

# A MESSAGE FROM OUR PRESIDENT



Geil  
Enterprises  
Inc.

The Geil Gazette

## Vendor and Client Recognition Program for 2010

This is the time of the year we recognize our key vendors and clients for the past calendar year. Each GEI company identifies the clients who best exemplifies excellence in business partnering. Some of the factors include: a win-win attitude towards problem resolution, on time invoice payments, two-way communication, honesty, integrity and fairness as a core business value. As you can see, some of the factors match up with our values, which is very important.

At Geil Enterprises Inc. we believe that the quality of our relationship with our vendors and clients is highly influenced by how we treat each other and maintain an equal balance in every aspect of our daily interaction. Not much different than any other type of relationship. This balance is a choice we make every day as we work through issues and deal with conflict. Our overall business success is highly influenced by the clients and vendors we choose to work with and how we treat each other.

I am pleased to report that we have some of the highest quality clients and vendors in our industry, making our selections very difficult. But year in and year out, we always seem to identify a handful of business partners that raise above the pack and again we have a list of great businesses we are proud to be associated with and call our partners. To see a list of past recipients, you can visit our website at



[www.geilenterprises.com](http://www.geilenterprises.com) or visit our lobby and view the numerous recognition plaques. Below is our Vendor and Client's of the Year. Each organization will be recognized by either a special meeting or luncheon of their choice.

### **BUSINESS PARTNER of the YEAR 2010:**

- *Arthur J. Gallagher & Co. Insurance Brokers of CA., Inc.*

### **SUPPLIER of the YEAR 2010:**

- *Buckeye International, Inc.*

### **CUSTOMERS OF THE YEAR 2010:**

#### **Valley Security & Alarm:**

- *Fresno Supreme Inc.*

#### **CIS Security:**

- *The Wine Group*
- *Stratas Foods*
- *Imfeld & Imfeld Property Mgmt.*
- *Foster Farms—Modesto*

#### **Janitorial Inc.:**

- *Manco Abbott, Inc.*
- *Hilmar Cheese Company*

#### **Valley Sanitary Supply:**

- *Northstar Management*
- *Evolutions Fitness & Rehab*

#### **A-Maz:**

- *Fresno Shower Door*

## **NEW ACCOUNTS (3rd Quarter 2010-2011)**



### **CIS SECURITY**

Riverbank Armory  
Park Ridge Apartments  
Maroa Park Security

### **VALLEY SANITARY SUPPLY**

Fast Federal Credit Union  
Fresno Grizzlies  
Institute of Technology—Modesto  
Valley Life Community Church  
Little Miracles Day Care

### **JANITORIAL INC.**

UC Merced Building  
King's County Child Support  
Community Medical Buildings  
Cal Viva Health  
Comprehensive Youth Services  
Nolte & Associates  
Einlage Enterprises, Inc

### **VALLEY SECURITY & ALARM**

College Park  
Cotswold  
Derco Foods  
Goshen Village  
Hightech Knowledge, Inc.  
Lakeside Apartments  
Nolte Associates, Inc.  
Water Drops Dinuba

### **A-MAZ**

Gem State Paper & Supply Co.  
Crestek Cleaning





It's 2011 and business is off to a good start. Our ESOP share value has risen again and we're gaining more momentum by bringing new accounts and retaining our current ones at the same time. Our customers play a key role in the success of our business. We retain accounts longer when our customers see us as partners with the same goal: to maintain the cleanliness, appearance and longevity of the facilities we clean. For example, by having an appropriate carpet cleaning program, it not only cleans and makes the carpets look better, but it also extends the life of the carpet so they won't have to replace as soon as they would if they didn't have that program.

