



From the office of the world's largest graffiti removal company.

## VIGILANTE APP BEING LAUNCHED FOR PDAs

Are you tired of that piece of graffiti that you see every day? Does the mailbox plastered with graffiti on your street drive you crazy? And, do you love to support great charities? If you answered yes to these questions you are going to love I-Goodbye™ from Goodbye Graffiti™ Inc.



This new application for PDAs, launching September 1st, 2011, will allow anyone to photograph and send graffiti to us. If we can remove it we will donate

5% of the money we get to a charity of their choice. The vigilante even gets the tax receipt! The application will first be compatible with Apple, with RIM to follow. This application will be adjusted to also facilitate the delivery of leads and SCs.



## Latrinalia

The Bathroom Graffiti Project relaunched their Web site as a social network at [www.graffitiproject.com](http://www.graffitiproject.com) to help their mission to collect and archive pictures of bathroom graffiti from every country in the world. The collaborative arts project has already assembled hundreds of pictures from dozens of countries, but the project could really take off now that anyone can upload bathroom graffiti pictures straight from their camera phone.

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## WHISTLER SHOW A BIG SUCCESS

The ISSC in Whistler, B.C. was a big success this year. This annual event draws the power players in the shopping mall development and leasing industry. Many of these large accounts are big National Account customers of ours.



John, Brent, Jeff, Ryan and Jason represented GG and our team was hosted by Perri.

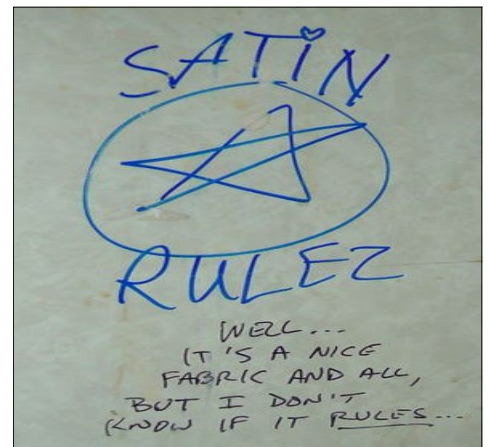
This show takes place every year in Whistler and it has become a first class, well run and productive event. Many HUGE deals are made on the spot. The show attendees go to evening events at all the big bars and clubs around Whistler. The events are annual and are high energy with free food and booze flowing along with the deal making. These events, although invitation only, are often lined up.

We will not miss this event again.



Anyone can join the project and upload their own pictures via the Website, Flickr, or even via email. The group also created a Facebook Widget this past month which more than 100 people have downloaded in the past few days.

Join the project or just check out the pictures at [www.graffitiproject.com](http://www.graffitiproject.com)



**DI Review - January Facts**

**1800 Estimates Written**

**95% of the GOAL**

**Potential VIP Boxes - 34**

**Boxes Delivered - 4**

**Est. Per Day - TOP - 13.4**

**Est. Per Day - LOW - 0.7**

**January Totals**

**Hit or Exceeded Goal in RED**

|                     |     |
|---------------------|-----|
| <b>Vancouver</b>    | 213 |
| <b>Toronto East</b> | 163 |
| <b>Toronto West</b> | 153 |
| <b>Surrey</b>       | 77  |
| <b>Victoria</b>     | 61  |
| <b>Burnaby</b>      | 48  |
| <b>Calgary</b>      | 132 |
| <b>Edmonton</b>     | 14  |
| <b>Seattle</b>      | 266 |
| <b>Portland</b>     | 150 |
| <b>London</b>       | 68  |
| <b>Ottawa</b>       | 136 |
| <b>Okanagan</b>     | 53  |
| <b>Montreal</b>     | 36  |
| <b>Kingston</b>     | 83  |
| <b>Halifax</b>      | 71  |
| <b>Hamilton</b>     | 44  |



**AGAIN - EXPAND AND DIVIDE  
More Franchise Growth**

The Burnaby Territory of Goodbye Graffiti™ has recently been divided and sold in two parts: The Sea to Sky Territory and the Burnaby Territory. This will provide growth in both territories with renewed attention to areas that were difficult to service from a single hub. Running Ever-Clean becomes more difficult the farther away the Customer is from the shop.

