

## 4M CORPORATE GOALS

We have all seen our six Corporate Vision Goals that we use as our focus and to measure our success. We decided to take these same Corporate Vision Goals and tailor our newsletter along those lines. In each of the articles, you will notice an icon that visually displays that Corporate Goal. The following is a legend for each of the Corporate Goals and the corresponding icon.



Sales



Profit



Customer Service



Innovation



Development



Safety

## WHAT GOES ON BEHIND THE SCENES



Ever wonder about how those new opportunities turn into new customers or additional opportunities with current customers? We receive the internal emails and we hear about a planned new job start. Everyone is excited and there will be a flurry of activity as we plan for the transition, but how did we get to this point? How long have we known this might happen? Was it a surprise to us that we got this new opportunity? That's hardly the case. The Corporate Sales and Operations Team work behind the scenes with current clients and new prospective clients in our highly competitive industry. As you can imagine, there are many companies that want to compete for new opportunities and not all of them are qualified or capable. The process begins much earlier than anyone could imagine. Prospective clients must first have a level of trust before they even consider working with a salesperson or their company. The company may already have a reputation (good or bad) but they still need to have a level of trust in the person that is representing the company. All clients recognize that there are no perfect companies and it will be what proactive systems and processes are in place to head-off potential issues and how you will respond when something doesn't go as planned.

Establishing a level of trust is only one step in the process and as salespeople, we must listen to the clients to better understand what is most important to them, their frustrations, quality and safety requirements and in the end, how we provide peace of mind to the clients so our services are one thing they don't have to worry about. That entire process could takes months or even years.

The next time we celebrate a new opportunity with a client, remember that there was considerable work that went into that opportunity from numerous people to get to that point.

## ESTABLISHING A NEW RELATIONSHIP



Typically, we at 4M are a lot more passionate about janitorial services than our clients. We take our jobs seriously and know that we perform a service that provides more than just a clean, healthy work environment – it communicates a professional image for our clients that is projected to their employees and their customers. With a brand new client, Raymond James, this became even more evident. Our relationship with this client extends beyond just performing a service for them but becomes an integral part of their image, style and culture. Our client is engaged. They are passionate about the services we provide and hold us and themselves to a higher standard.

Raymond James wanted to ensure that they made a decision that went beyond a company that could provide the service. They wanted a committed partner that understood their corporate goals and image. They wanted someone that was "in tune" with their message and made the image clear to anyone walking in to their facility. Not an easy task but one that 4M welcomed. Our focus is on our client and understanding their vision, message, positioning and communication, provides us with a roadmap for our mutual success. Our client said it best: "...it is no secret that janitorial services has long been a service that I have difficulty being engaged in, that is no longer the case today with 4M's proactive management."

We'd like to have this same relationship with all of our clients. We know that isn't possible but it doesn't mean we won't try. One of our Corporate Values is Customer Intimacy and this is what we strive for every day. We can all be proud of the team that came together to make this a seamless transition for this client, establishing some new best practices and displaying another of our Corporate Values, 360° Teamwork.

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# NEW OPPORTUNITIES



## AMANDA ADAMS PROMOTED TO CUSTOMER RELATIONS MANAGER



Recently, **Amanda Adams** from the Gateway Division was promoted to Customer Relations Manager from her position as Area Manager. So where did this position come from? Amanda started with 4M like many people without much of a background in cleaning services or in contract janitorial work. It didn't take her long to understand

our business and begin to build credibility with our customers. She developed outstanding relationships based on trust. Our customers trusted her because she did what she said she was going to do. Maybe even more importantly, she anticipated what the customer needed before they asked.

In a recent article by Dr. Travis Bradberry, he identified the Unique Habits of Ridiculously Likeable People. He says that being likeable is under our control. So what makes us likeable? Here's the list:

- *Be genuine – being honest and genuine is essential. No one likes a fake.*

- *Ask thoughtful questions – listening to our customers and asking good questions lets them know you were listening*
- *Don't pass judgement – likeable people are open-minded*
- *Don't seek attention – simply being friendly and considerate will win people over. Be consistent – people want to know with whom they are dealing*
- *Use positive body language – 55% of what we say is communicated through our body language*
- *Leave a strong first impression – most people decide if they like you in the first 7 seconds of meeting you*
- *Greet people by name – use others' names every time you see them and in the conversation*
- *Smile – people mirror the people with whom they are dealing*
- *Know who to touch – a friendly handshake is all it takes*
- *Balance passion and fun – they are serious about their work yet friendly*

Reading that list sounds a lot like our 4M core values and Amanda has been displaying these unique habits with our customers and now has the opportunity to use those strengths to create a greater bond with our customers and further demonstrate our core values.