Each year we recognize those clients that partner with us and share our Values. For 2010, our Customers of the Year are Hilmar Cheese Company, located in Hilmar, CA (near Turlock) and Manco Abbott, a property management company located in Fresno, CA. Both customers listen to us to get our expertise when making decisions, respect all of our employees and the work you do. They are not looking for the cheapest price janitorial services, which we don't offer. They are looking for the highest quality services at a price that adds value to their organization (Hilmar) and their customers (Manco Abbott). With a low price company they can expect to have to deal with more problems, which in turn takes them away from what they were employed to do: help their organization grow and be profitable. When we make decisions in Janitorial Inc., we ask how it affects 3 things: Customer Service, Employee Satisfaction and Financial Success. In that order. Hilmar Cheese Company and Manco Abbott are just two customers who make it easy to provide excellent customer service because of their continued partnership and open communication. It's no coincidence that when you're satisfied with your site and job Janitorial Inc. retains the customer longer. The happier the customer is the longer they are a customer of ours the better off we are financially. Thank you Janitorial Inc. customers for your continued partnership.

**Ryan Geil**

*General Manager*

**JANITORIAL INC.**  
The Cleaning Experts.

Serving as General Manager for the last 3 years at Valley Sanitary Supply has been a privilege and very rewarding. I am now into my 4<sup>th</sup> year at VSS and very proud to say this is going to be our most prosperous year. To be this successful, you need to have good people working for Valley Sanitary Supply.

One of those outstanding employees is Pete Phrakonkham. Pete has been with VSS for the last 13 years. As VSS grows in size, Pete continues to be Mr. Reliable. It doesn't matter to Pete if it's raining, snowing or 110 degrees outside, he gets the job done. On average Pete makes 25-30 deliveries per day encountering obstacles and challenges such as stairs, steep driveways, small parking lots, loading zones and a variety of other things.

Over the last couple of years, we have received several emails, notes and phone calls praising Pete's performance. I recently received an email from a customer. She stated that "Pete went the extra mile in putting away the boxes. He was courteous and professional the entire time." Also, a few months ago Pete was on vacation and Kim and I had to fill in. Along his route, we were teased that it took two of us to fill in for Pete. I now have a greater appreciation for what he does.

Lastly, Pete doesn't get to attend all the employee meetings and social gatherings because of his schedule and delivering out of town. So when you do see him, please congratulate him on a job well done. Without dedicated employees like Pete, VSS would not be as fruitful as we are today.

**Craig Heaton**

*General Manager*



**VALLEY  
SANITARY  
SUPPLY**

## CIS Security – Patrol Division

In an effort to inform our employee/owners about what services we currently provide our customers I would like to spotlight our Patrol service for CIS Security. CIS Security has two divisions: Standing and Patrol, and both offer security services to a variety of clients throughout the Central Valley. Some of the services that the Patrol division provides include periodic security checks, parking enforcement, and employee escorts for its clients.

Within the division there have been a number of improvements and upgrades. As some of you may have noticed, the vehicles in our fleet have been changing over the years and we currently are transitioning to a 'green fleet.' We currently have several Toyota Prius' and are adding more as we speak. We have seen the price of gasoline increase year after year and by investing in more fuel efficient vehicles we have reduced our monthly bills and maintenance fees. These saved expenses have been reinvested into the company in an effort to increase the value of the shares of Geil Enterprises that you hold as an employee/owner.

One of those investments has been a new Touch Probe system by Videx. This accountability measure ensures that the officer is on site and conducting their rounds as expected, and includes a new computer technology to increase its reliability. This system improves the relationship between CIS and our clients as both parties have a system in place that keeps each accountable for their responsibilities.

These material investments have allowed us to increase the number of accounts that we service. As we are expanding our clients, we also have a need to expand our team and are looking for experienced security personnel who want to be a part of a team. If you or someone you would recommend, would like to actively participate in shaping the future of the Patrol division of CIS Security, please give myself Account Representative Lance Matthews, 559 495 3010, or our Operations Supervisor Jim Castle 559 495 3018 a call.

**Lance Matthews**, CIS Account Representative

### Interested in becoming a Patrol Driver?

#### Need:

- ★ Strong Work Ethic
- ★ DMV Print-Out
- ★ 21 Years of Age

Call (559) 495-3000 today!



Valley Security & Alarm assists businesses and homeowners protect their assets and loved ones. However, it is up to each individual to protect themselves.

In the modern era, crime has extended beyond the days of burglaries and robberies. Identify theft is one such crime.

