

# Opening Doors

## In This Issue

OpenWorks Customer  
Golf Outing

First Works Training  
Graduates

Franchisee of the  
Month

Training Calendar

The New  
Minimum Wage

Franchisee Spotlight

Franchise Referral  
Program

2008 BOMA

## Customer Golf Outing



Christina Arner  
(WA Regional  
Director) and Chris  
Waugh (WA  
District Manager)  
with OpenWorks  
customers.

**R**aining or not, a good time was had by all for our 2008 BOMA golf outing! OpenWorks was pleased to be represented well, with not one, but four teams! These teams were comprised of some of our top customers, a few prospective customers, as well as a number of franchise owners. OpenWorks even sponsored a contest for the longest drive on Eagle's Talon Hole #18 where customers competed for a great prize given away by OpenWorks at the awards dinner. Customers were able to enjoy a relaxing day off, a great round of golf at a top course, and a great dinner and prize auction to finish off the day.

Customer outings such as these are great opportunities to get out with customers and interact with them on a different level. They are an important way to invest time in your customer relationships and in your business. However, remember that besides doing things such as this, it is the

Carey Wheeler (WA Franchisee) seen here with OpenWorks Customers.

everyday little things that you do for your customer that matter the most. Of course, the most important thing that you can do for your customer is ensure that you are keeping their buildings in top condition. These investments are big in customer's eyes and let your customer know that you're investing in them and their business.

We look forward to doing a few more customer appreciation events this year and encourage you to partner with us in letting our customers know they are appreciated. Remember that Relationship Management is one of the wisest and most cost effective investments you can make in your business.



“Eighteen holes of match or medal play will teach you more about your foe than will 18 years of dealing with him across a desk.”

GRANTLAND RICE  
(1880-1954)

Early 20th century American sports-writer

“Golf is so popular simply because it is the best game in the world at which to be bad.”

A.A. MILNE  
(1882 -1956)

English author

“Golf combines two favorite American pastimes: taking long walks and hitting things with a stick.”

P.J. O'ROURKE  
(1947 - PRESENT)

American political satirist, journalist, and writer

“I've spent most of my life golfing – the rest I've just wasted.”

AUTHOR UNKNOWN

OPENWORKS SALUTES OUR

# Franchisee of the Month

## Arizona

**Martha Morales** – Martha has been an OpenWorks Franchisee for over one year now. During that time she has shown great attention to detail in the running of her franchise. When any of her accounts are inspected they are always found to be in above standard condition. Martha has also taken over troubled clients and made them happy. She is one of the most responsive franchisees we have in Arizona. Congratulations Martha! Keep up the great work!

## California

**Julieta Hernandez** – Julieta is always ahead of her customers needs. Her crew follows the cleaning schedule thoroughly which leaves very little to fall between the cracks. Her continued commitment to customer service is why she is this month's Franchisee. Keep on shining, Julieta!

## Washington

**Silvia Stoyanova** – Silvia has grown her franchise rapidly during this past year. She has accomplished this by practicing some of the most critical elements necessary to succeed in your own business; follow-up, managing the staff on her crews, continuous attendance at the on-going training OpenWorks offers, and remembering that the little things customers request sometimes matter the most. In addition, we have also received several references from Silvia's current customers that have allowed us to obtain additional accounts. We encourage her to continue to grow her business and thank her for her dedication to OpenWorks and our customers. Way to go, Silvia!

## BETTER BUSINESS PRACTICE

### The New

# Minimum Wage

There have recently been some changes to the Federal Minimum Wage Amounts. So, please ensure that you check your payrolls and ensure that those employees who are paid Minimum Wage are receiving the appropriate dollar amounts each pay period. As of July 24, 2008 the following Minimum Wage amounts went into effect:



Arizona  
\$6<sup>90</sup>

California  
\$8<sup>00</sup>

Texas  
\$6<sup>55</sup>

Washington  
\$8<sup>07</sup>



Helping Our Franchisees



# Congratulations!

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

**California**  
Lenard Miller

**Washington**  
Almaz Almare

Petro Hristov  
Terry Lott

FROM THE  MAIL BAG  
OpenWorks®

OpenWorks has been servicing my company for more than eight years and I have yet to have any negative issues with them. They are servicing my two buildings for routine janitorial on a daily basis and I occasionally contract them to do additional janitorial services when needed. They are prompt with their services and are very responsive to my needs.

