

Opening Doors

What were you doing on April 22nd, Earth Day?

This date marks the anniversary of the birth of the modern environmental movement. It was in 1970 that Earth Day founder, Gaylord Nelson, then a U.S. Senator from Wisconsin, proposed the first nationwide environmental protest "to shake up the political establishment and force this issue onto the national agenda."

On April 22, 1970, 20 million Americans took to the streets, parks and auditoriums to demonstrate for a healthy, sustainable environment. A rare political alignment was achieved, enlisting support from Republicans and Democrats, city slickers and farmers, rich and poor, tycoons and business leaders. It was this first Earth Day that led to the creation of the United States Environmental Protection Agency (EPA) and the passage of the Clean Air, Clean Water and Endangered Species Act. For his role as Earth Day Founder, Senator Nelson was awarded the highest honor given to civilians in the United States, the Presidential Medal of Freedom.

In 1990 Earth Day went global. Over 200 million people in 141 countries lifted the status of environmental issues on to the world stage and this led to the United Nations Earth Summit in Rio de Janeiro in 1992. By the year 2000 Earth Day had the internet to help link activists around the world and 5000 environmental groups reached out to hundreds of millions of people in 184 countries.

As owners of commercial cleaning companies we are able to help achieve the goals of Earth Day by switching to **green cleaning**. **Green cleaning** is defined as a system of cleaning that promotes healthy surroundings for building occupants, and is also less detrimental to the environment. So, what are the benefits of a green cleaning program?

- **Using environmentally friendly cleaning products is healthier for cleaning staff and building occupants.** Studies have shown that building occupants and janitorial staff experience fewer incidents of skin, eye and respiratory irritations, fewer multiple chemical sensitivities, less severe allergies and decreased headaches and nausea when cleaning companies use green cleaning products. Healthier employees are happier employees; productivity and efficiency increases as does employee morale while absenteeism decreases.
- **A green cleaning program gives you an edge in marketing your cleaning company.** Employees and customers are demanding environmentally friendly practices more and more these days.
- **Green cleaning helps to improve indoor air quality.** Many traditional cleaning products contain volatile compounds (VOCs). When cleaning, these VOC's are released into the air through evaporation and can affect indoor air quality. The use of traditional cleaning products can also contribute to water pollution. Inadequately treated water can contain chemicals that are toxic. Using green products lessens or eliminates the chemicals that need to be treated.
- **Green cleaning provides benefits to the building owners that you are servicing.** Using green products and practices, such as proper chemical storage, use and disposal, lessens the likelihood of fires, spills and explosions. As the products used are less dangerous, if there is a spill or other incident, there is less risk to janitorial workers and other building staff.
- **Green cleaning can boost your profits!** Green products have become more competitive with its traditional counterparts. Once you factor in the potential hazards, such as burns from a high alkaline cleaner and loss of productivity, you actually save money by using environmentally safe cleaning products. Using energy efficient equipment, such as vacuum cleaners with H.E.P.A. filters, and focusing on preventative maintenance, will lower expenses and replacement costs.

If you have not yet incorporated **green cleaning** products and techniques into your business, now is the time to start. Projecting a "green image" is good for the environment, good for your employees and good for your bottom line. For more advice on **green cleaning** products and techniques please contact your Account/District Manager.

 "Printed on Recycled paper."

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OpenWorks®

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“We do not inherit the earth from our ancestors, we borrow it from our children.”

Native American Proverb

“The earth is what we all have in common.”

Wendell Berry
(1934 -)

American Farmer,
Writer, Academic

“There are no passengers on Spaceship Earth. We are all crew.”

Marshall McLuhan,
(1911-1980)

Canadian Educator,
Philosopher, Scholar

“Until a man duplicates a blade of grass, Nature can laugh at his so-called scientific knowledge. Remedies from chemicals will never stand in favorable comparison with the products of Nature, the living cell of a plant, the final result of the rays of the sun, the mother of all life.”

Thomas Alva Edison
(1847-1931)

American Inventor
and Business Man

Helping Our Franchisees

OpenWorks salutes Our Franchisee of the Month

Arizona

Mike Sanchez –Mike has been with OpenWorks since 2006. Mike excels at high profile accounts. Two of his accounts, American Red Cross and Arizona Board of Realtors, are very high traffic buildings with many different floor types and diverse office spaces. Recently he took on Arizona’s first true “**All Green**” auto dealership and has proven to be a team player. Mike is always responsible to all issues and has a positive “can do” attitude. Franchisees like Mike are to be commended on their hard work and entrepreneur spirit. Way to go, Mike!

California

Javier Robledo – Javier's willingness to go above and beyond his day today responsibilities with his customers has enabled him to develop longstanding relationships. He has trained all his employees to treat everyone with the same level of enthusiasm while in a customers facility and this has earned him this months accolades. Way to go, Javier!