An ID theft victim spends 600 hours on their crime according to the national average. The best way to eliminate becoming a victim is to learn about crime and how it happens and establish behavior that limits the opportunity of becoming a victim.

Here are some potential ways to prevent ID theft:

- Mail theft is a common method of ID theft. Blue postal boxes are typical targets. Consider mailing through the postal branch or obtaining a P.O. Box.
- Consider getting alerts from your bank, credit union, or credit card provider. You can have them alert you via email if a transaction exceeds a certain dollar amount.
- Consider a virtual credit card. Some financial institutions issue virtual cards tied to your regular credit card, but they are issued for a one time transaction only.
- Carry one or two credit cards only in case your wallet or purse is stolen.
- Credit/debit cards can be "skimmed" (copied) easily. Skimmers can be attached to ATM machines and gas pump readers easily, so make sure there is nothing added to the card reader before swiping your card. In addition, skimmers can be mobile, so consider using cash at locations like restaurants where they take your card and complete a transaction outside of your presence.
- Think twice before giving out your social security number. There are many times where your social is not required, but is the standard question asked, so don't be afraid to refuse to give it out.
- Shred your receipts, credit card statements, and anything with your personal information. Many people throw these in their recycling bins without shredding them; however, that is going somewhere where someone has access to your information.
- Use virus protection and firewalls on your computer.

If you have experienced an ID theft, you can file a complaint at: <https://www.ftccomplaintassistant.gov/>.

If you have experienced an internet crime, you can file a complaint at: <http://www.ic3.gov/default.aspx>. You can find some tools on how to prevent internet crime at: <http://www.ic3.gov/preventiontips.aspx>

In addition, The City of Fresno has a great tool to learn about current crime in your neighborhood: <http://www.fresno.gov/Government/DepartmentDirectory/Police/FresnoCrimeWatch>



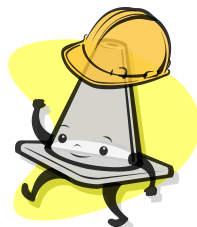
**VALLEY**  
SECURITY + ALARM

## 7 Ways to Prevent Accidents & Injuries on the Job

1. **Learn how to do your job safely**, and then do everything you can to make sure you keep safe while you work.
2. **Think the job through.** Know what you're going to do and how you're going to do it.
3. **When in doubt, find out.** There are not stupid safety questions. Ask if you don't understand something.
4. **Get help when you need it.** Don't struggle with something too big to handle safely or be too proud to ask a co-worker to lend a hand. You can return the favor when a co-worker needs help.
5. **Use required Personal Protective Equipment (PPE).** Find out what to wear, how to wear it, and how to maintain it so it keeps protecting you.
6. **Speak up** and tell your supervisor if you see anything unsafe that may hurt you or someone else.
7. **Report accidents and injuries.** It's important to find out what went wrong so that the problems can be corrected.

Joe Padilla, Safety Officer

Always Think Safety



## 2010/2011 3rd QUARTER "SAFETY PAYS" WINNERS

Melvin Agbayani	Hassan Alrawashdeh
Matthew Barton	Troy Bly
Jeremiah Brown	Aiyaz Buksh
Jerold Bulosan	Zang Chang
Adan Cornejo Leon	Ma Del De Escobar
Carlos Dela Cruz	Simeon Evans
Gerardo Galicia	Javier Garza
Chia Her	Jackie Homerin III
Robert Ihde	Sandy Kevorkian
Jose Lopez	Romelia Magallon
Nicolas Medina	Anthony Mongelli
Ma Moua	Irene Munoz Alvarez
Maria Negrete	Maria Pacheco
Tomas Perez	Moune Phompor
Jessie Quintero	Laura Ramos Raigoza
Idalia Rodriguez	Jason Shepherd
Laverne Temple	Kathleen Tengonciang
Va Thao	Rosaline Thomas
Steven Tompkins	Kelly Ungaro
Tounor Vang	Juanita Williams
Houa Xiong	Pao Xiong
Nhia Yang	May Yang

Dang Yang

# CONGRATULATIONS!



# NEW FACES & PROMOTIONS

In our business, we are always hiring "new faces". The numbers are often too many to list or picture in the newsletter. Since many of our recent additions are people you either already have, or will soon come in contact with, we wanted to formally introduce them to you. Next time you come in to Central Station or see one of our new Operations Supervisors at your site, please take a moment to introduce yourself and welcome them to Geil Enterprises. A big welcome to ALL of you who have recently joined the GEI Team!

