

The Connection™

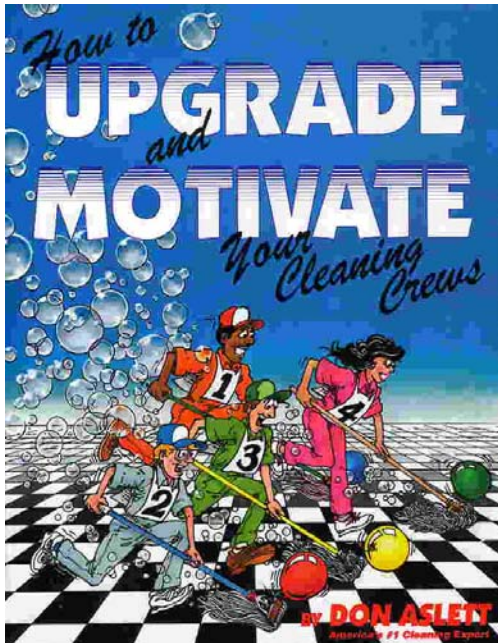
Marvins View

October 10, 2007



Don't Miss Don!

The most dynamic person in the long history of our industry (or at least in my 51 years) is Don Aslett. Don is one of the founders of Varsity Contractors and is famous for continuously educating people around the world about the critical role Janitors play in our society.



Millions of people have seen Don on QVC, at lectures, motivation programs and, of course, read some of the dozens of books he has authored. Many of his concepts, like eliminating clutter from your life, (*Clutter's Last Stand*) basically created an entire industry of copycats.

His book, "How to Upgrade and Motivate" should be on everyone's bookshelf. It is filled with proven methods of motivating and educating your staff. You can get more information about this book at www.aslett.com.

Don is currently building a cleaning museum in a historic landmark building. It's a great step forward for our industry and will give all of us an excuse to visit the beautiful State of Idaho with our family. For an introduction to the museum, visit <http://aslett.com/dacm/>. Check out a few of the World's largest antique vacuum collection.

But don't miss Don. Those of us going to the ISSA Show in Florida this month have an opportunity to gain from Don's wisdom first hand. He is part of the educational program, and if you are going to the show to improve your operation, this should be number one on your list.

Congratulations are also in order. Varsity's 50th Anniversary is next week. Quite a story, three very talented guys (Don, Arlo Luke and Mark Browning) started the company, dedicated their life to their community and industry, and now with over 5,000 employees are still together.

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