Washington

Javier Pena– Javier and his staff have been working hard at Allegra Properties and have just received a great letter of recommendation from Rebecca Stum, Property Manager, for the outstanding job they are doing at her apartment complexes in Seattle. In addition, Ms. Stum has two buildings coming up for bid that we will be providing a proposal for thanks to this level of hard work and dedication. We are pleased with their level of commitment and excitement towards the customer and their business. Keep up the fantastic work, Javier!



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

Texas:
Mimi Parks
Kevin Parks

OpenWorks' Calendar of Advanced Training Classes

Washington:

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

Date: Thursday, May 29th
Time: 1:00pm – 2:00pm
Location: Conference Room
Topic: *The Market Place and Bidding Accounts*

Achieve Their Dreams

Better Business Practice

H.E.P.A (High Efficiency Particulate Air) FILTERS

By: Brian Robinson, Major Accounts Manager

A normal adult will breathe in about 70 pounds of air each day and the air that we breathe contains billions of dirt particles. The airborne dirt found in commercial buildings comes from various sources: tracked-in dirt, people, human hair, pet dander, pollen, spores from plants, mold, smoke, skin flakes, manufacturing processes and inefficient ventilation systems. Two of the most common irritants, dust mites and pollen, are so small they are invisible to the human eye. Improper cleaning whips up these particles which then float around in the air and either settle once again on surfaces or they are breathed in by employees and visitors. The average dirt particle is 0.06 microns in size. Compared to the average human hair, which is 50 to 100 microns across, these dirt and dust particles are extremely small. However, if the concentrations of these particles are high they can irritate the lung tissue and cause problems with allergies, asthma and bronchitis.



Dirt and dust will always be a part of any building that we clean but there is no better way to stop dirt from collecting and fouling indoor air than by vacuuming. However, remember that not all vacuums are created equal. Invest in a high quality, sealed vacuum that utilizes a H.E.P.A. filter for the best results. H.E.P.A. was first developed during World War II by the Atomic Energy Commission. It was designed to remove and capture radio-active dust particles from the air which might escape and present health hazards to the researchers. This technology is becoming ever more popular as we move towards "green cleaning" and those of us in the cleaning industry should certainly recognize its' benefits. True H.E.P.A. filters must pass a test that proves they are able to trap at least 99.97% of particles or .3 microns. All true H.E.P.A. filters will display a serial number that certifies they have passed this stringent test. To guarantee the best filtration the H.E.P.A. filters should be changed according to the manufacturer's directions.

Just one example of a quality, professional back pack vacuum with the H.E.P.A. filter is the **TORNADO SUPER PRO VAC PAC** which can be purchased for as little as \$268.00. The H.E.P.A. filter replacements for this unit can be purchased for \$34.00. Spending a little extra time and money vacuuming will boost your company's reputation for delivering professional and quality services. Please feel free to contact me at brianrobinson@OpenWorksWeb.com if you have any questions.

We Need Your Help!

We hope that you are enjoying the above new Better Business Practice feature each month. And, who better to provide these tips than our franchisees who are out in the world dealing with the daily challenges of running a commercial cleaning business. So, I am soliciting your assistance for articles that will appear in future issues. The articles don't need to be long, 2-3 paragraphs on average. And, if your talents don't lie in grammar and syntax don't worry...just give me all the details and I will write the actual article....just make sure you give me enough information to turn into a 2 or 3 paragraph piece. The articles will, of course, be attributed to you and if you would like your photo to appear next to the article just send me a digital photo along with the information.

Please submit your ideas to Susan Abbott at susana@openworksworld.com or feel free to call Susan at 800-777-6736 ext. 141.

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 sales **

-Regional Contacts-

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FRANCHISEE

SPOTLIGHT

Who better to give you business advice than your peers? Brian Robinson, Major Accounts Manager in AZ, spoke with a successful franchise owner in his region and asked him to share his best business practices with you.

Virgilio Angulo, or Virgil to his friends and business associates has been an Arizona Franchisee since 2005. In that short time this true entrepreneur has built his franchise to include 27 accounts. Last year he took on the daunting task of one of our largest and most difficult warehouse/distribution facilities for OpenWorks. His efforts were rewarded with an invitation to the President's Club for 2007. Virgil is an energetic businessman that can see a "tag" job a mile away. The fact that he has crews in all four corners of the valley and can be reached 24-7 make him a valuable asset to OpenWorks. Brian recently spent the afternoon with Virgil and asked him:



1) What do you think has been the critical thing that you have done that has helped to grow your business?

The willingness to diversify and clean all types of accounts as well as making myself available at all times of the day and night, even holidays. Communication with my customers and with OpenWorks has been one of the most important tools I have utilized to achieve a successful business

2) How long did it take to become successful at growing your own business?

A little under two years.

3) What hints do you have for other franchisee's who are interested in growing their business?

Put in the time and effort, be patient and work hard. It will pay off.

If you would like to be in the spotlight and have advice to share please contact Susan Abbott at susana@OpenWorksWeb.com or at 800-777-6736 ext. 141.