The splitting of the single territory into two will allow for a hub to be build in each. This localized sales and service force will provide much better service and a higher level of sales. Being part of the community is also very beneficial.

Remote areas like Pemberton and Whistler will get more focus and faster, less expensive service, as will the smaller Municipalities in the Fraser Valley. Our National and Regional customers can also expect more emergency coverage area and more potential for Ever-Clean expansion. Check out this issue's *Hey G-Manager* column to find out more about the new Burnaby G-Manager.

**Unions - Productivity and Parity**

The forces are massing. On one side policemen, railworkers, civil servants, teachers and others. On the other side are the cash-strapped governments across North America. This is not the old fashioned clash between capital and labour, but as one between taxpayers and "tax-eaters." (William Corbet) In North America wages are higher in the state sector, pensions hugely better and jobs far more secure. Even when many individual government workers do a magnificent job their unions have blocked reform at every turn. In Canada and the US it is almost as hard to reward a great government worker as it is fire a useless one.

Politicians have repeatedly given in by swelling pensions, adding more holidays and dropping reforms, rather than increasing pay. Amid the pain ahead sits a huge opportunity to re-design government. This means focusing on productivity and improving services,

**Canadian Infrastructure Co's  
Get Praise**

Canadian infrastructure companies, some of our biggest customers, such as Ellis Don, Canam Group and SNC are getting high praise on the world stage.

Specialists in sports complexes, hydro generation, hospitals and transportation, including transit, are just some of the skills Canadian companies have honed at home.

The world is taking notice. Canadian companies are rarely in the infrastructure spotlight. They have almost never been the lead engineering, construction and procurement firms on a huge project. That has all changed. The Canadian projects are getting bigger and bigger (Toronto subway extension, Port Mann highway project) so a Canadian company can now easily be the lead contractor for a \$200-million project.

Canada is punching above its weight. Likewise, Canada is frequently listed as a model for governments working with private enterprise, notably in process and transparency. This niche will provide Canada with long term benefits and a growing reputation as a world leader in this lucrative segment.

not just cutting costs. In some cases it may mean paying good people more. It is interesting to note that Singapore has one of the best municipal governments in the world and it pays some top staff more than \$2M a year!

Fixing the public sector must not include demonizing it. Bad teachers create a pool of bad employees. A bus driver who retires at 50 with a full and generous pension hurts future infrastructure plans. Potholes anyone? Private Sector productivity has soared. Companies have achieved this because they have the freedom to manage - to experiment, to expand successful innovations, to close down bad ones, to promote talented people. Across the public sector unions have fought this, most obviously in basic services.

This coming battle needs to be about productivity and parity. Focusing on productivity should help politicians (e.g. Rob Ford, Toronto Mayor), redefine the debate.

## CHARITY

by V. Rosario

### Goodbye Graffiti People

## In the Community

2011 is an exciting year for Goodbye Graffiti™. Currently we are going full force into our charity efforts and started January off by appointing charity leaders in each of our markets across North America.

The leader is responsible for creating a partnership with a charity in their Province to raise proceeds through our West Coast Adventure Prize raffles. The winner of each Provincial raffle will win a trip for two to beautiful Tofino, BC. The prize includes flights/ transportation to Tofino along with ocean activities and private accommodations at the luxurious Tofino House. The cost of this beautiful West Coast Adventure, before flights, is valued at approximately \$3,000.00.

100% of all proceeds raised will support the following charities across North America: Eureka Camp Society (BC - Victoria Rosario), The Kidney Foundation (AB - Donna Gilbert), IWK Children's Hospital (NS - Kim Selig), and Sainte-Justine UHC Foundation (MTL - Clevens Louis).

Our goal is to raise up to **\$15,000** for each of the selected charities. Goodbye Graffiti will begin ticket sales during the first week March, 2011 with tickets costing only \$100.00 each. Don't miss your 1 in 150 chance of winning a trip to the beautiful West Coast.