# 4M VOLUNTEER WORK



## 4M TEAM MEMBERS PARTICIPATED IN WALK FOR WISHES IN APRIL!



4M Team Members that participated in the Walk For Wishes

4M team members went above and beyond this year to benefit the Make-A-Wish Foundation, they participated in Walk For Wishes back in April! Walk For Wishes is a nationwide Make-A-Wish® fundraiser that celebrates the thousands of wishes that have already been granted, while raising funds for future wishes. By participating in one of the many walks held throughout the country, participants can help bring the life-changing impact of a wish to children battling life-threatening medical conditions in their community. Coming together as a team to raise funds, Team 4M was able to raise a total of \$3,300.00 for the Make-A-Wish foundation!



NG AT-RISK YOUTH THE HOME FIELD ADVANTAGE

Tim Murch is a chairman of The Buddy Fund Organization. The Buddy Fund seeks to improve the character and life-skills of at-risk disadvantaged kids by delivering sports equipment to organizations providing structured sports and recreational activities in the metro St. Louis region. Recently, the Buddy Fund was a part of the GiveSTL day and has their annual golf tournament, The Buddy Fund Golf Classic coming up September 27th. With the support from United Missouri Bank (UMB) and many other sponsors raised over \$47,000 dollars for the 40 recipient organizations that receive sporting goods and equipment.

# 4M VOLUNTEER WORK *(Continued)*



## 4M TEAM WORKED WITH PIPE SYSTEMS AND SUNNYHILL INC.

In conjunction with BOMA Saint Louis, the 4M team worked with Pipe Systems and SunnyHill Inc. to clean up some specific homes. SunnyHill Inc. is a non-profit organization that provides tailored residential, recreational and educational opportunities for children and adults with developmental disabilities. In partnership with community support, Sunnyhill empowers individuals to become productive citizens and achieve their individual dreams. 4M and Pipe Systems worked together to redo all of the outside landscaping and plant new flowers for an Independent Supported Living home in High Ridge, MO.



**Emily Sarvies**, Director, Business Development and **Alyssa Bradley**, Marketing Support Specialist, working with Pipe Systems on the landscaping effort.

## WHAT DIFFERENTIATES 4M BUILDING SOLUTIONS?



**Johlenni Santana**, **Parthenia Odom**, **John Martin (FLOUR)**, **Joe Cofer**, **Daniel Quiñones (FLOUR)**, **Nimsi Garcia**, **Cyndi Rodgers (FLOUR)**.

When you think about why customers choose 4M and stay with us, it is because of our Team Members. Team Members that are passionate about what they do; doing the job with energy, enthusiasm and excitement; taking pride in a job well done, is felt more by our customers than anything that can be said in words. The following are some comments from our Team Members regarding our team. These are just a sampling of the feedback received from our team.

"As a Vice President of Operations for a software company, I was never able to implement the TEAM philosophy to the capacity 4M has achieved. To be successful, we as individuals, must surround ourselves with successful-minded TEAM mates." – Susan Ray

"I am so happy and honored to be one of the fortunate ones that can back your words 'If you need me, I am here for you and will do what I can, and if by chance I don't have the answer, I will get it'. These words mean a lot to those of us who work beside you [Dan Cline], truly knowing the sincerity each word carries." – Candise Murray

"There are several strengths that 4M has versus other companies I have worked for including: highly competitive salaries for managers, supervisors and hourly Team Members; unique cleaning methods that other competitors don't have; incentive programs like Safety Bingo and Safety Share to promote a safe environment and motivate Team Members; organization, start-up planning and operational controls that are not part of other competitors processes." – Lazaro Gomez

We know we are doing things right when our Team Members are recognized by our customers. Recently, Joe Cofer received a Recognition Award from IBM for 19 years of service. That is a true testimonial of customer focus, working with pride and passion. Thank you Joe!

