

# The Rosin Paper

March 2007

VOLUME 1, ISSUE 1

## QUICK GUIDE TID BIT

### WAKE UP CALLS ARE FOR NATIONAL PROJECTS ONLY!

#### Start Up Call-in ( A.M. )

1. Date
2. Location/Customer/store #
3. Start time
4. Any Problems? **What is your impression of the client?**
5. Will you finish this job today?

Overnight calls are due by 8am

#### Wrap Up Call-in ( P.M. )

1. Date
2. Location/Customer/store #
3. Daily hours per crew member.
4. Any Problems? **What is your impression of the client?**
5. Are you finished, signed off, check collected?
6. Any Materials needed?
7. What is your plan prior to starting your next shift?

## “GETTING COSI”

The 2007 National Painting Season Kicked-Off Strong with a Project Management training crew completing 3 Cosi Sandwich restaurants in Columbus, Ohio. Guided by the Senior Managing Director, Matt Wolfsmith, new Project Manager Trainees Andre Hampton and David Wood completed these operationally difficult projects with the quality, service, and value our customers have come to expect from MSI.

Unexpected Challenges ranged from new employee issues, product availability, uncharged hoists, hoists fitting through doors, masking difficulties, sprayer issues, lack of protective equipment for spraying, adjusting to a night-time schedule, and having to develop the operational procedures for a new project.



INTERIOR OF A COSI RESTAURANT COMPLETED BY THE LAWRENCE VAILE CREW.

Congratulations to everyone for following the MSI promise and taking initiative to find solutions to the multitude of challenges you faced.

Successful painters complete a painting project within the scope of work. Successful managers find solutions to the problems that prevent their painters from being successful. A great attitude, an open mind, and a respect for your team members and their abilities have strengthened your future within the MSI organization.

Cosi looks to do 40 more restaurants within the next several months.

## LET'S GROW HOME

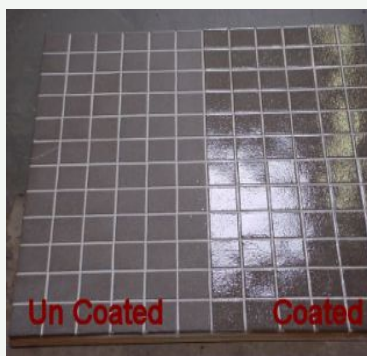
In conjunction with my primary goal of continuous growth I have set up several meetings in the next two weeks to expand our revenue streams.

Jim Gibson, President of Adsil Incorporated will be joining us in our office for Sales training on Thursday March 29th.

Adsil produces a product called Microguard that when applied has a non-slip glass-like finish. It cuts down on cleaning costs for the owners and provides a superior finish.

This product is hot in the Southeast and is used in

Universities and commercial spaces throughout the region. Adsil is searching for a regional partner in the Midwest and we will be exploring the viability of joining forces with them.



## THE MSI PROMISE

**We will expect maximum effort as the minimum requirement.**

**We will be compensated for performance, not presence.**

**We will advance based on success in our current position.**

**We will take initiative to find solutions. “Not knowing” is not acceptable.**

**We will place service over self-interest.**

**We will celebrate outside ideas.**

**Never assume industry superiority.**

**We will be easily accessible.**

**We will train others to advance.**

**We will conduct ourselves within the best interests of our team.**



**ON THE CUTTING EDGE:**

**SERVICE.**

**TECHNOLOGY.**

**EMPLOYMENT.**

## STRATEGIC PARTNER NEWS

MSI has contracted with VisionsWeb studio to create and implement a new web-site. VisionsWeb has an impressive history of developing web-sites that both drive your marketing and act as a hub for potential customers to get a feel for the unique qualities MSI brings to the market. This is a large investment for MSI and shows that we are committed to building our home market through a continuous, methodical marketing program. This site will evolve over the next several years, so please bring any suggestions to The President that you feel may be helpful.

## NEW WEB-SITE DESIGN



Our National Painting season has a very optimistic year planned. During the 1st Quarter of 2007 ISP Painting has sent out more bids than were submitting in 2005-2006 COMBINED!

Bids have been submitted for over 15,000 locations for the following companies: Rite-Aid, Best Western, Motel Six, Red Roof Inn, K-Mart, J.Crew, Gap, Red Lobster, Olive Garden, JCPenny's, Firestone, Verizon, AT&T, Jo-Ann Fabrics, and Yum Brands (KFC, Taco Bell, Pizza Hut).

Build your crews and make yourself available for travel. Our fastest path to greater earning potential is through our National Projects. Please call the office and talk with The President if you would like to discuss national opportunities.



J. Crew Stripe Painting during the holiday roll-out in Oregon.

## SERVICE SECTOR

**"Good Job, Great Crew!"** Jim Kalin, Chicago, IL. Carlos Espinosa Crew

**"The place looks great!"** Sandy Sustersic, Chicago, IL. Gabriel Rivera Crew

**"Painters did great job! Completed in just two days! My ceilings look Great!"**  
Daniel Tranen, Chicago, IL. Lawrence Vaile Crew

**"My rooms look beautiful. They were so friendly. I will definitely call again!"**  
Karen Bundy, Chicago, IL. Espinosa crew

## BUILD A CREW

**Our most successful crews are built by our most successful managers.** It is my job to foster the success each PM desires. The best way I can do that is by taking potential MSI team members and running them through our interview process for you prior to their beginning their probationary employment with MSI.

Please have any painters you may want on your crew contact the PSM at 773-220-8806 and schedule an interview with the President as soon as possible.

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