For further details or information on how you can purchase your raffle tickets, please contact our Charity Coordinator, Victoria Rosario, at: [vrosario@goodbyegraffiti.com](mailto:vrosario@goodbyegraffiti.com).  
**Good luck everyone!**



Jason Hernandez  
in Action



Jason Hernandez has been with Goodbye Graffiti Portland for 1 year as a Graffiti Technician. He has lived in Portland his whole life and has 2 daughters. He spends every other weekend with his youngest daughter. His hobbies are motorcycle riding, cars, demolition derbies, and he currently belongs to a motorcycle club, Brother Speed. With the club he does several charitable events throughout the year. The most recent event was a Polar Swim to raise money for Doernbecher Children's Hospital. Other charity work include the Toy Bear Drive at Christmas time for Schriener's Hospital, the Poker Run for our Soldiers of Iraq that have suffered from Post Traumatic Stress Disorder and benefits for families of the motorcycle community that have lost loved ones from illness or killed while riding.

Jason is a quiet guy dedicated to the clean-up of graffiti. He has proven to be a real asset to Portland and his peers. He is a big man with a soft heart and a love and dedication to his club and the people of his community.



### Hey G-Manager?



#### JASON BOYNE NEWEST G-MANAGER BURNABY OFFICE

How long have you been with Goodbye Graffiti?

**5 years**

Last job before Goodbye Graffiti?

**Sales Manager, Audio Video Unlimited**

If I didn't work at Goodbye Graffiti I would probably...?

**Some other job that's nowhere near as fun as this.**

Favourite weekend activity?

**Golf, Crown and Ginger (double short lime)**

Favourite meal?

**Turkey Dinner Mommy Style**

Pet's name?

**No Pets**

Craziest place you have ever removed?

**On the top of a mountain over looking Okanagan Lake.**

Favourite quote:

**We shall defend our island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender.**

Winston Churchill

# **OUTDOOR RESIDENTIAL, RECREATION SUMMER CAMPS** for kids with *invisible disabilities*.

One or two week programs near  
Squamish and Princeton, BC.

- ★ Learning Disabilities
- ★ ADHD
- ★ Asperger's
- ★ Mild Autism



**REGISTER TODAY! [WWW.EUREKACAMP.CA](http://WWW.EUREKACAMP.CA)  
E: [INFO@EUREKACAMP.CA](mailto:INFO@EUREKACAMP.CA) T: 604.520.1155**

**GREEN - SUSTAINABILITY**

A sustainable business refers to the pursuit of triple-bottom-line performance - a balance of economic, environmental and social goals. While sustainability is an aspiration rather than an end-game, at Goodbye Graffiti™ we are seeking to do business in a socially and environmentally responsible way. We are seeking incremental gains in the following areas:

**Inputs** - Choices about materials, vehicles and energy and other inputs that directly impact a business social, eco and financial performance.

**Throughput system** - From manufacturing to operations and logistics, there are efficiencies to be gained, money to be saved and ways to advance sustainability.

**Output** - Products, packaging and waste are among every company's outputs. By making thoughtful choices, franchisees can lessen their environmental impact and improve customer satisfaction.

Rules to help you achieve your goals include: Don't wait for regulation, make sustainable products better and take action now. Small changes over time will provide long term success and the effects on the health of your company will be incredible.

**VP Takes on Whistler Mountain**

Kathryn Johnson hit the slopes recently in one of Whistler Mountains Sit-Skis. Accompanied by two instructors she spent the day flying down the mountain. The day was a huge success and Kathryn's skill was impressive.



Way to take on this challenge head on!

**10 EC's in Calgary in JANUARY**  
**That's right. In January. Andrea continues to grow EC with consistent and focused efforts.**

**If you ask for it you will get it.**  
**If you don't...**

**NICHE MARKET DOMINANCE - HOW WE DO IT**

Just a few years ago, in 1998, there were no graffiti removal companies in North America. None. We were the first. By 2006 there were over 70 in Canada alone with countless single truck companies popping up in the US.

Throughout this market explosion Goodbye Graffiti™ has remained the dominant market player with sales topping one million per month.

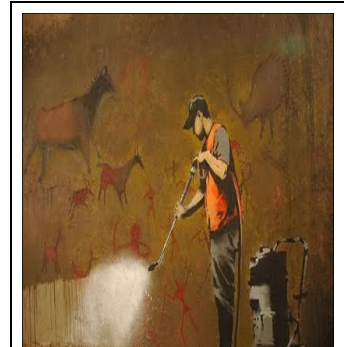
There was never a complete, professional service available. "When you are first it is much easier to maintain leadership and dominance. We are the global standard now," says Perri Domm, the company's founder and President.

