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"Piedmont Triad Manufacturing Facility News You Can Use!"

When focus is on CLEANERS, Cleaners focus on the CUSTOMER

In 2002, All Washed Up Cleaning began operating as a residential and commercial cleaning company. We learned very quickly that the most expensive aspect of our operations had to do with the loss of a great cleaner.

And while this challenge was costly, it forced us ask:

What makes some cleaners stay?

Trust me, it wasn't because they loved cleaning.

We found that our most successful and reliable cleaners felt they had a "good job".

In other words, they felt supported, respected, paid well for their time, and enjoyed a stable schedule. We learned that the more we focused on our people, the better attendance and performance was, and the happier our customers were.

And so our mantra became:

We focus on our cleaners, so they can focus on you.

To answer WHAT service we wanted to deliver, we had to start with the WHY and HOW.....

WHY - Happy cleaners make happy customers. We focus on them, so they can focus on you.

HOW - We leverage technology to engage, support, and recognize our cleaners for the amazing work they do when cleaning your business.

WHAT - This focus allows us to deliver the **unparalleled quality of service** you will experience.

The not so obvious benefit of inspections is that it also leads to increased employee retention. How? Well, current software technology gives us the ability to share inspection feedback with the cleaner as well as the client. Our cleaners are given immediate praise for doing a great job, and know we value them and their hard work. They feel heard and appreciated, and this serves as a motivation to continue as a valued team player.

The other benefit is that we provide constructive feedback to our cleaners. This helps make sure quality standards are being communicated between managers and cleaners. If we recognize a cleaner is performing below standards it's important to not only let our client know that we notice it and are doing something about it, but also let that cleaner know as well. The quality of the cleaning improves because inspections are written into a schedule with a degree of randomness so the cleaners expect it without knowing exactly when. Completed inspections are kept forever, so there is always a record of how our cleaner's performance increases.

These are just some of the ways we focus on our employees so that they stay motivated, feel appreciated, and in turn, allows them to focus on YOU, our valued customer!

Five things to know BEFORE inviting a contractor into your business at www.AllWashedUpCleaning.com



I hope you enjoy this month's newsletter!

Christine Hall, President
All Washed Up Cleaning, LLC

Totality: The Great American Eclipse Cometh

From Oregon to South Carolina, Americans will see the sight that has left mankind trembling and astonished for as long as humans have walked the earth.

The Great American Total Eclipse will be one for the record books as totality junkies from across the globe hurry to the best viewing destinations.

On August 21, 2017, for the first time in 99 years, the earth, moon, and stars will line up perfectly in a total eclipse that can be viewed in 14 states. Best viewing is predicted to be in Oregon where sunshine is predicted, especially near Madras. Local time will be 10:21 a.m. PDT and totality will last for about 2 minutes and 7 to 8 seconds, depending on where the viewer stands.

On the East Coast, the eclipse will start a little after 1 p.m. and reach totality just before 3 p.m.

Further inland, viewers in Illinois and Kentucky will experience 40 seconds more totality.

"A solar eclipse can only take place at the phase of new moon, when the moon passes directly between the sun and Earth and its shadow falls upon Earth's surface," according to space.com.

The eclipse will be actively pursued by a sub-culture of totality followers who travel to various parts of the world to experience the out-of-this world phenomena many times during the year. Scientists will also be watching the display and the shadow allows them to see solar flares.



Do You Know...

... someone with a facility that could use our services? Perhaps a colleague, friend, family member, or networking buddy?

When a new client signs up for commercial cleaning services at your recommendation; you will receive \$100!

Give them our name and phone number. Be sure to have them mention your name when they call so we can send your \$100 Bonus!

Did you know about our **24-Hour NO PAY Guarantee** ?

Visit www.AllWashedupCleaning.com for details

Thanks a Bunch!

"Kudos to Michael, Matt, Kelly, Ian, Toby, Sarah, and all the Customer Success Team from Swept for their help during our implementation phase of their amazing software. We can't wait to go live and we are confident it will bring lots of value for our clients, cleaning technicians and management in communicating more effectively which is vital to our success!"*

~ Management Team, All Washed Up Cleaning, LLC

* Kudos (from the Ancient Greek: κῦδος) is acclaim or praise for exceptional achievement.

No, you can't look at the sun and watch the eclipse. No.

If you have ever held a small magnifying glass over dry grass, you know what happens. The sun's rays become so focused that the grass catches fire.

That is what will happen to your eyes if you attempt to watch the eclipse. Your retina will burn up. You won't know it until you can't see any more.

DO NOT LOOK AT THE SUN WITH THE NAKED EYE.