## CIS SECURITY



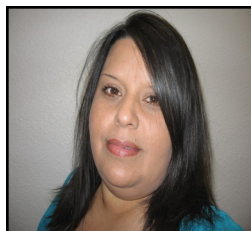
**Lance Matthews** came to CIS security in December of 2010 as an Account Representative for the Patrol division. Prior to working for CIS, Lance worked for the Central Valley Business Network as the Network Director, where he strengthened his client management skills. Lance graduated in 2007 from CSU Fresno with a degree in History and in his spare time enjoys traveling and spending time in the Sierra Nevada mountains.

**Galen Morgan** was promoted to Operations Supervisor in January. He began with California Department of Corrections and Rehabilitation 8/2/82 and retired 8/2/2004 as Correctional Captain and Chief Investigator. Began with Simply Smashing 8/23/2004 as Production Supervisor in Oakhurst. Supervised production of promotional products for various companies, laid off due to the economy.



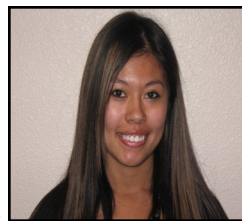
**Tom Cordeiro** joined CIS in May 2011. Tom is the new Operations Supervisor of Modesto branch. He will be spending his first couple weeks training with us in Fresno before heading out to Modesto. Tom has training and experience in security and law enforcement and is a graduate of California State University, Stanislaus. He also managed the KCSS 91.9FM radio station in Turlock. Tom enjoys camping, swimming and billiards.

## CENTRAL STATION



**Melissa Aguirre** joined Central Station in October. She currently works the swing shift. She previously worked as a Dispatcher for Fresno County Mental Health Call Center. She went to college and earned a degree in Business Administration. On her spare time she likes to spend time with her family and take trips to the coast. She has been married for 12 yrs and has 4 boys, 2 girls and 2 beautiful grandsons.

**Mai-Lin Haban** graduated from Roosevelt High School in 2006. She started working as a Dispatcher for Matson Alarm Company in 2007 for 4 years and enjoyed the experience. She enjoys going out of town and spending time with my family and on my spare time I like to go running or take her son to the park.



**Carolina Venegas** graduated from Merced College Computers and Business in 2008 and was working for Merced College for 3 yrs and also the Internal Revenue Service. On my spare time I like to play tennis although I'm not good at it and love reading

classic books.

# YEARS OF SERVICE

Each month Geil Enterprises likes to recognize those employees who have reached milestones in their employment with the company. These employees have demonstrated dedication and loyalty. Thank you for your years of dedicated service.