# CUSTOMER COMPLIMENTS



*The following are a few of the compliments received since the last newsletter from customers who took the time to share their positive experiences of outstanding service with us.*

Joe Feagans, Springfield Clinic - "Guys you did a FANTASTIC job on the floors at SFP, they now want them in their home they look so good. Thanks for sticking with us, one huge reason 4M is the best! Thanks again guys."

Robin Jacaway, Springfield Clinic - "I wanted to pass along all of the compliments I am getting on the floors at SFP. They look "fantastic" is just one, everyone is so pleased with how they look. Thank you for your diligence in getting them to this point. As I said last week they look so great I want them in my own house."

Don Posey, Patheon - "I came in this morning and was amazed at how clean the breakroom area was. From the floors to the countertops it was so clean that it stood out from what it normally looks like. Tell the new crew that we're very happy with their quality of work and far exceeds our previous service!"

Diane Martinez, Sirius Computer Solutions - "**Jessica Casillas** is a very helpful person and she does an amazing job and we are so glad that she works with us."

JoAnn Perrin, CST Brands - "I would just like to give a Big Kudos to **Laura Tucker**. She is a very friendly, hardworking lady. Laura always has a Big Smile on her face and is greatly appreciated here at CST."

Jacquelyn Callanen, Bexar County - "**David Valdez** is providing service above and beyond the scope of anything we have previously known with our previous contractor. He is always pleasant and so very respectful of the staff work. What I mean by that is he makes a point of coming in before office hours to vacuum, thus not interrupting any phone calls, etc. David is a strong advocate for 4M."

Tim Cuave, Coca-Cola - "We have guest in the building all week, and the place looks great. Thanks to you and your team in helping with the projects we had."

Juan Lecea, Bexar County- " **Paul Guerra, Emerita Batista, Delores Centeno, Elizabeth Love, and George Sanchez** have been doing great, responding to work request, and taking care of business."

Ponch Garcia, Bexar County - "I can attest and affirm that 4M is doing a great job! The areas are looking good, thank you 4M!"

Susan Hahn, The Marketing Alliance - "Please commend 4M and extend my appreciation! We had A LOT of old computer equipment and empty boxes that we marked as trash and left for them yesterday evening. They did a GREAT job of getting it all - and vacuuming afterwards."

Jeff Groth, CNO - "The ceiling tiles look good, thanks for making that happen."

Marianne Schmitt, Raymond James - "**Jovanka Lukic** always has a smile on her face and a positive attitude. She is such a nice person."

Meire Thomas, Covance - "I just wanted to let you know how much I appreciate the job that **Maria Ramirez** does on the second floor. She is always very professional and attentive to everyone's needs, she also is an excellent housekeeper. Please let her know how much I appreciate her and how well she represents 4M."

Jeffrey Kempf, OD, Fontana Eye Care - "I would like to take this opportunity to commend 4M Building Solutions, and in particular your staff that has been responsible for keeping my office clean for the last 35 years. As a medical office, it is important that my patients are comfortable in a clean, sterile environment. Your employees have consistently delivered exceptional service to ensure our office appearance reflects the high standard of care we provide for each of our patients. It is reassuring seeing **Dee Creer**, and the rest of the crew, each day as I am greeted warmly, confident that I have the same individuals I have grown to trust in my office each evening. I know your honest, professional crew will have my office clean and ready for patient care when I return in the morning."

Javier Martinez, Valero - "Just needed to give kudos to **George Valdez** and his work. Aside from always being a pleasure to work with, the staff and management from Facility Services here at HQ, both made very positive comments in regards to cleanliness of the tile surfaces and now the carpets during a recent visit to the facility. George is doing a great job and we look forward to the continued service he is providing Valero. Thanks."

Barbara Klein, CST Brands - "**Laura Tucker** goes above and beyond to keep our area clean and organized from the rest rooms to the break rooms and everything in-between."

Chris Trinkle, CST Brands - "**Laura Tucker** is very nice and always has a smile."

Pamela Rogers, CST Brands - "**Laura Tucker** is a very polite and hard worker; always smiling and greeting people. Whenever I have the pleasure of running into Laura she is hard at work and I appreciate the exceptional manner in how she lets me know that she will work around me. "

Jill Wise, MiTek - "**Brandon Meredith** on the night crew is so accommodating. Very friendly and willing to assist us."

