

Opening Doors

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OpenWorks Welcomes

New California Regional Director

As the summer comes to an end and the leaves begin to fall we are very happy to welcome John Allen to the OpenWorks family. John joined the team at the beginning of September as the California Regional Director. John brings with him a wealth of experience in the commercial cleaning arena. John spent over six years with one of our competitors, Jani-King, two of those years he was the Vice President of the Western US region. John was a top producer in terms of contract and franchise sales. Prior to Jani-King he held the position of President of Security Presort which is a mailing company located in the San Fernando Valley.

Born in Whittier and raised in Southern California, John is happily married. His wife, Julie, is Director of HR at Shangri-La Industries. John has two sons. James is 14 and a freshman in high school enrolled in the honors program. Jesse is 24 and is a police officer in San Diego. Jesse is married to Starr and they have one child, Logan, aged 2. So, yes, that makes John a proud Grandfather!!

At the end of September John and Julie plan to relocate to a beach house in the Belmont Shore area of Long Beach. Both John and Julie love the Long Beach area and expect to stay there for many years to come. John is an avid golfer and a huge golf fan. He enjoys all major sporting events but his favorites include the UCLA football and the four golf majors. John and his family are true sports enthusiasts and enjoy many outdoor activities including softball,



John Allen
New California
Regional Director

bike riding and hiking.

When I asked John what his goals at OpenWorks are he replied: "That is simple. I want to become the most respected regional director at OpenWorks. I will do that by partnering with the franchise owners, selling contracts, and growing the office to a point (and beyond) that will make LA the #1 office in the OpenWorks system. I will do this by utilizing tireless work ethic and by following the policy of the OpenWorks system." We look forward to watching this region grow under John's care and wish him much success. Welcome to OpenWorks, John!



"This Halloween the most popular mask is the Arnold Schwarzenegger mask. And the best part? With a mouth full of candy you will sound just like him."

CONAN O'BRIEN
(1963 – present)

American television host, television writer, comedian and the current host of The Tonight Show on NBC.

"Eat, drink and be scary."
AUTHOR UNKNOWN

"Shadows of a thousand years rise again unseen, Voices whisper in the trees, 'Tonight is Halloween.'"

DEXTER KOZEN
(1952 – present)

Renowned American theoretical computer scientist

"Halloween was confusing. All my life my parents said, "Never take candy from strangers." And then they dressed me up and said, "Go beg for it." I didn't know what to do! I'd knock on people's doors and go, "Trick or treat." No thank you."

RITA RUDNER
(1953 – present)

American comedienne, writer and actress.



BETTER BUSINESS PRACTICE

BY DANE ELLISON

THE WAY I SEE IT...

Not Many Days Left - And Counting

Depending on which survey you believe, only about four per cent of business people have a written list of personal goals.

We all know that goals are the heart and soul of success, but even among business executives, the percentage who can describe their personal goals rarely goes above ten per cent.

In reality, we do have goals. The problem is that most of them are unconscious, unclear or unproductive. Too often our most important "goals" are to be comfortable, to avoid risk or to maintain a familiar routine.

The fact of the matter is that ANYTHING will go better if we write down exactly what we want and describe a path for getting it.

Whether you want more time as a family or more money in the bank, pause to consider exactly what you really want and, in most cases, a few simple strategies will come to mind 'automatically'.

There's no mystery to having more time with your spouse or saving a bit of money, is there? Of course not! And most goals are like that. Now, here's the kicker.

There are not many days left in 2009. If you began the year with written goals, that is FANTASTIC! You are one of the few and undoubtedly your performance has improved because of it.

But, what if you didn't create goals for the year? It's never too late!

What do you want to achieve between now and the end of the year? Want to increase sales? Want the holiday of a lifetime? Need to lose weight, hire more staff, or get your pilot's license?

Whatever it is, **WRITE IT DOWN** and create a plan to make it happen (or at least get started). Between now and December 31st, make this your best year ever!



SCOTTSDALE
COTTONWOODS RESORT
Friday, October 2nd, 6 pm

\$75⁰⁰

Single admittance
includes \$500 Funny Money

Casino Night Charity Event!

SPONSORED BY COMMUNITY WORKS BY OPENWORKS
CommunityWorks by OpenWorks is a 501(c)(3) organization whose primary purpose is to raise money for charitable causes to benefit underprivileged and sick children.

Three Tournaments!

Texas Hold 'Em • Black Jack • War

Also Roulette, Craps, Black Jack & A Raffle!

