

Opening Doors

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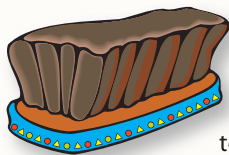
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The Right Tools for the Right Job

BY CHRISTINA ARNER, WA REGIONAL DIRECTOR



Technology is certainly upon us and what better way to make use of these great phenomena than to use it to its fullest advantage in the accounts you service. We have gone from string mops to flat mops, rags and towels to micro fiber, and hand-held dispensing and mixing of chemicals to mixing stations, but the greatest tools that have come the farthest are the world of floor and carpet care.

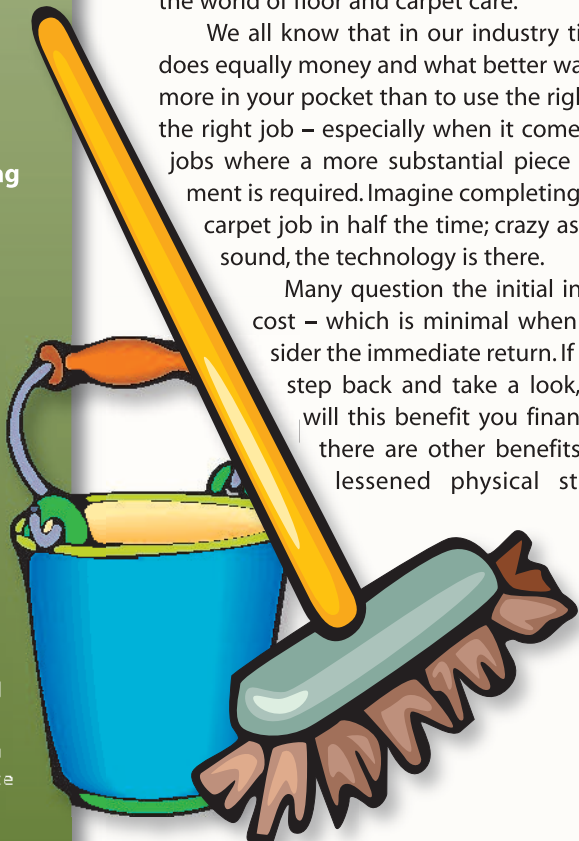
We all know that in our industry time really does equal money and what better way to keep more in your pocket than to use the right tool for the right job – especially when it comes to large jobs where a more substantial piece of equipment is required. Imagine completing a floor or carpet job in half the time; crazy as that may sound, the technology is there.

Many question the initial investment cost – which is minimal when you consider the immediate return. If you really step back and take a look, not only will this benefit you financially, but there are other benefits, such as: lessened physical strain and

repetitive motion injuries for yourself and your staff, more durable equipment which deters mechanical repair and replacement costs, as well as demonstrating to your customers that you are investing in your business and in their buildings which will strengthen the relationship and lead to customer retention.

So with all of these benefits, if you have not recently taken time to look at all of the amazing tools and machines out there, now is the time to get your hands on a new piece of equipment and take it for a test drive. Today, more than ever, people are focused on where they can save money. With the new equipment in the industry, and by the investment of beefing up your knowledge, the end result in overall time and cost savings equals out to a pretty simple equation we can all understand.

Keep your eyes on the newsletter for upcoming training dates, equipment seminars and tradeshow events in your area, as well as other demonstrator events available at your local Openwork's office.



"A perfect summer day is when the sun is shining, the breeze is blowing, the birds are singing, and the lawn mower is broken."

JAMES DENT

"Deep summer is when laziness finds respectability."

SAM KEEN
(1931 – present)

American author, professor and philosopher

"Being a child at home alone in the summer is a high-risk occupation. If you call your mother at work thirteen times an hour, she can hurt you."

ERMA BOMBECK
(1927 – 1996)

American humorist and newspaper columnist

"Then followed that beautiful season... Summer...

Filled was the air with a dreamy and magical light; and the landscape lay as if new created in all the freshness of childhood."