OpenWorks has come to understand my needs and are frequently proactive in services that I had not yet asked for. During the monthly inspection they frequently find "little things" that can be improved upon that I would not have even considered. The company is always trying to do just a little better than what their customer expects. It is refreshing to see a company that inspects itself to maintain a higher standard. I would most definitely recommend their services to others and am confident that they will provide a high level of service.

Jim Golden  
CLIMATEC, INC

# We Need Your Help!

## Who better...

to provide us with Better Business tips 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](mailto:susana@openworkswb.com) or feel free to call Susan at 800-777-6736 ext. 141.

## CALENDAR OF ADVANCED TRAINING CLASSES

### \* Arizona OpenWorks

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

#### MONTHLY FRANCHISEE BUSINESS MEETING

**Date** Friday, August 29th  
**Time** 12:00pm – 1:30pm  
**Location** Saguaro Conference Room  
*Lunch will be served*  
**Topic** TBD

### \* Washington OpenWorks

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

#### MONTHLY FRANCHISEE BUSINESS MEETING

**Date** Thursday, August 28th  
**Time** 1:00pm-2:00pm  
**Location** Conference Room  
**Topic** ATP Meters and KAIIVAC Machines

# 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 —

#### Arizona:

Greg Gee

greggee@openworkswb.com  
602-224-0440 ext. 113

#### California

David Abdeen

davidabdeen@openworkswb.com  
(562) 428-9210 ext. 402

#### Texas

Grant Gifford

grantg@openworkswb.com  
(214) 766-2310

#### Washington

Christina Arner

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

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

#### Opening Doors Newsletter

4742 North 24th Street  
Suite 300  
Phoenix, AZ 85016  
fax: 602-468-3788

E-mail the editor:

info@openworkswb.com  
www.openworksfranchise.com



**OpenWorks®**

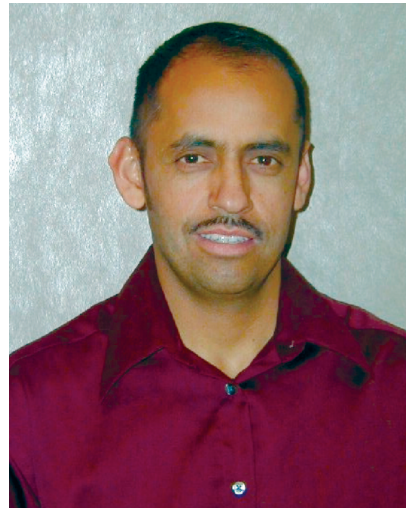
Give your facility the works®



## FRANCHISEE SPOTLIGHT

*Who better to give you business advice than your peers?*

*Greg Gee, Regional Director in AZ, spoke with a successful franchise owner in his region and asked him to share his best business practices with you.*



**Esaul Davila** has been an OpenWorks franchise owner in the Arizona Region since 1999. During that time he has been a multiple President's Club award recipient. Esaul has actively grown his franchise to be one of the largest and most successful in the OpenWorks system. Over the course of his nine years with us he has taken on many challenging clients and won them over through his ability to develop strong relationships with them. Greg Gee recently asked Esaul the following questions:

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

*"Working hard every day and always conducting my business with honesty".*

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

*"I felt I became successful in about 3 years".*

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

*"Take charge of your franchise as an owner and treat it as you would any other business. Always build strong relationships with your customers".*



***If you would like to be in the spotlight and have advice to share please contact Susan Abbott at susana@openworkswb.com or at 800-777-6739 ext. 141.***