Do not look at the eclipse through binoculars or a telescope or a camera lens. The same thing happens: Your retina burns up.

Do NOT use sunglasses, polaroid filters, smoked glass, exposed color film, x-ray film, or photographic neutral-density filters.

What you can do is make a pinhole projector. There are many instructions online for this.

For ideas on how to view, go to www.exploratorium.edu/eclipse/how-to-view-eclipse.

How the World Wide Web was born

If you can't image the world without the Web, just remember that in human years, the World Wide Web hasn't even broken 30 yet.

According to TechSpot, the World Wide Web started March 12, 1989, when Tim Berners-Lee penned a paper that proposed a way to use computers to connect university researchers so that they could share information more easily around the world. In 1990, the first website went live on Tim's computer and only existed to describe the features of the web and how people could use it for themselves. This simple plain-text page evolved into the multimedia-driven Web of today.

Many important milestones have been reached over the years, and CNN highlights many companies and services as they popped up. Although some are still very much alive and kicking, others have faded into history. Here are some of the big ones:

1993: AOL starts sending their famous free software in the mail on CDs. There are 130 websites in existence at this time.

1995: Amazon.com launches as an online bookstore.

1997: Google.com is registered, and there are now 1 million websites created.

1999: Napster, the first popular peer-to-peer file sharing service changes the way people think about music.

2003-2005: Myspace launches and quickly becomes the biggest social network in the world. Facebook and YouTube launch in the next two years and start their climb.

2013: By this year, it is estimated that 2.7 billion people can access the internet worldwide.

The most striking feature of the World Wide Web is that ordinary people have been able to create their own content from the beginning. As BizTech magazine points out, GeoCities launched in 1995 and allowed users to host their own website for free.

Today the web provides people access to the people, places, and events of the world that was once unimaginable.



"My power tie and power suit got caught in a power struggle."

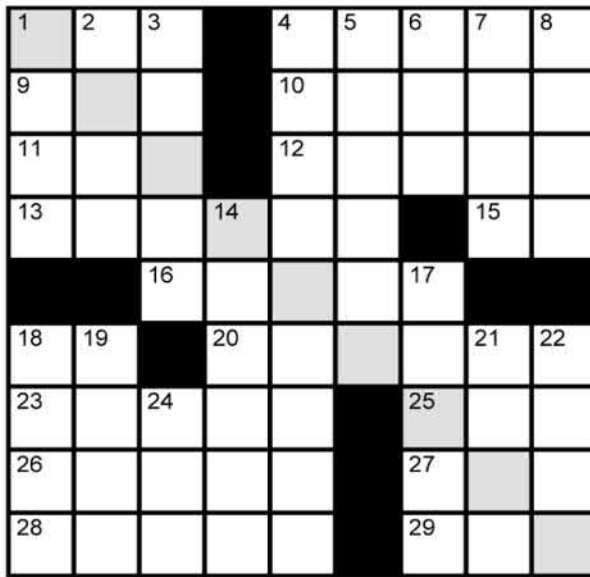
Document protection

Across

1. Like a bairn
4. Blue-pencils
9. anray
10. Explosion maker
11. "C' ___ la vie!"
12. Ming things
13. Moon of Neptune
15. Rocky's greeting
16. Times of old
18. ___ way of
20. Non ___ mentis
23. Consumed
25. Back then
26. Strong string
27. French vineyard
28. Put in a stake
29. Comics shriek

Down

1. Small songbird
2. Comfort
3. Contest effort
4. Surrounded
5. Tiara
6. Possessive pronoun
7. Four's inferior
8. Comme ci, comme ca
14. Dawn-of-



- mammals epoch
17. "The final frontier"
18. Kind of blocker
19. Sign of boredom
21. Fairy tale villain
22. Hebrew open air market
24. Small songbird



The headline is a clue to the answer in the diagonal.

Looking for the 'Hockey Stick' on Your Growth Chart

Entrepreneurs and investors talk about hoping to see a hockey stick (period of great growth) on a sales chart. The big uptick is hard to get, but these pointers could help.

* Listen first. Try to get the customer talking about what is wanted, needed and problems involved. Then you can focus on what you can do to help.

* Know the answers to such questions as, "What I don't understand is" and "How do you know that"

* Realize that even the best product doesn't sell itself. The salesperson has to develop the desire to buy. Be prepared to overcome obstacles.

* Tell the price up front so the prospective buyer knows what it is. After that you can describe the product's value, which is what they want and really interests them.

* Study up before going to a negotiating table. Have the best research. Remember the "consistency principle," which refers to your need to appear reasonable.