HENRY WADSWORTH
LONGFELLOW
(1807 – 1882)

American educator and poet

BETTER BUSINESS PRACTICE

SAM WALTON'S RULES FOR SUCCESS:

#10 Swim Upstream

Now one of the largest retailers, Wal-Mart began small when it first opened its doors in 1962. At that time Wal-Mart's founder, Sam Walton, had already been running a chain of variety stores for more than a decade and had received stiff competition from many regional discount stores. When reading about Walton's success it is interesting to see that the reasons are ones that we can all strive to achieve in our own small businesses.

Walton wrote 10 rules for building a business, most of which center around ways to energize employees:

- 1) Commit to your business
- 2) Share your profits with all associates; treat them like partners
- 3) Motivate your partners
- 4) Communicate everything you possibly can to your partners
- 5) Appreciate everything your associates do for the business
- 6) Celebrate your successes
- 7) Listen to everyone in your company
- 8) Exceed your customers' expectations (my favorite)
- 9) Control your expenses better than your competition does
- 10) **Swim upstream**



CALENDAR OF ADVANCED TRAINING

CLASSES

* Arizona OpenWorks

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

MONTHLY FRANCHISEE BUSINESS MEETING

Date Friday, June 26th
Time 12:00pm – 2:00pm
Location Saguaro Conference Room
Lunch will be served.
Topic Running Your Business – Compliance Issues

* Washington OpenWorks

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

MONTHLY FRANCHISEE BUSINESS MEETING

Date Thursday, June 25th
Time 1:00pm-3:00pm
Location Conference Room
Topic New Green Chemical Requirements/New Technology/Uniform Sales



Helping Our Franchisees

OPENWORKS SALUTES OUR

Franchisee of the Month

Arizona

Elisa Gonzales – Elisa has been an OpenWorks service provider since 2004. Recently she stepped into Magellan's new clinic on a moments notice to do the construction clean and get the place ready for a grand opening. She was done on time and did a great job and kept in communication with the customer while the account manager was out of town. Elisa demonstrated great management skills. Keep on shining, Elisa!

California

Lucica Bucurenciu – Lucica Bucurenciu is one of our newest service providers (with us since only 2008) and has already proven her worth. Once she takes on an account, Lucica gives a 110%. Her work ethic is exceptional. You will never hear Lucica complaining and she always finds a solution to address concerns & issues without bothering the customer. After she cleans the first night the customer can tell that she was in the account. Thanks, Lucica!