## JANUARY

## FEBRUARY

## MARCH

<u>EMPLOYEE</u>	<u>YEARS</u>	<u>EMPLOYEE</u>	<u>YEARS</u>	<u>EMPLOYEE</u>	<u>YEARS</u>
<b>Olga Neuhaus</b>	<b>25</b>	<b>Brian Terhaar</b>	<b>18</b>	<b>Timothy Carmack</b>	<b>21</b>
<b>Tom Yang</b>	<b>8</b>	<b>Gregorio Ruiz</b>	<b>14</b>	<b>Juan Cuevas</b>	<b>18</b>
<b>Chia Her</b>	<b>8</b>	<b>Julian Contreras</b>	<b>9</b>	<b>John Kenyon</b>	<b>14</b>
Xiavu Vang	4	<b>Eligio Morin</b>	<b>7</b>	<b>Nehemiah Gomez</b>	<b>12</b>
Guillermina Santana Lopez	4	<b>Wang Moua</b>	<b>7</b>	<b>Houa Xiong</b>	<b>10</b>
Richard Hudler	4	<b>Ricky Pettiford</b>	<b>6</b>	<b>Jimmy Castle</b>	<b>8</b>
Victor Rosales	4	<b>Va Thao</b>	<b>6</b>	<b>Michael Wickett</b>	<b>8</b>
Esmeralda Thepommy	4	<b>Maria Payne</b>	<b>6</b>	<b>Samuel Geil</b>	<b>7</b>
Teresa De Montoya	3	Hogan Thao	4	<b>Rosaline Thomas</b>	<b>7</b>
Ge Lee	3	Adam Gomez	4	<b>Davis Xiong</b>	<b>5</b>
Jesus Torres	3	Carlos Delacruz	4	Monica Valencia	4
Irene Munoz Alvarez	3	Jason Shepherd	3	Pao Lor	4
Margarita Meza	3	Debbie Martin	3	Heather Weaver	4
Richard Verdin	3	David Padilla	3	Gary Rajskup	3
Michael Vang	3	Marceline Limones	2	Habte Bekele	3
Aide Sotelo	3	Mai Lee	1	Yvonne Mizner	3
Esperanza Santoyo	3	Guadalupe Luna	1	Leroy Davis	3
Evelyn Burris	3			Georgina Rodriguez	2
Casie Renegar	3			Cheryl Sensenbaugh	2
Matthew Richens	2			Galen Morgan	1
Daniel Farris	2			Alex Pittman	1
Wesley Coleman	2			Octavio Franco	1
Yolanda Cruz Aceves	1			Jose Munoz	1
				Maria Martinez	1
				Donald O'Dell	1
				Maria Reynoso	1
				Loren Crisostomo	1

# Thank You!

# FOR YOUR DEDICATION

# SALES

## Personal Selling - We Can All Help

Over the years you may have noticed that Geil Enterprises, Inc. has not advertised on TV, newspapers or radio. Our experience has taught us that these forms of promotion have not paid off nor do they best articulate the values of Geil Enterprises, Inc. What we have found to be the most successful in terms of creating long term partnerships is through personal selling. Personal selling is when an individual, typically a sales representative, communicates to potential clients what services Geil Enterprises offers in the hopes of signing a new contract. This can occur through both formal meetings and informal meetings.

What occurs at these meetings involves the Geil Enterprises representative communicating our values as a company and how they match with a potential client, or prospect. The prospect will then call other companies as references looking for more information about the company. Typical reference answers about who we are and represent include: professional, consistent, friendly, we do what we say and respond quickly to problems.

We currently have eleven sales people promoting our companies. The goal is to have each of our 450 owner/employees talking to friends, family or prospects about our companies and the services that we provide. This directly benefits you the employee/owner in a number of ways, one being as Geil Enterprises grows, so does the value of the shares, which as an employee owned company increases the likelihood that the stock that you own will be worth more.



If you are asked about our service or see an opportunity for one of our sales representatives to communicate what we do to a prospect, please call your General Manager or me so we can introduce our companies. If we work together on the promotion of Geil Enterprises we can continue to grow and add value to our stock.



# MOVIE TICKETS!



We now offer Premier Super Saver Movie Tickets for our employees at the discounted price of \$7.50 each!

That's a \$3.50 savings from regular priced tickets!

Tickets can be purchased at the Front Desk, please call 495-3000 if you have any questions or to check for availability.



Tickets must be purchased with cash.



*Tickets can be used at Regal Cinemas, United Artists & Edwards Theatres.*



GEIL ENTERPRISES INC.

660 W. Locust Avenue  
Suite 102  
Fresno, CA 93650

*"Our vision is to be recognized as the industry leaders by consistently setting the highest standards."*



## **FOR SALE:**

### **Trail FX Aluminum 60" Truck Bed Tool Boxes**

CIS currently has 5 Trail FX aluminum truck bed tool boxes for sale. These tool boxes were located in the back of vehicles and as our vehicle needs have changed, we no longer have a use for the tool boxes and are offering them to our employees at a discounted rate.

Each box does come with a key that allows you to lock the contents inside.

They are being offered on a first come first serve basis. Please call Account Representative Lance Matthews 559 495 3010 if you are interested.

The price is \$100.00 per box

Dimensions:

A: 60" B: 19-1/4" C: 19-1/2"