Kim O'Bryan, Simon, - "**Patricia Freeman** is FANTASTIC and she does a great job cleaning and taking care of things for us.

Eric Stout, AMDOCS - "**Lamar George** is a kind, intelligent, honest, hard-working, and helpful person and is a valuable asset to your team. He works diligently every day to make our workplace a clean inviting space, and always greets us with a warm smile. I've worked at my company for 10 years, and I've seen a lot of commercial services companies come and go. I have never met a person who was so personally invested in the quality of their work as Lamar. It's clear to see that Lamar takes great pride in his work, and will do great things in the future. I thank Lamar for the important role he plays not only in your organization, but in OURS."

# ZEROPATH: THE VALUE OF SAFETY

If you know anything about 4M, the culture and tradition, you immediately understand that safety and company success go hand in hand. For 20 of the past 21 years, 4M has been recognized by the BSCAI (Building Services Contractors Association International) as one of the safest large janitorial companies in our industry. The question has been asked “why is safety important to 4M?” The answer is connected and intertwined within 4M’s core values of integrity, innovation, 360° teamwork, and customer intimacy. First and foremost, safety is important to 4M because providing a safe working environment for our Team Members is simply the right thing to do...it is the right way to do business. All Team Members deserve to come home from work in the same condition as when they left to go to work and 4M is obligated to provide the training,

education, tools and resources to make that happen. Integrity, or the quality of being honest and having strong moral principles, means also being honest with yourself. 4M is very transparent when it comes to company mission, vision and values and strives to maintain the highest integrity...especially when it comes to safety. 4M’s mission is to achieve safety excellence by executing a proactive path in the continuous pursuit of zero accidents. This mission, better known as ZeroPath, consists of six (6) steps: (1) Establishing and maintaining standards of performance; (2) Promote and Communicate; (3) Train and Educate; (4) Inspect or Evaluate Performance; (5) Recognize and Celebrate Achievements; and, (6) Correct and Improve.

**Innovation** is the application of new solutions to meet changing needs or demands. To be as competitive as possible, 4M is constantly looking for leading edge progressive ways to do the job and to serve customers. The process of innovating does not stop here...it also means finding better ways to work safer. Maybe it involves cutting edge supplies or equipment or it might simply mean redefining how we go about doing a particular task so that there is less opportunity for injury.

One example of an innovative best practice of 4M that has improved safety has to do with trash handling. Team Members can get injured handling trash. Team Members who remove trash bags from brutes can suffer back or shoulder strain trying to remove them due to the suction created inside the brute from the liner. Brute barrels are now purchased with partitions on the inside of the barrel which drastically reduces the suction on the liners when trash is being removed. This results in less back strain to the Team Member.

Achieving safety excellence and innovation also involves making process adjustments from time to time. For example, Team Members are trained to remove heavier trash bags from the brute at floor level. It puts much less strain on the back to remove a full bag of trash at floor level as opposed to removing it from the top of an upright brute.

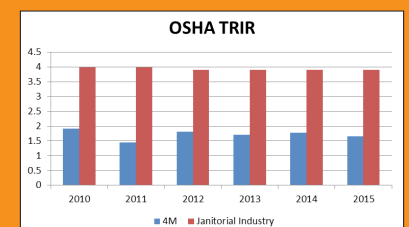
**360° Teamwork** means working collectively as a team toward a common goal and doing whatever it takes to provide leading edge solutions to our customers. This has always been one of the keys to 4M success and is integral to our ZeroPath mission. Working as a team also means watching out for each other. Team Members are trained to work in pairs whenever possible and to communicate with each other consistently. This also means letting a coworker know if he or she is doing something unsafe or is not wearing the proper protection. One of the job site posters illustrates the importance of Teamwork at 4M.

Teamwork also means that supervisors and account managers keep all lines of communication open with team members and to request feedback regarding better, safer ways to do the job.



*There's no "I" in Team*

**Customer Intimacy**, yet another core value, is all about developing and sustaining relationships by listening, understanding and delivering solutions. In listening to our customers, especially in recent years, they have a general expectation to hire contractors who will deliver safe, sustainable solutions. With expectation comes accountability and with accountability comes some means to validate and measure safety performance. One of the unalterable measures of long term safety success is the mod rate or experience modification rating (EMR) which is a measure of how many and how severe the company’s workers comp claims are over a 3 year period as compared to other companies doing the same or similar type work. A mod rate of “1.0” is considered average for any particular line of business. Anything below 1.0 is considered respectable and the lower the EMR, the better the safety performance. Everyone at 4M is extremely proud of our .74 mod rate! 4M’s TRIR (Total OSHA Recordable Incident Rate) is also markedly better than the competition with a TRR consistently well below 2.0 for the past several years. 4M is very proud of our world class safety program and results.