Washington

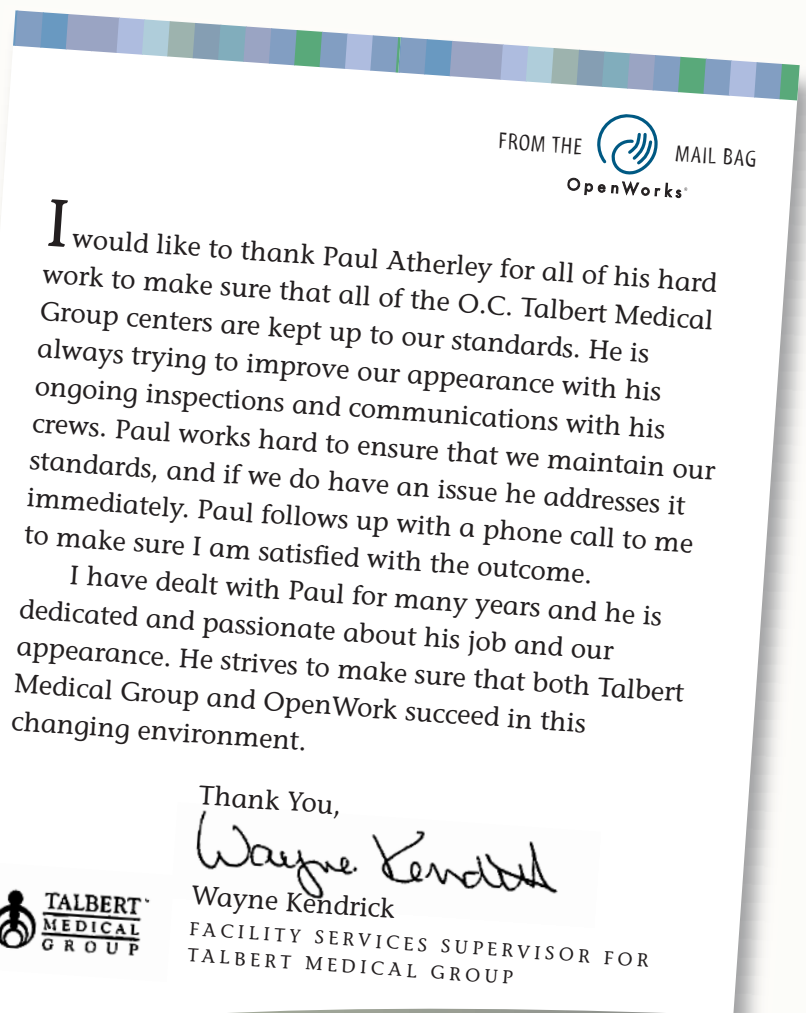
Anatoliy Yevsyugov – Anatoliy has a great attitude and is always ready to step up to the plate when the WA region is in need. He has been doing a solid job in managing all of his accounts, especially the high maintenance accounts that require his undivided attention. He has been rapid to action while still upholding quality service levels throughout. Way to go, Anatoliy!



Congratulations!

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

- | | |
|-------------------|--|
| Arizona | Richard Galuga
Frances Lendechi |
| California | Peter Antoine |
| Texas | Victor Mendoza
Renetta Jones
Jarred Harris |
| Washington | Gamada Aliya
Edwardo Cera Aparicio
Felix De Leon
Sharon De Leon
Jose De Leon
Teodora De Leon
Mohamed Elmi
Martha Zaldivar Guillen,
Ali Mohamed
Souvouth Sem
Theary Sem |



Achieve Their Dreams...

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Franchise Referral Program

The program is very simple – just call the Regional Director 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 —

Arizona:

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California

David Abdeen

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Texas

Grant Gifford

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(214) 766-2310

Washington

Christina Arner

christinaa@openworkswb.com
(425) 827-0550 ext. 304

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

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www.openworksfranchise.com

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FRANCHISEE SPOTLIGHT

Who better to give you business advice than your peers? David Abdeen, Regional Director in CA, spoke with a successful business owner in his region and asked him to share his best business practices with you.

David Alvarez has proven himself time and time again to be a strong and worthy asset to the OpenWorks Team. He has stepped up on numerous occasions taking on not only new, but refused and transferred accounts as well, ramping up crew and personnel in the tightest of schedules and the shortest of notices. His eagerness to grow along with his great attitude and personality reflects on his work, as a result receiving not only great feedback, but gratitude from his customers. He recently began servicing the Inglewood Park Cemetery. David jumped at the chance when others turned it down, doing an emergency overnight walk through and cleaning that very night without hesitation. David Abdeen recently sat down with David and asked him to give us his take on his success with OpenWorks and if he had some tips for others following his footsteps. This is what he had to say:



David Alvarez

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

"The most important thing that has helped me is, the oldest rule in the book.

Everything starts with a strong foundation, and in this case I have to take my hat off to the "Openworks Staff" for providing me with the knowledge, tools and the proper training and understanding that is needed to succeed."

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

"It didn't take long at all from day one to where I'm at now, and when you start with a successful attitude, it makes you that much better at what you do."

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

I have a couple of rules that I use that might be helpful:

- Always treat every account like it is your only account.
- Always treat your employee's like people and not just another worker.
- Always accept any mistakes as constructive criticism.
- Always smile and enjoy what you do.



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.