorks

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

MONTHLY FRANCHISEE BUSINESS MEETING

Date Wednesday, March 25th
 Time 11:00am-1:00pm
 Location Conference Room
 Topic Bidding

OPENWORKS SALUTES OUR

Franchisee of the Month

Arizona

Blanca Lopez – Blanca is our largest franchisee in Tucson, Arizona. She has been an OpenWorks business owner for three years now. In the past few months she has stepped up to the plate and assisted in saving several challenging accounts. Among these were two of our largest accounts, Clear Channel Radio and IOTA Engineering. Blanca has also taken on some new accounts and the customers have commented on how “very pleased” they are with her work. Blanca has been a bright spot showing improvement, dedication and hard work in Tucson. Keep on growing, Blanca!!

above and beyond the normal scope of work, like moving large furniture and doing tag jobs without charge. As a result, Ezequiel receives the highest of accolades and gratitude from his customers. Not only does Ezequiel have a great attitude about his profession but a great personality to match, making him very likable, thus building an excellent rapport with his customers. Keep on shining, Ezequiel!!

Washington

Javier Pena – Javier continues to go the extra mile for his customers and most recently was recognized by the customer for this dedication when Javier ensured staff made it to work even during some very harsh weather conditions when most were not able to be out and about. This enabled the hospital to continue to provide necessary janitorial services to their staff and patients. You make OpenWorks look good, Javier, keep it up!!!

California

Ezequiel Alvarado – Ezequiel has shown dedication and willingness to assist his customers when addressing requests and solving problems. In many cases, going

Achieve Their Dreams . . .



OpenWorks®
Give your facility the works®

Franchise Referral Program

The program is very simple – just call the franchise licensing manager in your region and give him/her your name and the name and phone number of the person whom you are referring. If the referral decides to purchase an OpenWorks franchise, then you make...

First Referral = \$ 750.00
Second Referral = \$1,000.00
Third Referral = \$1,250.00

** referrals that result in a sale **

— Regional Contacts —

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 www.openworksfranchise.com



OpenWorks®

Give your facility the works®

HUMAN RESOURCE MINUTE



Commercial Cleaning Industry Virtually Recession-Proof

During these difficult financial times it is a blessing to find out that according to a new 146 page report, *The US Commercial and Residential Cleaning Services Industry*, compiled by Marketdata Enterprises, the \$49 billion dollar commercial and residential cleaning business is nearly recession proof. The industry is quite recession resistant due to the fact that the demand for our services is ongoing. We provide a service that is always in-need and demand, regardless of the economy. In fact, we could actually enjoy strong growth during these difficult time since many businesses are down-sizing their staff and may outsource their cleaning tasks to outside providers like OpenWorks.

Who better?

to provide us with newsletter topic ideas than our franchisees who are out in the world dealing with the daily challenges of running a commercial cleaning business.



Please submit future article ideas to Susan Abbott at susana@openworkswb.com or you may reach her at 800-777-6736 ext. 141.



Minimum Wage Increase

Please make note of the new minimum wages effective January 1, 2009 and ensure that you are paying your employees the correct amount:

Arizona.....	\$7.25
California.....	\$8.00
Texas.....	\$6.55
	<i>(will increase to \$7.25 on July 24, 2009)</i>
Washington.....	\$8.55