Safety is important to 4M on a number of levels. It is central to our core values and is a vital part of 4M’s vision to be the absolute best building solutions partner.

# THANKS TO OUR TEAM MEMBERS WHO GO ABOVE AND BEYOND!



4M Management nominates Team Members who have performed above and beyond for clients and who exemplify a commitment to "World Class Building Solutions" as well as reward Team Members with various bonus incentives of \$25 and \$50!



**Nimsi Garcia** is our Account Manager at FLOUR IBM and is responsible for developing long-term relationships with our customers. She has built a strong team to ensure the timely and successful delivery of our solutions according to our customer needs. Her powerful skills in management help with maintaining our existing partnership with our customer. She is always identifying potential new business opportunities and persuing them with the company. She is a strong woman with high moral values that transcend to her work ethics. Great job Nimsi!



**April Berry** is a great team leader at Three Rivers Community College and is highly respected by all of her team. This has been achieved by supporting the team closely while still enabling them to work independently, leading to high morale for her team. April knows her customer inside and out and communicates at the highest level earning their trust and respect. Most of all April enjoys spending quality time with her family and friends. She loves her job with 4M! Outstanding 360° teamwork April!



**Ivery Shields** has worked at Springfield Clinic since 2005 and started as an evening vacuum tech and moved to several positions until moving to day porter at the Main Campus. Ivery is always willing to do whatever it takes to get the job done. He is a favorite at the Main Campus. Everyone always has great things to say about what he means to them and what he does for them! Thank you for your commitment to an outstanding partnership with our customer!



**Patricia Freeman** has shown professionalism and dedication to her job and to 4M since day one that she started working at Simon Properties. Our customer always has positive things to say about her and how hard a worker she is always staying busy. She is always very responsive when asked for help or any other requests. We are proud to have her as part of our team!

## SAFETY BINGO WINNERS

Winners potentially receive anywhere from \$50.00 up to \$8,000.00 per game!

Laquinta Gilyard \$600  
Natarliris Quinones \$600  
Hanah Carter \$150  
Hector Castillo \$150  
Gene Becker \$150  
Trenita Pulliam \$300

Dulce Estrada \$200  
Janice Mason \$200  
Niovis Zequeira \$200  
Dustin Zimnox \$300  
Kubir Kubir \$300  
Olivia White \$600

**TOTAL WINNINGS:  
\$3,750.00**

# 4M TEAM MEMBER RECOGNITION



*Finding and recognizing Team Members doing things right is a huge part of our culture.*

## WORLD CLASS TEAM MEMBERS RECRUITING WORLD CLASS TEAM MEMBERS

*The following have been paid for recruiting new 4M Team Members. Ask how you can get paid a bonus for your referrals.*

**\$1000.00**

Jeffery Edwards

**\$200.00**

Victor Lima De Amas

**\$300.00**

Kimberly Estrada

**\$100.00**

Clarence Barnett Jr

Tanya Tineo

Erica Vargas

William Alvarenga

Jeremy Moses

Matt Jaboor

Marcus Roman

Casie Wright

Joseph Logan

Kimberly Estrada

Gigi Russell

Luz Londono

Bessie Henry

Shayra Cruz Rodriguez

Rashland Simms

Donny Sykes

Elizabeth Hill

Tiffany Coleman

Jessica Biver

**TOTAL  
RECRUITMENT  
BONUSES:  
\$3,400.00**

## GOOD WORKS WINNERS \$\$

*4M receives recognition from clients and supervisors hundreds of times each quarter praising our Team Members. Team Members are issued a "Good Works" ticket each time they are recognized. At the end of the month, a drawing is held and Team Members receive a cash prize!*

