



Ever-Clean Contest Winner - Most New Sites

The summer of 2009 was The Ever-Clean Summer. Beginning July 1st 2009 GGI and GSI **sponsored** an Ever-Clean promotion, with sales on several products and marketing materials as well as an Ever-Clean Contest. The contest was simple; which office can sell the most new Ever-Clean sites from July 1st to August 31st.

We are proud to announce **Donna Gilbert, G-Manager, Goodbye Graffiti™ Calgary**, as the overwhelming winner of this contest. Her Team at Goodbye Graffiti™ Calgary sold 23 Ever-Clean sites in two months, a tremendous accomplishment, and a personal best for Donna. With 23 new Ever-Clean sites, Goodbye Graffiti™ Calgary has added approximately \$3700 to their monthly revenue, and \$44,400 to their annual revenue, they are going into the winter months with their Ever-Clean revenue higher than ever before. The team at Goodbye Graffiti™ Calgary has worked extremely hard over the summer months and their hard work has produced amazing results. Amidst their highest grossing summer they also secured their largest contract ever, with the City of Calgary, valued at \$350,000 a year. Goodbye Graffiti™ Calgary is a shining example of planned and systemic franchise growth. A special congratulation to the Gilberts!



Donna Gilbert, this summer's Ever-Clean contest winner

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Did You Notice the New Name?

More winning? It seems to never end. The inaugural issue of the Goodbye Graffiti™ newsletter was nameless. We asked for your input to name the newsletter. The name, "The Blowoff" was submitted by Laurie Rasmussen. Laurie will be receiving a \$250 gift certificate from GSI. Don't forget the name is not the only aspect we want your



Laurie Rasmussen name game winner

feedback on. The quarterly newsletter is designed to share news with you, our Franchisees and Licensees. We welcome your feedback and contributions to the newsletter.



"I would like you to thank Jennifer for her professionalism and enthusiasm for keeping graffiti off our buildings and structures"

Dennis Weagant
Property Supervisor
Corporate Services
Department
The City of Belleville
Belleville, Ontario

Clickoff™ and G-Man™ Upgrades Continue

Over the last few months Alexandra has been very busy working on ClickOff Upgrade Implementations, of which several were derived directly from owner/operator feedback. One of the larger upgrades has been the Direct Impact (DI) goal setting and goal management tool. Alexandra has run two training sessions and everyone is now using the system. DI is a great tool to set goals and

manage your teams achievements.

There have been several smaller software upgrades as a direct response to the ongoing feedback we receive. Some examples include: revising the scrolling feature of the contract status page, enabling you to drag and drop all your available jobs to routes, the BIA and Street Equipment price calculators and

upgrading the list of available estimate items. Currently underway is the launch of new and improved route sheets as discussed at the 2009 Convention. Please continue to share with us your ideas for future upgrades and we will do our best to consider them all. Watch for new features including a lead board, a customer care/message screen and more!

Mobile Tablet Testing Begins in Vancouver

In an ongoing effort to improve our technology, from August 19 to September 20, 2009, GGV and GGI beta tested a handheld mobile tablet unit (MTU) on our Contract Truck. The purpose of this test was to assess the compatibility of the MTU and its mobile interface capabilities with

our ClickOff™ and G-Man™ software systems. So far

the trial has been a success! More to come as



we investigate our options.

Imagine no download!

Updates from GSI

Test It Yourself project: GSI thanks you for participating in our Test It Yourself project, and for all the valuable feedback. We are now happy to announce that one of the products tested (TP-B) received very positive results, and is now going through a second round of tests by Goodbye Graffiti™ Vancouver. We

are looking at adding this new product to our line on November 15th, 2009.

Goodbye Graffiti Wearables: In response to suggestions made regarding GSI wearables GSI is happy to announce that in October 2009 two additional lines of Goodbye Graffiti™ fashion were introduced:

The Female Collection, and the Winter Collection.

Water collection kit: GSI is now working on building a brand new water collection kit. This new Kit will feature water collection systems that will increase water collection efficiency and minimize spills.

New and Exciting! Projects in Progress at GGI

As promised at the 2009 Convention, GGI has now developed a new tradeshow booth and is in the process of designing the new website. The tradeshow booth was launched at BOMEX 2009 in Montreal. The booth is light and portable. One will be housed in the East and one in the West to save on shipping costs and to meet a demanding trade show schedule.

The website re-design is underway and will be released in 2010. Completely new Operating Manuals are almost finished and will be released at the convention in January. Web based training and a centralized Customer Care system are the next two large development projects being planned by GGI. Web based training will allow the majority of training to

be done locally, saving you large amounts of time and money in the training process and allowing us to provide much higher quality training. Web based technician training will be released in spring of 2010.



Outstanding Accomplishments this Summer!

As mentioned in the cover story, Goodbye Graffiti™ Calgary has had an amazing summer, selling 23 new Ever-Clean Accounts and securing the City of Calgary contract, not to mention their August sales of \$70,000 were an improvement of 54% on August 2008. Along with Goodbye Graffiti™ Calgary several other markets have had summers to brag about. Goodbye Graffiti™ Montreal has had an amazing summer; in

particular July and August were remarkable months with record sales. Goodbye Graffiti™ Victoria, hit an all time high in August, an increase of 31% over August 2008. Goodbye Graffiti™ Halifax and Goodbye Graffiti™ Lake Ontario East continue with their steady growth. GGV has record total EC sales and Goodbye Graffiti™ Toronto underwent a complete restructure including renovated offices and a revitalized fleet.

Convention 2010 Owner's Summit

As announced, the 2010 Owner's Summit will be January 22nd-25th in Vancouver. The weekend will focus on Owner specific topics such as, operating manuals, contracts, roles, insurance and cash flow, the outcomes of the 2009 Inspection cycle and compliance contest, and what to expect in 2010. Our

goal for this weekend is a positive and productive meeting of the key figures in our Organization. We will focus on core topics while appreciating the knowledge that we can gain from each other. Your fellow owners can provide a sounding board that is critical when growing your business.

GGOOA Corner

Hello from the Goodbye Graffiti Association of Owners and Operators. Currently we are prioritizing components of the GT Training Program. With the approaching convention, and new manuals being created, this is a perfect time to be engaging GGI on this issue. Currently GGAOO's membership is 40% of its potential. Membership is free and open to all Owners and Operators of the Goodbye Graffiti Group of Companies.



Don't forget the BASICS....

G-Manager Key Performance Indicators—The way to higher profit.

- 7-Day schedule
- Weekly patrols on all EC
- Sell our specials
- Operate only key rolls
- GT refresher packs
- Large local account bids
- Outsource payroll
- Get leads from all staff
- GT kit checks
- GT audits
- Daily DI goals
- Budget & Actual reviews
- GT retention program
- 8 hr shifts
- Dedicated routes
- Customer care calls
- EC quote on all estimates

**“Coming together is the beginning,
keeping together is progress,
working together is a success”**



Sandwich anyone?

Photo Album—November 2009



Jen, Laurie, Clevens, John and Jason represent Goodbye Graffiti™ at Bomex 2009



Blast from the Past: Jeff Smith and Ryan Cassels participate in 2005 Salmon Derby!



Graffiti Removal, anytime and anywhere!!!



The Vancouver Art Gallery was covered in 1000's of hearts! Graffiti comes in all forms!