This dominance has been maintained through simple and effective strategies including

relentless research and development on trucks, products, service delivery and customer needs.

As well, operational systems and programming have created structural resistance to competition. Efficiencies through economies of scale and in-house production have created huge pricing barriers. Providing National service for large stakeholders has also facilitated huge cost savings for them, eliminating the need for dozens of "rusty truck" operators across the continent coupled with the need for a greatly expanded vendor list for their purchasing departments to manage.

The position of market leader is enviable. Goodbye Graffiti™ plans to stay on top and well ahead of any potential competitor.



## GT Profile



Derek Smalls  
(self portrait)  
Ottawa Office

**How long have you been with GG?**

5 years

**Last two jobs before Goodbye Graffiti?**

Budget Rent-A-Car and Auto Parts  
Extra

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

A box factory

**Difficult Removal?**

Heat resistant paint is tough.

**Technical Tip**

Always test your surface.

**Why graffiti removal?**

I enjoy the road and the immediate positive results.

**What is your favourite weekend activity?**

Watching hockey and treasure hunting.

**If this GT was a dog he would be?**

I like cats.

**Favourite Quote:**

GO HABS GO!!!

### Quizzzzzzzz

HOW MANY GOODBYE GRAFFITI™ VEHICLES IN THE ENTIRE FLEET? TRUCKS, CARS AND SCOOTERS.

Answer to:  
vrosario@goodbyegrffiti.com



### WINNIPEG GRABS TAGGER

A 20-year-old Winnipeg man has been arrested for more than \$125,000 in graffiti damage. Police say their investigation spanned nearly two years between Jan. 2009 and Dec. 2010. Graffiti was plastered on railway cars, overpasses and bridges. "When you do it in this manner, in this fashion, where property is being damaged it's no longer art," says Const. Jason Michalyshen with the Winnipeg Police Service. "It is property damage and it is graffiti and quite simply you can be charged." Police say they executed a search warrant at a Linden Woods home in December, seizing paint cans and equipment, sketchbooks, a camera and computers. The suspect was arrested and is now facing 59 counts of mischief.

### Purple Rain

by Techboy

When business is booming there is little one can do but try to hire enough quality people to keep up with the demand. And business was booming. The Job Board was 40 jobs deep and the EC Service Calls were backed up by 15 days. We were at 15 GTs and counting and there was no end in sight. Maintaining a crew of 15 GTs in non-stop chaos was near impossible. Shelper kept his head down and his nose clean. GTs would come and go in the spring boom and he had learned that a bad GT could make his life hell. This morning was beginning to look like he may be on a Black Diamond half pipe straight to the underworld. With business so brisk Shelper and I could no longer ride together. We needed to take new GTs shotgun so they could learn all our tricks. The downtown East Side suffered no fools and a rookie with expensive equipment was like a guppy in the piranha pond. We gave all the new guys nicknames and Shelpers' guy was *Warhol*. Spacy, pasty and distracted. He soon got the new name Barney, as in the PURPLE dinosaur. Why you might ask? At 7:15 AM Shelper pulled up to the wall in disbelief. What had been two blocks of decaying single-storey retail was now reduced to a hole the size of Bowen Island enclosed with a plywood wall, nearly 1/2 mile long, surrounding the abyss. Standing there, too near the edge, was the G-Manager. He was on the phone. The boss ended his call, turned to Shelper and said, "I hope you like purple. The hoarding builders left us this paint. 250 gallons. See you after lunch." And with that he disappeared around the corner. Shelper set Barney up with two five gallon pails of paint, a long handled roller, a tray, and a few rags to keep things tidy as he began the 1/2 mile paint job. Shelper then went around the corner to the paint store to buy duplicate equipment so he could also paint. As he walked back from the paint store he could see a pattern on the wall which ran the length of the wall. From 3 blocks away it looked like someone had squashed giant purple bugs about every 20 feet. We are talking about 100 or more giant splats. This pattern continued nearly out of sight to the end of the block. Rounding the second he discover another 100 huge paint splatters and he also found the truck at the end. As he walked toward the truck he saw a purple leg sticking out of the drivers' door. Purple paint slowly dripped from a freshly submerged work boot. Two steps from the door he suddenly noticed the ground was completely purple. Down the side walk in both directions there were at least 1000 wet, purple foot prints. On this block alone! Barney jumped from the truck when he saw Shelper and with a big smile he proclaimed, "I need some more paint." Barney had used 10 gallons of paint in 20 minutes by dunking his roller in the five gallon pail, arching it quickly through the air, over his head, and smacking it on the raw plywood wall about every 20 feet. FOR 1/4 MILE! He had covered the sidewalk, his body, the inside of the truck, both seats, all his tools right over the handles, all the hoses, the power washer, the steering wheel, the truck keys and anything else he came in contact with, with sickly "Barney purple" paint. He walked home and never came back. Hopefully he didn't take the bus. Shelper spent three days cleaning the sidewalk and two more finishing the wall. To this day, 12 years later, there is still purple paint in all the wrong places.

