



# The Blow Off

News from the world of graffiti removal



## 10th Anniversary Celebration

On December 1<sup>st</sup>, 1999 the first cheque ever written to GGI by a Goodbye Graffiti™ franchise partner was written by Jeff Smith, and his journey with Goodbye Graffiti™ began.

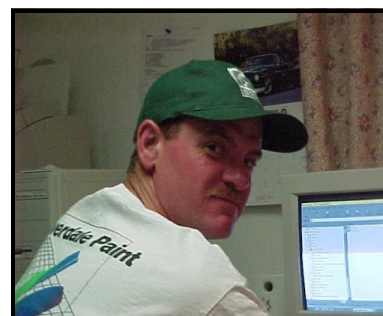
Jeff's friendship with Perri Domm began prior to this in the middle of Georgia Street in Vancouver in 1997. Perri, driving the first GG truck (The Green Bomber), pulled up to a stop light. Stopped in front of him was a beautiful checker plate canopy on the back of a pickup truck. Perri leaped from his truck, ran to the driver's window, and asked if the driver could tell him where he got the canopy. The smiling guy, with the cigar ablaze, proclaimed, "I built it myself" and the rest is history.

Jeff built the War Wagon canopies for two years, all the while demanding that he be given the opportunity to buy the first franchise. Since that day Jeff has continued to expand. First he bought out his original partner in Surrey. Then he expanded from Surrey out into the valley, all the way to Hope. Then he hooked up with Ryan Cassels and launched the Ottawa territory. Shortly after that he and his new bride opened the Okanagan franchise in Kelowna.

This friendship helped to forge the work hard, play hard mentality that still resides with Goodbye Graffiti™ today.

Congratulations to Jeff Smith on his 10<sup>th</sup> year as a franchisee and his 12<sup>th</sup> year working with Goodbye Graffiti™. We all owe a great deal to Jeff. He helped pioneer what we all benefit from today.

Jeff will be hosting the 2010 Goodbye Graffiti™ Muck Ball Open at this year's convention in January. Come and celebrate with him.



Jeff Smith—Franchisee since 2000

### Inside this issue:

<b>Sentinel</b>	2
<b>Development</b>	2
<b>News</b>	2
<b>Double FUN</b>	3
<b>Tequila</b>	3
<b>Soup Do JURE</b>	3
<b>GGOOA</b>	3

## Vancouver 2010 Owners Summit

The challenging economic times make this years meeting especially important. We have weathered the biggest recession of our lifetimes. Together we can move forward in this new economy.

The topics this year will be owner focused and will include many detailed and in-depth explanations and discussions. We will continue with the roundtable formats but this time the topics will be much more practical.

The meetings will be held at both The Can (GGI Office) and at Perri Domm's house on the ocean.



**VANCOUVER 2010  
OWNERS SUMMIT**

*Friday Night*

**Reception 7:00 PM  
The Can  
Host: John Kalimeris**

*Saturday*

**10:00 AM-4:00 PM  
New Manuals  
Training  
Newsletter  
Software Review  
G-Manager Transition  
The Cube™  
Group Data Review  
Roundtables**

*Sunday*

**10:00 AM-4:00 PM  
New Removal Products  
Legals  
Guest Speaker  
Roundtables  
Call Center  
National Sales  
ICI  
DI  
Municipalities  
A/R&D Review**

*Monday*

**Muck-Ball Open  
10:00 AM to 3:00 PM  
Host: Jeff Smith**

**National Sentinel Program Beta Testing Begins**

In an effort to capitalize on contract jobs that are outside of franchisee territories, while making these jobs available to all franchisees on a fair and equitable basis, GGI has begun testing a new National Sentinel Program and National Job Board. A GGI Sentinel will patrol Large Account and Local Account routes in these areas. Jobs will be built and sold through the National Accounts Desk,

then posted on the National Job Board. (March 2010). Any franchisee may choose to do these jobs by selecting them on the job board. Once the job is completed, and this is acknowledged through Clickoff, an invoice is sent to GGI for the work. As a bonus there will be no 5% Large Account fee applied to these jobs that are Large Account customers. This new system will allow franchisees to get more

work. It also provides our National Customers more consistent and reliable service across the country, regardless of the existence of a local franchise office. The initial goal is to provide up to \$12,000 worth of additional work per month in Ontario and Quebec.



