

## Dave's Diary

I watch too much television like most people and I often enjoy commercials. The Super Bowl commercials this year weren't as good as all the hype, but I did like the little dog that jumped through the glass door and "smashed" the guy who was teasing him with the Doritos chip. Like most advertising, they are designed to catch our attention and identify their brand. A recent favorite ad of mine is Enterprise-Rent-A-Car. There isn't anything fancy; just plain sincerity. They use actual employees as the cast and focus on four key elements: treating the customer right, exceeding expectations, going the extra mile and being a family-owned business. As I have watched this over time, it has made me a loyal Enterprise fan and then I realized those key elements are exactly like O So Kleen! I challenge all clients to not always look for the lowest price, but to look deeper for the key elements when selecting a retail or service provider. And remember to try and keep it local because we are all in this together.

From our Clients Jennifer & Adrian Tinoco:  
"Everything done in my home exceeded my expectations and in my personal opinion, the way you guys work is perfect!..."



## 2010 Employee of the Year

LaCosta Noland has been the office manager with O So Kleen for only 15 months, but she has had a huge and positive impact on both the company's employees and its customers. She is a major asset to O So Kleen, running the office efficiently and effectively. Her dedication to the company has really showed her respectful and charismatic nature. When she's not working, she loves spending time with her husband and two children. She enjoys reading, hunting, fishing, camping and watching her two children play sports.

From our client Ruth Carollo:  
"O So Kleen always does such an outstanding job! Emmanuel was absolutely wonderful. He took his time and gave attention to the spots I pointed out. I am 200% satisfied - my carpets look new!"

**Office Hours**  
**Monday through Friday**  
**7:30am to 4:00pm**



## Jim Gordanier

You might notice a bright and happy new face at O So Kleen! Jim Gordanier joined our team in March of 2010. Jim works as a carpenter, specializing in restoration and remodeling. He has been married for an amazing 32 years and has two beautiful daughters. When Jim's 3 adorable grandchildren aren't keeping him too busy, he loves to spend his spare time woodworking. He has made baby cribs, bunk beds and many trinkets. Jim also enjoys rocking out with his guitar, playing for his church choir every Sunday morning. Welcome aboard, Jim!

## Helpful Carpet Tips:

Handyman 2011

We just put new carpeting in the den. To prevent heavy furniture like our filing cabinet and grandfather clock from leaving big dents in the new carpet, I cut leftover carpeting into squares the same size as the furniture. I placed the squares on top of the carpet and put the furniture on top of them. The carpet squares blend right in with the carpet and keep the wall-to-wall carpet dent-free.

From our client Kathy Youngman:

"I like the equipment that is used to clean the carpet. It does not leave the carpet so wet that it does not dry fast. The technicians are trained well and do an efficient job. That is why I am a repeat customer."

## Spring Cleaning Time!

This is the busiest time of year in the carpet cleaning industry. It makes complete sense! If you are going to start spring cleaning, then you need to get your carpets and furniture professionally cleaned.

There are a few things that should be done before getting your carpets done. If you are going to paint the walls, do that first. If you are planning on a remodel, do that first. If you are planning on having your 3 year old child's birthday party *DO THAT FIRST!* You do not need to vacuum first (we do that); or clean your house (we won't tell).

Certain things most people might do after spring cleaning include: kicking the pets outside forever, kicking shoes off by the door and kicking husbands who track mud across the freshly steam-cleaned carpet! Happy Cleaning!!!

Come check out our website at

[www.osokleen.com](http://www.osokleen.com)

OR



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***Remember...it's not clean unless it's "O So Kleen"***

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