## Tucson Tragedy

A man views a graffiti message on a wall reading "stop the hate" near the St. Elizabeth Ann Seton Church where the funeral for nine-year-old girl who was one of six people shot and killed by alleged gunman Jared



Loughner last Saturday in Tucson. Christina Green was outside a local grocery store that day to meet Arizona congresswoman Gabrielle Giffords, who was also shot. Giffords is making an even stronger recovery than doctors had hoped — a bit of positive news on a day of sadness, as the city prepares to lay 9-year-old shooting victim Christina Taylor Green to rest.

## MTA nabs Crew

19 members of the notorious group known as BDS or “Big Dog’s Crew” were arrested on Wednesday, bringing an end to a 6 month investigation. The group was named as one of the crews causing major damage to MTA (Metropolitan Transportation Authority) property throughout Los Angeles County in July 2010. The arrests were made in 9 different areas: East Los Angeles, Hawthorne, Inglewood, Lawndale, Lennox, Los Angeles, Palmdale, South Gate, and South Los Angeles, according to KHTS News.

Although graffiti is not a violent crime, it is a clear violation of the law, and the LAPD is adamant about the gravity of these acts. Sgt. Chris Meadows of the Sheriff’s Transit Services Bureau stated. “Graffiti vandalism is not a victimless crime. It brings fear to the community and someone, usually taxpayers, has to pay to clean it up. We take it very seriously.” Of the individuals arrested, 4 were juveniles; all of the suspects were arrested on suspicion of felony vandalism.

## CONTRACTS for 2011

They just keep coming! 2011 has already proven to be a banner year for contract - both new and renewals.

Renewals have included the Federal Government, The City of Ottawa and York Regional Transit. Several new contracts are on route and we will announce these as we secure them.

There is no question that as industry leaders we are sought after on these bids and awards. When we lose a bid we lose it because the buyers were misinformed or the contract was already in the bag.

We are launching a Canada wide Municipal campaign to ensure we have all available opportunities presented to us in the coming year. Watch for more exciting announcements in the Blow Off.

## SNITCH CASH

Two San Francisco residents who caught graffiti vandals red-handed will receive \$250 rewards from the City.

In the first case the resident spotted vandals tagging a wall near Mission and 18th streets and called 911. He trailed the vandals along Mission Street and identified a suspect to police officers, who made the arrest and gathered photo evidence. A second check went to a resident who reported a vandal spray-painting the trailer of a truck near Fulton Street and 44th Avenue. The vandal dropped the can and ran but police took him into custody.

The city spends more than \$20 million annually abating graffiti, and the department alone will spend \$3.7 million this year, said the department’s spokeswoman Christine Falvey.

**VIP BOXES EARNED IN JANUARY**  
 Vancouver - 1  
 Seattle - 2  
 Toronto East - 1

## HALIFAX 2011



You heard right! The Convention is moving to the opposite side of the continent to Halifax, the home of one of our fastest growing franchises.

Halifax is a summer place that caters to many world travellers as it is a very old and very historic sea port with Canadian East Coast charm and hospitality evident everywhere.

The “season” ends by October 15th with many of the larger attractions and festivities closing for the winter. In an effort to miss the rush, and still experience all Halifax has to offer, we are planning the convention **September 22nd—26th** with full days planned on the 23rd, 24th, and 25th.



“The only way to really show your customer how good you are is to screw up first.”



# Canucks Autism Network

Providing opportunities to play and learn for children and families living with Autism Spectrum Disorder throughout British Columbia.

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[www.canucksautism.ca](http://www.canucksautism.ca).

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