Isabel Brown

Melva Mendez

Joan Narro

Victoria Snow

Elizabeth Love

Gary Cavanaugh

Aletha Cottle

Miriam Morales

Carlos Sastres

Maria Robledo

Ashley Ricks

Dustin Ricks

Linda Johnson

Candice Gualtieri

Clarence Barnett

Velma Payne

Bertha Hulsey

Lindsey Edwards

Trevor Gunn

Nicole Ridgley

Theresa Robinson

Gregory Steed

Leo Lemen

Darrius Hunter

Troy Hudson

Bessie Henry

Annika Jackson

Darmohn Wisham

Kenneth Linaweaver

Danielle Brown

Cynthia Gahl

Jake Ricks

Fred Davis

China Coleman

Jamille Henderson

Silvia Quiroz

Michael Renfro

Khalilah Asbury

## NEW MANAGEMENT TEAM MEMBERS

*Congratulations to the following new Management Team Members and welcome to the 4M Family!*

Paul Guerra  
Account Manager

Danielle Johnson  
Business Development  
Support Specialist

Michael Tofari  
Director, Business  
Development

Shane Elenz  
Regional Manager

## 4M PROMOTIONS

*Congratulations to the following Team Members on their recent promotion!*

Daldo Jones  
Account Manager

Christina Frandeka  
Account Manager

Kendra Marzett  
Account Manager

## 4M ANNIVERSARIES

*Congratulations and thank you for your many years of dedicated service for our customers!*

**30 Years**

Jessie Davis

**15 Years**

Lymas Compton Jr

**10 Years**

Ana Ramos

Deneshia Johnson

Layton Hartley

Dorothy Hall

Thomas Maclin

**5 Years**

Aida Ramirez  
Bernabe Ramirez  
Beth Keithley  
Jackie Williams  
Jeffrey Perez  
Elsa Santos  
Jeannette Gonzalez  
Rafael Torres Prada  
Belinda Marrero  
Marisela Padilla  
Jaime Torpoco  
Oralia Villegas  
Tommy Gayfield  
Bobby Towns  
Greg Russell  
Javier Rumbo  
Norma Jones  
Ana Paulet

## 4M WELCOMES OUR NEW CUSTOMER PARTNERS

*Thank you for recognizing the value, solutions and peace of mind that 4M provides.*

Centene  
Sun Edison  
LIDS Sports Group  
Olymbec-Riverport Lakes  
TechData  
Patheon

Constellium  
Bexar County  
Fuyoa Glass  
Siemens-Riverport Dr  
Capitol Equities

# 4M DELIVERS ON INNOVATIONS GOALS

New product innovations are viewed as tools to support our Team Members to provide world-class building solutions. We take this seriously and have made Innovation one of our Corporate Goals. Products can be physical tools or software to support our customers better.

When it comes to physical equipment, we work with manufacturers and distributors to evaluate new products and how the product would benefit our customers. Then we field test the equipment to validate the quality, efficiency and the value to our customers.

Two new products that are currently being set up and our strategic distributors will soon have these in their inventory are the Task Vac Commercial Cordless Lightweight Upright and the Hoover HUSHTONE 6Q Cordless Backpack.

**Task Vac Commercial Cordless Lightweight Upright** This new product has a filter made with HEPA media that traps 99.97% of dirt, dust and pollens down to 0.3 microns. 4M has field tested this product and it performed very well. The product is very effective in elevators, stairwells / landings and entrances. They are very quiet and a great addition for our day Team Members.

**Hoover HUSHTONE 6Q Cordless Backpack** The HUSHTONE 6Q has a 2 speed motor for less disruption when you want it and Boost Mode for higher performance when you need it. It is equipped with the same HEPA Filtration system as the Task Vac, trapping 99.97% of dirt, dust and pollens down to 0.3 microns and has the Hexaguard™ Technology with activated carbon to absorb odor and improve air freshness. The HUSHTONE 6Q is scheduled to launch the first part of July and will be field tested in all Regions.

**Salesforce.com** Another innovation for our Corporate Sales Group is the implementation of Salesforce.com CRM. This new application is cloud based and has a mobile application to allow the Corporate Sales Team to remain current on leads, opportunities, contacts and accounts. The new platform will track all activity and provide real time reporting. Salesforce.com was tested prior to installation and then modified to meet our specifications and our business processes.

4M Mission: To provide world-class, innovative Building Solutions to world-class partners with energy, enthusiasm and excitement by Team Members who share in the success of 4M.



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