* In their bargaining manual, Getting to Yes, Roger Fisher and William Ury say not to view the other negotiator as an adversary. Focus on the merits of the case and ways to achieve reciprocity, a win-win agreement.

* Have faith in your negotiating skill. Don't underestimate the importance of your experience.

In Bargaining for Advantage, author G. Richard Shell says that, in addition to bargaining at a sale, you have plenty of other negotiating experience.

You negotiate every day with your spouse, your co-workers, and even with fellow passengers on the train. Practice.

Trivia Teaser – Going Under

1. Who teamed up with the rock group Queen to record the 1981 song Under Pressure? a-Mick Jagger, b-Stevie Nicks, c-Phil Collins, d-David Bowie.

2. Who played a vampire named Selene in the Underworld film series? a-Leelee Sobieski, b-Kate Beckinsale, c-Milla Jovovich, d-Jordana Brewster.

3. Who is the author of the National Book Award-winning novel, The Underground Railroad? a-Thomas Pynchon, b-Timothy Egan, c-Colson Whitehead, d-Sherman Alexie.

4. President Frank Underwood hails from which US state on the Netflix series House of Cards? a-South Carolina, b-Vermont, c-Arizona, d-Alabama.

5. Which singer-guitarist is a former member of The Velvet Underground? a-Lou Reed, b-Jimi Hendrix, c-Buddy Guy, d-Johnny Winter.

6. Who was the sweetheart of cartoon superhero Underdog? a-Pearl Pureheart, b-Sweet Polly Purebred, c-Tess Trueheart, d-Angel the Ape.

7. Which dance is usually associated with the music of the Infernal Gallop from Jacques Offenbach's opera Orpheus in the Underworld? a-Tango, b-Waltz, c-Jitterbug, d-Can-Can.

8. Who was Carrie Underwood's duet partner on the number one ballad Remind Me? a-Luke Bryan, b-Keith Urban, c-Brad Paisley, d-Eminem.

9. Which mystery writer began his Underworld USA trilogy with the 1995 novel American Tabloid? a-Edward Bunker, b-James Ellroy, c-Elmore Leonard, d-Jim Thompson.

10. Which writer lived in an English house called Undershaw? a-G.K. Chesterton, b-Jules Verne, c-Arthur Conan Doyle, d-H.G. Wells.

- 1-d, David Bowie
2-b, Kate Beckinsale
3-c, Colson Whitehead
4-a, South Carolina
5-a, Lou Reed
6-b, Sweet Polly Purebred
7-d, Can-Can
8-c, Brad Paisley
9-b, James Ellroy
10-c, Arthur Conan Doyle

Answers to 'Going Under'



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Commercial Cleaning

Your New Issue of *News Splash* Has Arrived!

*What's your Cleaning
Contractor's Focus? (page 1)...*

PLUS: *New Incentive Program
rewards STAR employees
(page 4)*

To:

Smile! (or wave!) - You're on Candid Camera

It may sound creepy, but it's a fact of modern life. Every person in a city is photographed an estimated 75 times a day by surveillance cameras.

When you walk out of your house, home security cameras may snap you. When you stop for gas or a toll booth, there are two more images. When you go to a coffee shop before work, then park in a garage, enter the lobby of your work, take an elevator, that's three more. When you go to the bank, pharmacy, restaurant, convenience store, tally up four more. And that doesn't include other errands!

With 210 million surveillance cameras worldwide, why not say hello? August 16 is the day to show off in front of the watchers since it is International Wave at Surveillance Day. Of course, some passersby may think it's weird that you are walking around waving, but the snoopers will know and that's what counts.

Staff Members Making the News

The management team at All Washed Up Cleaning is very excited to announce a new incentive program designed to award our most reliable employees with monetary bonuses based on excellent performance. After completing 90-days, any employee meeting certain requirements in a 3 month period will receive a 5% bonus. After three additional months after any bonus awarded, the employee would be eligible for another bonus. This is a measure being adopted in harmony with the company's ongoing pursuit of maintaining excellent quality service to all our clients while sharing the benefits with our committed employee by saying, "Thanks!"

There is hope for whoever is among the living, because a live dog is better off than a dead lion ~ The Bible, Ecclesiastes 9:4

Did you find value in this **NEWS SPLASH?**

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write a recommendation

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Take the Trivia Challenge and Win a \$25 Gift Card to Applebee's!

The first <##> people who call our office with the correct
answer will be entered into the drawing!

What year did the first website go live?

- a. 1989 b. 1990 c. 1993 d. 1995

HINT: The answer is hidden somewhere in this newsletter.