**GGI Pushes on With Continued Development**

The recent focus has been on the roll of the G-Manager and integrating that roll into the operating system. The Basics as well as the KPI are being merged with daily,



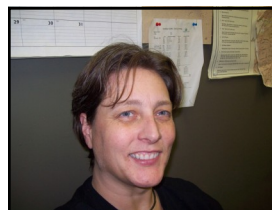
weekly, monthly tasks, with a detailed and practical daily route being produced. The key to this will be the establishment of a Customer Care Center accessed by both a toll-free number and the internet. All calls will be handled centrally and leads, SC requests, estimate requests etc. will

be handled by call center staff from 8 AM to 6 PM, 6 days per week. The Call Center will launch along with the National Job Board to ensure all the jobs move quickly through the system.

**News**

Theresa Bartlett, G-Manager of Goodbye Graffiti Portland, has just been awarded the Traffic Signal Box Program for the City of Portland. This contract was always done by GGP but recently, after being held in limbo, was again tendered to the market. Through the hard work of both Theresa and

Laurie Rasmussen, GGP won the contract again. The contract is worth between \$6000 and \$8000



per month and begins in January. This is a big leap

forward for the Portland team.

Once again 7-11 attempted to do a fast, year end cancellation to avoid paying for December. Having experienced this strange cost saving maneuver in the past, and with the help of Jeff Smith and others, Laurie was able to save the EC business for us.

## Double the Booth—Double the Fun at Toronto PM EXPO



Clevens, John, Lori, Jen and Jason at Bomex Toronto

The benefits of having two trade show booths became evident when a 10 by 20 booth space was filled with both the East and West Coast booths. The look was great and the Team used every inch of the space. As Anna put it “this was a busy show.”

## GGOOA Corner

From the desk of GGAOO,

Since September 2009 the Association has been focusing our energies on Training and the Trainer. We have been analyzing in detail aspects of Technician Training as it relates to the current Technician Manual. Some can be conveyed in online modules, some in a classroom setting, some in a practical setting and some require a combination of these methods.

We are coming to the tail end of our analysis and discussion. The results will be delivered to GGI and used as valuable input for the transformation of this vital piece of Goodbye Graffiti’s business model. As we move through this process we are realizing how important a properly trained technician can be in delivering the guarantees we offer our customers as well as our bottom line. Technical knowledge, the implementation of personal and public safety procedures, intelligent environmental practices are all part of a technician’s daily work and factors that determine our success. We value all points of view.

## Party Host Sets the Stage for FUN and FROLIC

Lookout Owners, John Kalimeris has organized the Reception for the Vancouver 2010 Owners Summit and there is one item on the food and beverage list that stands out— **Patron Tequila.**

Screen Caddyshack one more time to prepare yourself for the proper use

of this head-shaking addition to the refreshment table.



## Translation Mutilation :-)

Material: Pollution Solution brochure  
 English term: Sacrificial coating  
 Current French translation: Revêtement sacrificiel  
 Actual meaning: Coating offered in sacrifice  
 Remarks: We will need a lot of GTs!!

Material: Black and White Flyer  
 English term: ...has removed graffiti...  
 Current French translation: ...graffitis se sont vu éliminés  
 Actual meaning: graffiti eliminated itself  
 Remarks: That is some well trained graffiti!

### 10 Questions

## Hey G-Manager?



G-Manager Kevin Cooper,

GGVI

### How long have you been with Goodbye Graffiti?

*Over 7 years. Number two franchise.*

### What were your last two jobs before Goodbye Graffiti?

*Food server and painter.*

### Where would you work if you didn't work for Goodbye Graffiti?

*Start or buy another business.*

### What is your favorite weekend activity?

*Hanging out with my daughter.*

### What is your favorite meal?

*A great steak with bacon, mushrooms and seared scallops.*

### What is your pet's name?

*Blue-berry, a fish, and yes, he's blue.*

### Where is the craziest place you have ever removed graffiti from?

*Mental institution. How's that for crazy.*

### What is your favorite quote?

*"Keep away from people who try to belittle your ambitions. Small people always do that, but really great people make you feel like you, too, can become great." M Twain*

### What is your favorite Goodbye Graffiti memory?

*Paying off my bank loan!*

### How do you plan to spend the holidays?

*With friends and family enjoying good food and drinks.*

“to continuously set short-term goals, and then strive for them, is the only way to really determine whether one is destined to be successful in the long term”



SEE YOU soon!

## Photo Album—2010 Olympics—Free Speech

