



MEMORANDUM

To: Susan Albright, Betty Shines, Nancy Workman, Beth Duster, Cleaning Staff

From: Joe and Marie Whiteglove, *JW & MW* Owners

Date: February 18, 2014

Subject: New Service Strategy

We are about to announce a new service to our current and potential customers. We have made a commitment to establish ourselves as the most unique and comprehensive cleaning service in our market area.

To ensure that everyone is fully aware of what this will mean for our business and your earning power, we are requiring everyone to attend an informational meeting this Wednesday in our conference room beginning at 8:00 a.m.

We will introduce our new promotional materials and share the distribution strategy that will begin the Monday after this meeting. Everyone will walk away with a packet of materials to use with your customers and a demonstration of our new Web site that will be live that same week.

A continental breakfast will be available for everyone along with a goody bag of new cleaning supplies.

In addition, a competition is planned called Share What You've Got. If the name hasn't given it away, what we can do is come prepared with more ideas for spreading our news. The prize for our contest will be well your contribution.