COMPLIMENTARY COCKTAILS & HORS D'OEUVRES

OpenWorks is proud to support Arizona's at-risk youth by donating the proceeds from this event directly to these deserving charities



For more details & to purchase tickets please contact:

HILARY WILLIAMS at 480-242-9626
hilarywilliams@openworksworld.com

Helping Our Franchisees

Chaparral Christian Church



FROM THE  MAIL BAG

Gentlemen,

I am writing you today to express how pleased our entire staff is with the custodial services Chaparral Christian Church receives from Amina and Greg Redd.

Amina and Greg do a stellar job of cleaning our Preschool and our Administrative Offices. They are always so helpful and accommodating to our needs.

I am approached nearly every week with requests to provide us with a bid for janitorial services and I always reply that I am so pleased with the cost and the service I receive from OpenWorks that I do not even entertain proposals at this time. OpenWorks has a wonderful franchisee in Amina and should be very proud to have her on your team.

Blessings,
Mark Bjorasen
MINISTRY DIRECTOR — HOSPITALITY AND FACILITIES



OPENWORKS SALUTES OUR **Franchisee of the Month**

Arizona

Esaul Davila – Esaul became an OpenWorks service provider in 1999. Since then he has demonstrated a sincere commitment to owning and operating his franchise. Esaul has shown his willingness to adapt to a forever changing industry. This summer, Esaul was presented with a challenge – he was forced to reduce cost at most of the schools he currently services. Several competing companies approached each and every school he currently has in his portfolio; in doing so they tried to sell the schools on Kaivac, micro fiber's and green cleaning. Because of his relationship with each school, Esaul was notified each time the competition came a knocking. This warning allowed him the chance to compete and put down the competition. He has since invested a great deal of money and time in the new technology for each site he cleans, this includes a Kaivac, micro fibers and green cleaning chemistry. Keep on shining, Esaul!

California

Guillermo Delamora – An OpenWorks service provider since 2007, Guillermo's willingness to accommodate and please his customers has earned him high accolades from his customers. His positive attitude has definitely played a major role in his success. Guillermo's customers have spoken highly of his efforts and are proud to have someone who understands their needs. Awesome job, Guillermo, keep it up!

Washington

Farhio Ahmed – Part of the OpenWorks family since January 2003, Farhio does whatever it takes to make her customers happy even if it means going the extra mile, providing extra services or just meeting with her customers on her own initiative. Farhio is proactive and professional in her demeanor and develops strong relationships with her customers. Thanks for all your hard work, Farhio!

CLASSES CALENDAR OF ADVANCED TRAINING

* Arizona OpenWorks

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

MONTHLY FRANCHISEE BUSINESS MEETING

Date Friday, October 23rd
Time 12:00pm – 2:00pm
Location Saguaro Conference
Room. Lunch will be
served.
Topic Sales, Part 2: Role
Playing

* Washington OpenWorks

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

MONTHLY FRANCHISEE BUSINESS MEETING

Date Thursday, October 29th
Time 1:00pm – 3:00pm
Location Conference Room
Topic The Newest Technology
in Cleaning

Achieve Their Dreams . . .


open
works
there is a difference

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 —

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Opening Doors Newsletter

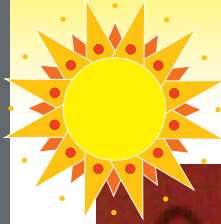
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FRANCHISEE SPOTLIGHT



Who better to give you business advice than your peers? Christina Arner, Regional Director in WA, spoke with a successful franchise owner in her region and asked him to share his best business practices with you.

Orlando Rojas has been a franchise owner with OpenWorks since March of 1999 and is currently in the process of growing his business even larger. Orlando currently services some of OpenWorks top customers and handles some very challenging accounts that require his attention to detail and a vast knowledge of all aspects of janitorial services. With this he also understands the importance of having the right tools and equipment to perform the job in the most efficient manner possible

saving time, increasing cleanliness, and demonstrating to our customers the power and importance of technology. Contacted OpenWorks members said that Orlando is a team player and frequently partners with other franchisees as a mentor for special services. Christina Arner recently sat down with Orlando and asked what advice he would give to other franchise owners who are trying to grow their business:

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

"My relationship with my customers and my staff and ensuring I pay my staff appropriately and keep staff happy in their job."

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

"I think it took me about 5-6 years to really start growing. Step by step is important, it important to focus on each step and grow correctly."

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

"Have a solid relationship with your customers and staff. Do extra tasks for your customers without them asking or don't charge them for every single little thing. Listen to what the customer is asking of you. Always keep in touch with your customer on a regular basis so they are aware that you are involved and conscious of their business."



Congratulations!

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

Washington Baljinder Sandhu